

Visitor analysis

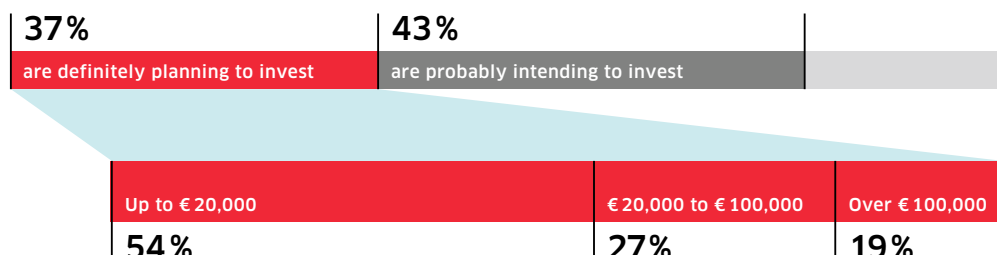
1.9

Overall verdict*
of the trade visitors
(grade)

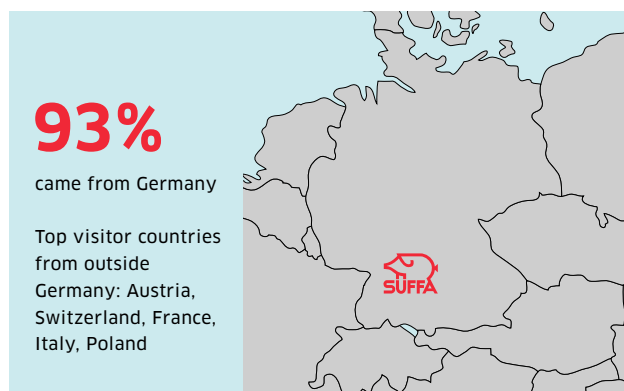
6,712

visitors in 2024

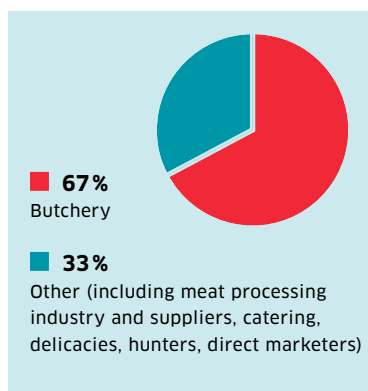
Investment intentions*



Catchment area of visitors*



Visitor industries*



Visitor feedback*

98%

are trade visitors

81%

are involved in investment decisions in their company

75%

will return again to SÜFFA

73%

of trade visitors hold a managerial position

Areas of interest for visitors*



7 to 9 November 2026

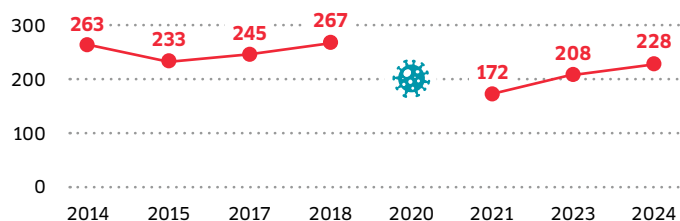


**All the ingredients
for your
business success!**

- 1** Only trade fair for the meat industry in German-speaking countries
- 2** Complete range of products and services for the entire industry
- 3** Large number of trade visitors with investment needs
- 4** High density of companies in southern Germany - right on the doorstep
- 5** Strong networking platform with numerous encounters
- 6** Modern trade fair grounds and all-round exhibitor service

Exhibitor information

Development of exhibitor numbers



No trade fair in 2020 due to the corona pandemic

Trade fair staged in 2021 under pandemic conditions

Feedback from exhibitors*

73%

said they would recommend SUFFA to others

74%

found the quality of trade visitors to be excellent

82%

said they met all or some of their trade fair objectives

91%

found Baden-Württemberg to be an excellent business location – Messe Stuttgart is the Key to Markets!

Messe Stuttgart



Rental fee (net) for your stand area



Row stand
€ 184/m²
Early-bird discount:
€ 179/m²



Corner stand
€ 203/m²
Early-bird discount:
€ 196/m²



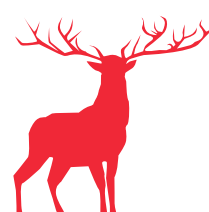
End stand
€ 208/m²
Early-bird discount:
€ 201/m²



Island stand
€ 215/m²
Early-bird discount:
€ 209/m²

You will find all the information you need regarding registration at sueffa.de/2026

Early-booking discounts valid until 31st December 2025



Planning basis for 2026



September 2025
Call for exhibitors launched



February 2026
Hall planning commences



April 2026
Placement offers sent out



June 2026
Call for visitors launched



7 to 9 November 2026

Saturday, 1 pm – 7 pm
Sunday, 10 am – 6 pm
Monday, 10 am – 5 pm

Register now
sueffa.de/registration

Organiser

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Messe Stuttgart



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#sueffa2026



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