



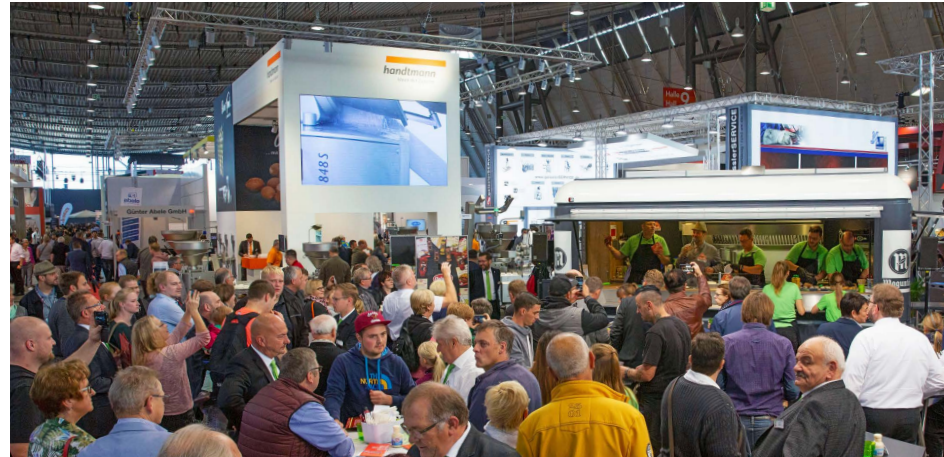
**Like pigs in clover.  
Make sure you are there too.**



**21 to 23 October 2023**

**SUEFFA**

The Trade Fair for the Meat Industry  
[sueffa.com](https://sueffa.com) | Messe Stuttgart





# Here's the catch! It'll be really juicy.

You will find valuable prime cuts in the key to markets, at the centre of the most popular industry meeting point in Stuttgart. Craft butchers from the strongest German craft regions and neighbouring countries meet at SÜFFA, the only trade fair in Germany to offer a complete range of products and services for craft butchers.

The quantity and quality of the exhibitors, changing special topics and specials, as well as the wide-ranging accompanying programme make SÜFFA a trend barometer and a trendsetter for the meat industry. The visitors are therefore interested, qualified and competent. SÜFFA 2021 proved that trade visitors are currently keen to make investments and decisions.

Become an exhibitor at SÜFFA 2023 from 21 to 23 October 2023!  
Because SÜFFA is and will remain the top address for the meat trade.

## Season well with our trade fair highlights



Working and operating technology



Food and beverages



Business fittings and furnishings



Refrigerated and sales vehicles



Food safety and hygiene



Kitchen systems and catering equipment



Raw materials and semi-finished products for production



Services and information



Sales promotion and advertising

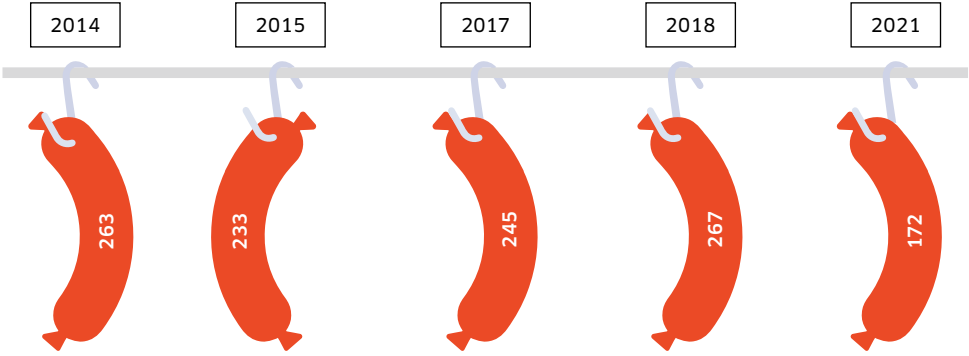


The meat industry is in transition and more vital than ever before. Both young and experienced craft working trade visitors come to SÜFFA to obtain information about the latest products and trends on the market. Just recently, people's appetite for self-prepared food and first-class enjoyment has increased enormously. Consumers are paying far more attention to quality and rely on the advice that they receive from their butchers.

At SÜFFA you will meet trade visitors who are looking for viable solutions and are willing to invest money for this purpose. Present your solutions to these competent decision-makers and hold discussions with them. SÜFFA provides you with opportunities to present your company to the butcher's trade and small and medium-sized companies.

Exhibitors

Development of the exhibitor numbers



Exhibitor survey

We would recommend SÜFFA to other people.



We are definitely intending to exhibit again.

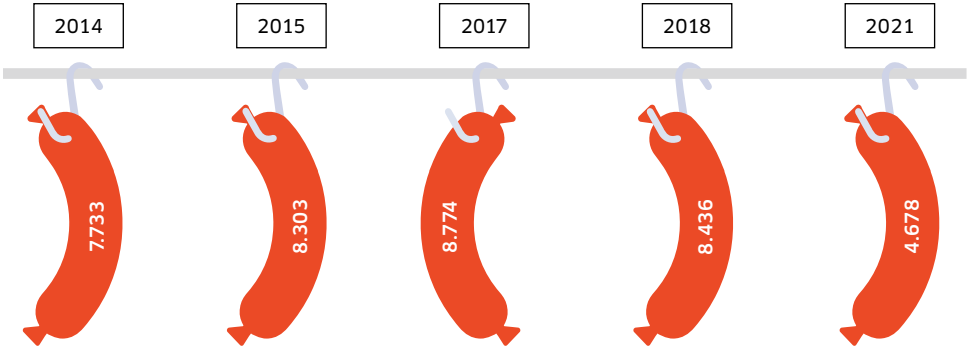


We attained all or some of our trade fair objectives.

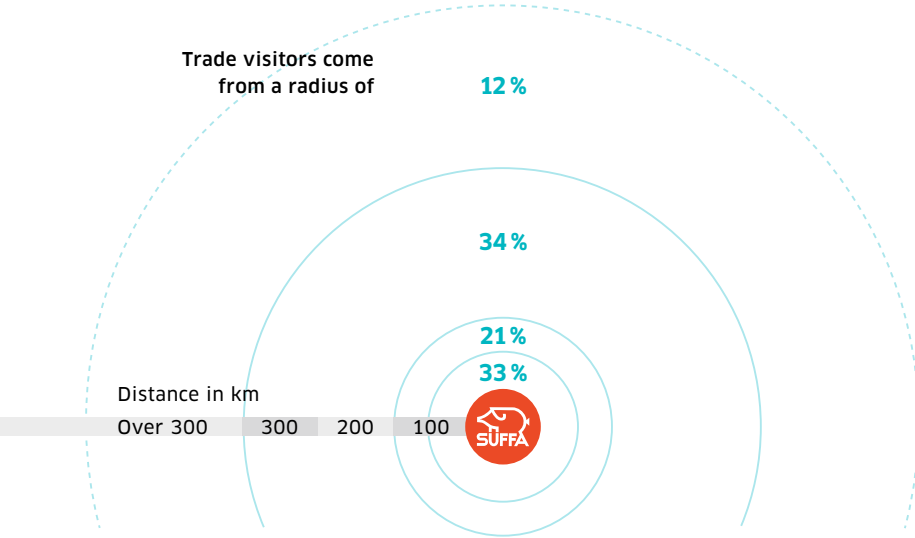


Visitors

Development of the visitor numbers



Trade visitors come from a radius of



98% are trade visitors



Overall verdict of the trade visitors (School marks)



Investment intentions

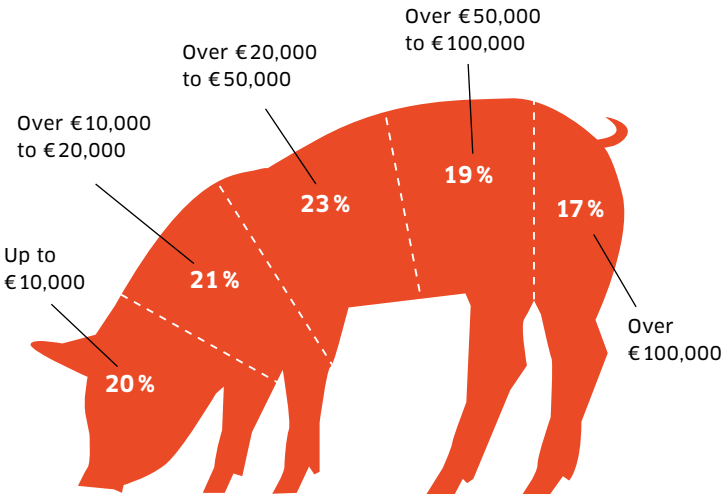


Are involved in purchasing and procurement decisions

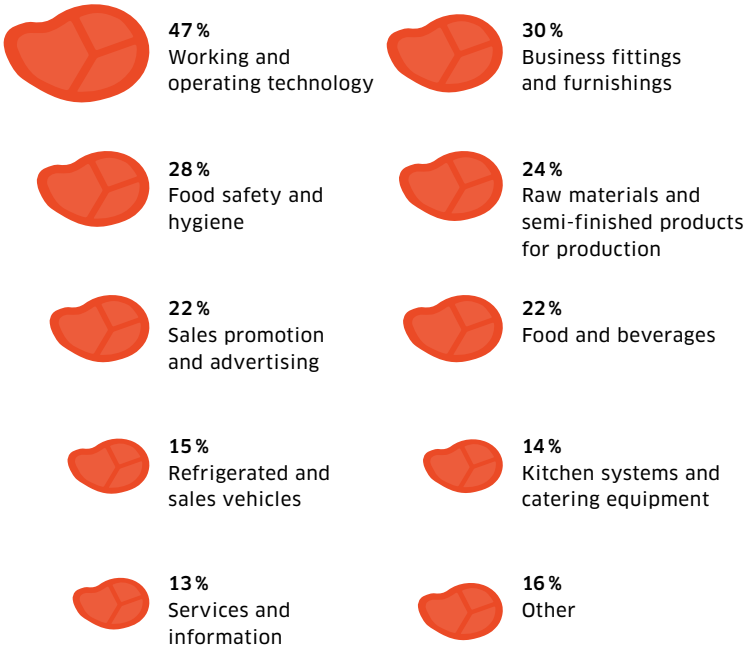


Are definitely planning to invest  
Are probably intending to invest

Investment volume



Visitors' interest in the exhibition areas



“SÜFFA was absolutely fantastic! We met all the right target visitors for our company. Once the doors opened, our stand was busy the whole day. We held excellent and financially attractive discussions. It was the first time we attended SÜFFA. We will definitely come back again!”

Claus Hensen, Hofschlachtsysteme Hensen GmbH

“Here at SÜFFA, there was great demand for new ideas and new technologies with which butchers can stand out from their competitors and present themselves in the best possible light. Saturday went very well while our stand was overrun on Sunday. We had a large number of good specific contacts and are very satisfied.”

Michael Keck, Managing Director, bfm Ladenbau GmbH

“There was a positive mood among the visitors at SÜFFA 2021. We were able to hold high-quality informative discussions. It was extremely positive to see that customers came from north Germany, France, Austria, Lithuania and Switzerland.”

Patrick Friederix, Sales Manager Germany, Vemag Maschinenbau GmbH



“SÜFFA has always been a successful trade fair for our company. We wanted to continue this through our presence at this year’s event. We also managed to achieve this objective. Saturday was a fantastic day! We met extremely interested visitors who were willing to make purchases. We noticed that some visitors had travelled a long way to attend SÜFFA. We hope that this will also be the case in future.”

Gerd Kunkel, Sales Manager Germany,  
Albert Handtmann Maschinenfabrik GmbH & Co. KG

“We were delighted to be able to attend this trade fair for the first time. We had a very large number of regular and new customers on our stand, and forged good contacts. Everything was very enjoyable because the visitors were highly qualified and open to something new. We were able to present our innovations, for example our foils made of wood. You have to touch them, that’s not possible online.”

Valentina Kuchler, Managing Director, S.A.M. Kuchler Electronics GmbH



# The SÜFFA Specials will whet your appetite. Voice your opinion!

The accompanying programme will spice up SÜFFA 2023. Make use of the various opportunities to hold discussions with trade visitors.

**Become the top dog!** Do you have ideas which offer new prospects for craftspeople in the meat industry? Do you want to present your innovative product solution or a work solution? Then talk about it! We are willing to listen to your suggestions for other SÜFFA Specials.

BBQ



Game & hunting



Competitions



Delicatessen



Snacks & catering



Job exchange for  
exhibitors and visitors



Farm and field  
slaughtering



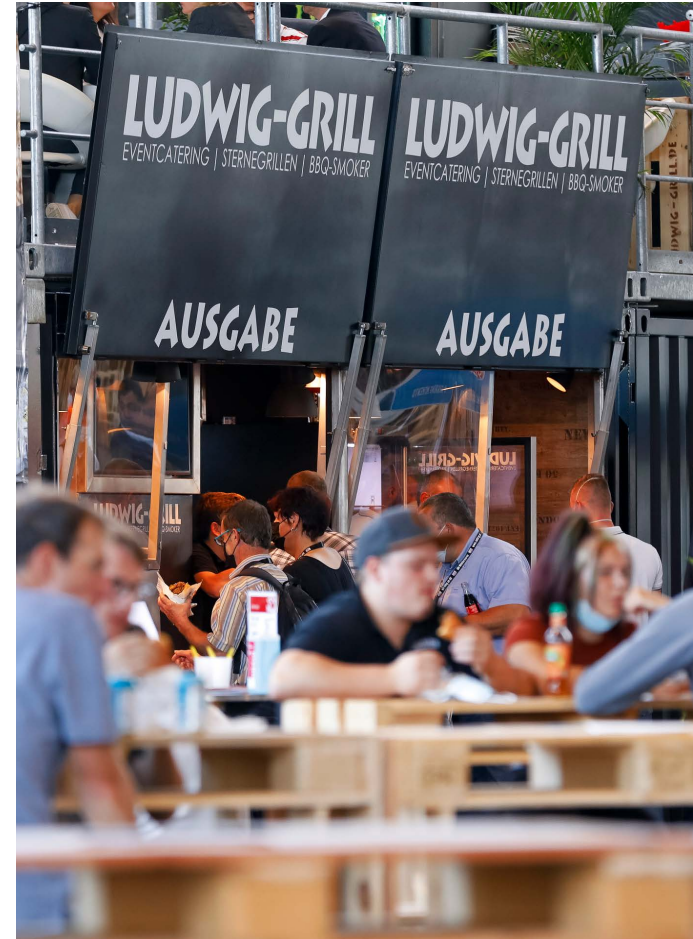
Stage for trends  
and innovations



Day of  
Butchers' Wives



Transparent  
sausage kitchen



# Grab the bull by the horns! There are still some places free.

Be there! We will help you wherever we can. Messe Stuttgart can offer you an all-inclusive service package extending from stand erection to dismantling if you book a complete package or a basic package.

Cover all your bases! Use some spicy advantages with the media flat rate. It's worthwhile. Feed your customers with an unlimited number of free admission codes or attract future customers. Play an active part in the accompanying programme.

The ideal, tasty method for your trade fair communication!

**Media flat rate €650**

**... and one more special:** For some topic areas such as delicatessen, we have special attractive stand offers for you. Just ask us.

You can find all the information relating to registration at [sueffa.com/2023](https://sueffa.com/2023)



Safe for People.  
Good for the Economy.

## Hygiene measures

Special times call for special measures. Since we attach great importance to the health and well-being of everyone who comes to Messe Stuttgart, Landesmesse Stuttgart has formulated a prevention concept which contains extensive hygiene and safety measures. You can find information on the homepage: [sueffa.de/safeexpo](https://sueffa.de/safeexpo)

**All information on registration  
can be found at [sueffa.com/2023](https://sueffa.com/2023)**



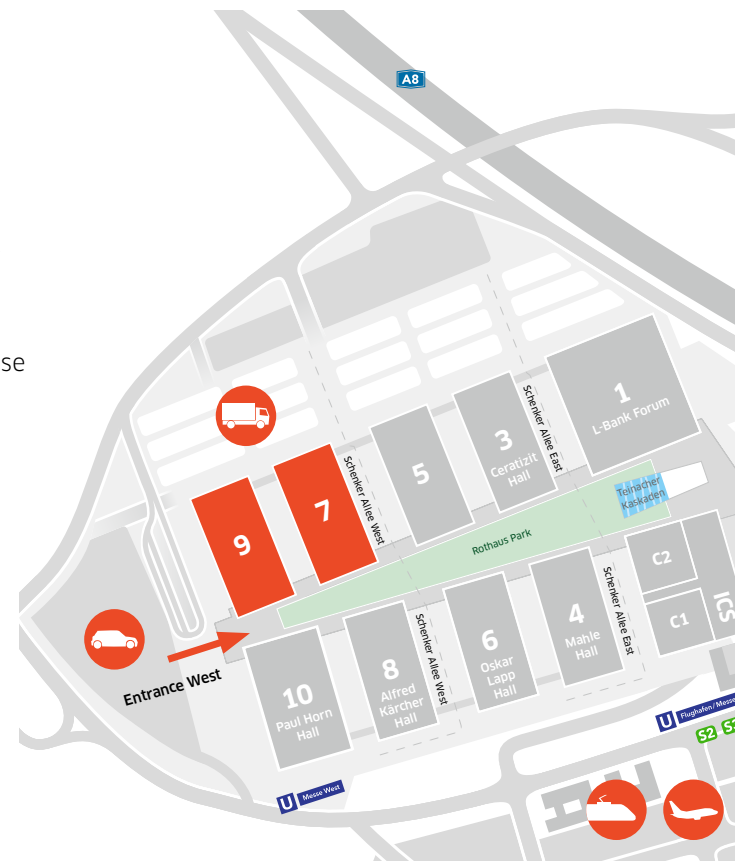






# Off to SÜFFA!

Your customers will be on your stand before you know it. It's just five minutes' walk from the arrivals terminal at Stuttgart Airport, the multi-storey car park or the rapid-transit railway station. Your stand will also be assembled and dismantled faster than expected thanks to Messe Stuttgart's optimised infrastructure. With everything so close at hand, you will hit precisely your target in the key to markets.



15,000 car parking spaces around the trade fair grounds, own trade fair centre exit on the A8 motorway



30 minutes by public transport from Stuttgart Main Railway Station or the city centre



300 metres from Stuttgart Airport



Truck access to every exhibition hall, halls at ground level with large logistics areas



## Contact data

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## Opening hours

Saturday, 21 October 2023  
13.00 – 20.00  
Sunday and Monday  
22 and 23 October 2023  
10.00 – 18.00

## Organiser

Landesmesse Stuttgart GmbH  
Messepiazza 1  
70629 Stuttgart

## Professional and promotional supporter

Baden-Württemberg State  
Association of Butchers' Guilds  
Viehhofstraße 5–7  
70188 Stuttgart



All data were taken from the representative survey of exhibitors and visitors during SÜFFA 2021. FKM certification affirms that the standards of the Society for Voluntary Control of Trade Fair and Exhibition Statistics (FKM) were observed and used for the presented trade fair and exhibition statistics.



