



Trade fair for the meat industry

20-22 October 2018 | Messe Stuttgart



**8,774** visitors from **30** countries

**72%**  
of visitors hail  
from the butchers' trade

**79%** of professional attendees  
have come to SÜFFA with  
plans to invest

**245** exhibitors

**21,000**  
square metres  
of exhibition space (gross)

**67%** of professional attendees  
hold management positions

**80%**  
of professional attendees are involved in  
their company's purchasing decisions

## SÜFFA by the Numbers - A Cut Above the Rest!

As the dynamic meat industry shifts its focus from mass production to increased quality, SÜFFA is here to cover every angle.

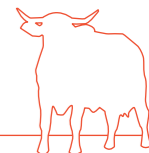
In 2017, more than 8,700 visitors - including both young and more experienced artisanal professionals - came to SÜFFA to learn about the latest products and trends on the market. The event is drawing more attendees every year, and with proficient, investment-minded decision-makers accounting for nearly 40% of them, the atmosphere is perfect for quality discussions of what people are looking to buy.

Meanwhile, the younger generation appears to have a refreshing perspective of the butchers' trade, one that is winning over more seasoned specialists. This means SÜFFA is positioned to remain the meat industry's most prominent gathering for years to come.

With SÜFFA set to present a full range of offerings for artisanal butchers once again in 2018, there are plenty of reasons to exhibit. Join us there to make sure you get the choicest cuts of the trade!

### Main interests among professional attendees:

- Work techniques and equipment (46%)
- Food safety and hygiene (32%)
- Store equipment and furnishings (32%)
- Advertising/promoting sales (26%)
- Food and beverages (26%)





## A Banquet of Attractions – Don't Forget Your Knife and Fork!

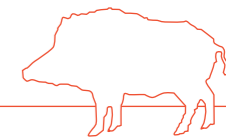
At SÜFFA, you'll find artisanal butchers from Germany's leading regions in the trade (as well as from neighbouring countries) right in the middle of the action. The industry's most popular trade fair brings them together year after year.

With such a wide variety of quality exhibitors, a balanced mix of exhibition areas, rotating showcases on the butchers' trade, and an array of informative SÜFFA Specials for visitors to check out, this event doesn't just cover trends – it sets them.

All this makes SÜFFA one of the best opportunities to effectively showcase yourself to the dynamic butchers' trade and SMEs from the surrounding industry.

# 47%

of professional attendees travel  
more than 100 km to Stuttgart



SÜFFA 2017 definitely exceeded our expectations! Our efforts to catch up with our customers and gain new ones both went well. An incredible number of people were interested in our booth, and we also closed a number of deals right there at the event.

**Andreas Wetter, CEO,  
K+G Wetter**

SÜFFA was utterly fantastic! Our exhibit really seemed to resonate with the people in attendance. With so many true experts among them, we also had a number of good high-level conversations. The butchers' trade is looking quite strong and ready to take on the future.

**Anton Wahl, Board Chairman, Zentrag**

**Britta Appel, Marketing, Fessmann**

Our company drew a lot of interest at SÜFFA. We mainly wanted to engage with our customers, and the event was a good opportunity to provide them with advice and support. Quite a few visitors came by our booth, many of them very knowledgeable. Judging by this success, we reached the goals we set for SÜFFA and will definitely be back next time!

There's no other way to put it: SÜFFA was outstanding. I was surprised by how many people were already there on the first day, but then the Sunday raised the bar again. We were able to present our new products to a broad audience, have some great conversations, and even take some orders. The interest level was excellent, and we got some really good feedback as well. On the whole, SÜFFA could hardly have gone better!

**Hermann Schwarten,  
National Sales Director, Hela**

**Dianne Seydelmann, Executive Board,  
Seydelmann**

Every area of the butchers' trade was once again on hand at SÜFFA, which made for a packed event. Even on Saturday, it was surprisingly busy! SÜFFA is always a good place to come together, catch up with your contacts, and meet new people. This year's event gave us another chance to say hello to both returning customers and lots of potential ones at our booth. We were quite pleased with how everything went.

We came away from SÜFFA 2017 with a very positive impression. The audience was full of friendly, highly interested people, and the trade fair itself focused on the future in both the technology and the programme of events it offered.

**Michael Adam, Consultant Coach and Project Director, Bedford**

**88%**

For 88% of the exhibitors in attendance, SÜFFA 2017 was at least as successful (if not more so) than the 2015 edition.



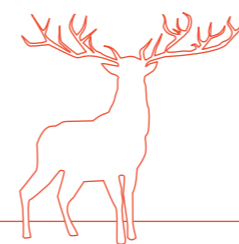
## Insiders Know – SÜFFA Makes All the Difference!

At SÜFFA, you'll see what real craftsmanship means while discovering the latest trends from around the world. Come along and add some extra spice to the hot topics up for discussion in Halls 7 and 9.

- Raw materials and semi-finished goods
- Work techniques and equipment
- Kitchen systems
- Food safety and hygiene
- Store equipment and furnishings
- Advertising and sales promotion
- Food and beverages
- Services
- Rotating special topics from the butchers' trade

**And don't forget: Things will be already be heating up on Saturday!**

SÜFFA will open its doors on Saturday afternoon – traditionally the quietest time for tradespeople – and offer extended hours from 1:00 to 8:00, freeing up Tuesday again for new activities.





## Here They Come – SUFFA Specials to Whet Your Appetite!

For the first time in 2018, a supporting line-up of SUFFA Specials will be prominently featured in our exhibition halls. If variety truly is the spice of life, these Specials are set to make SUFFA more enticing than ever.

### **See how the proper sausage is made**

In 2018, you'll definitely want to check out the street of winners, the beer garden, our special exhibitions, and the stage for trends and innovations. Here, there's plenty of room for you to hold presentations that will make the best impression possible on those in attendance.

### **Lead the pack**

Do you have ideas that offer new perspectives to craftspeople in the meat industry? Do you want to present an innovative product or a clever way to handle a particular task? We'd love to hear about your suggestions for additional SUFFA Specials. Get in touch with us today!

### **Show visitors what you've got!**

To make an impression your customers won't soon forget, you can take advantage of more than just your exhibition space. Get your name out there wherever you can – on beer mats or napkins in the beer garden, for example, or in places where your target group meets up. Interested?

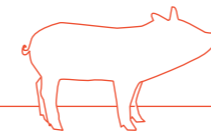




## Let Everyone Know – You’ve Got a Winning Recipe!

Enter your most compelling developments for the SÜFFA Innovation Award and sink your teeth into a real competitive advantage. This year, the curtain will rise on the most promising innovations for the eighth time.

The SÜFFA Innovation Award will be one of the highlights of SÜFFA 2018. Since it was introduced, this accolade has been highly regarded within the industry thanks to its ability to illustrate market trends, showcase forward-thinking products and techniques, and pave their way to the market. The SÜFFA Innovation Award thus serves as a mark of quality for new ideas, and having it on your sophisticated solutions is sure to draw the attention of the butchers in attendance. They favour products honoured with this prestigious seal. The SÜFFA Innovation Award, which is promoted by the Landesinnungsverband für das Fleischerhandwerk in Baden-Württemberg and Messe Stuttgart, will be presented during the trade fair.







**UNLIMITED FREE  
ENTRY CODES!**

## **There's Enough for Everyone – Tuck into These Tasty Tidbits!**

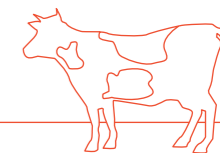
Take advantage of the SÜFFA media flat rate and savour all the benefits it offers. It's well worth it! With an unlimited number of free entry codes, you'll be able to serve as many hungry customers as you like – and offer future ones a seat at the table.

Still looking for seconds? What would you say to a trade fair party at your booth that will have your customers buzzing? You can also play an active part in Women in Butchery Day or another of our supporting events. It's the perfect way to spice up your trade fair messaging.

There are a host of possibilities. Talk to us today. We'll be happy to help you, whether you want to find out more about booth space and construction, promotional items, or publicity campaigns.

Just a few of the advantages  
of our media flat rate:

- Extensive advertising materials
- Welcome package
- Web banners and logos
- Attractive supporting events
- Distribution of custom press releases



## Information

### Exhibitor prices (per m<sup>2</sup>)

Row booth:	€ 139.00
Corner booth:	€ 156.00
Peninsula booth:	€ 162.00
Island booth:	€ 169.00

To access registration documents, please visit [www.sueffa.de](http://www.sueffa.de)

### Booth construction

If you book a complete or basic package, Messe Stuttgart offers a comprehensive service that includes everything from assembling your booth to tearing it down.

Booth construction prices from € 77.00/m<sup>2</sup> (plus VAT and floor price)

### Professional and promotional sponsor

Landesinnungsverband für das Fleischerhandwerk in Baden-Württemberg  
Viehhofstraße 5-7  
70188 Stuttgart  
Tel. +49 711 467274  
Fax +49 711 487435  
[www.fleischerbw.de](http://www.fleischerbw.de)

## Looking forward to seeing you!

### Organiser

Landesmesse Stuttgart GmbH  
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70629 Stuttgart  
Tel. +49 711 18560-0  
Fax +49 711 18560-2440  
[www.sueffa.de](http://www.sueffa.de)

### Exhibitor services

Sophie Stähle  
Tel. +49 711 18560-2711  
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Uta Götze  
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Fax: +49 711 18560-1540  
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### Booth construction service

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Fax +49 711 18560-1212  
[holger.wilhelms@messe-stuttgart.de](mailto:holger.wilhelms@messe-stuttgart.de)

### Opening times

Saturday, 20 October 2018:  
1:00-8:00 pm  
Sunday-Monday, 21-22 October 2018:  
10:00 am-6:00 pm

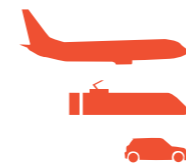


Landesmesse Stuttgart GmbH  
All of this information is provided without liability. Information subject to change. All percentages are based on an exhibitor and visitor survey conducted in 2017.

# The fast track to your booth!

Your customers will be at your booth before you know it. It's just five minutes' walk from the arrivals terminal, the car park, or the S-Bahn train station. Meanwhile, your booth will be assembled and dismantled in no time thanks to Messe Stuttgart's optimised infrastructure. With everything so close at hand, you'll make all the right moves and hold the keys to your target market.

### Messe Stuttgart: ideal transport connections



200 m from the airport

200 m from the train station (S-Bahn)

Messe motorway exit on the A8





# 20-22 October 2018



All the data presented herein was drawn from a representative survey of exhibitors and attendees at SÜFFA 2017.

FKM certification indicates that the standards of the Society of Voluntary Control of Fair and Exhibition Statistics (FKM) have been applied and observed in presenting the figures this document contains.



[www.sueffa.de](http://www.sueffa.de)