Visitor analysis



6,712 visitors in 2024

Overall verdict* of the trade visitors (grade)

Areas of interest for visitors*



Working and operating technology



Business fittings and furnishings



Raw materials and semi-finished products for production



25% Food safety and hygiene



20% Food and beverages



Sales promotion and advertising



17% Kitchen systems and catering equipment



14% Refrigerated and sales vehicles



11% Services and information

Investment intentions

37% 43% are probably intending to invest are definitely planning to invest

> Up to € 20,000 € 20,000 to € 100,000 Over €100,000 54% 27% 19%

Catchment area of visitors'

Visitor industries* 0 67% Butchery Top visitor countries from outside Germany: Austria, Other (including meat processing Switzerland, France, industry and suppliers, catering, Italy, Poland delicacies, hunters, direct marketers)

Visitor feedback*

are trade visitors

are involved in investment decisions in their company

will return again to SÜFFA

of trade visitors hold a managerial position

7 to 9 November 2026



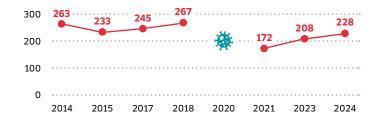
All the ingredients for your business success!

- Only trade fair for the meat industry in German-speaking countries
- Complete range of products and services for the entire industry
- Large number of trade visitors with investment needs
- 4 High density of companies in southern Germany - right on the doorstep
- Strong networking platform with numerous encounters
- 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

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

Feedback from exhibitors*

said they would recommend SÜFFA to others

found the quality of trade visitors to be excellent

said they met all or some of their trade fair objectives

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

Messe Stuttgart





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



30 minutes by train/subway from Stuttgart Main Station/city centre



300 metres from Stuttgart Airport



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

Rental fee (net) for your stand area



€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



Register now sueffa.de/registration

Organiser

Landesmesse Stuttgart GmbH & Co. KG Messepiazza 1 70629 Stuttgart Tel. +49 711 18560-0





Exhibitor Support

Sophie Stähle

Manager Exhibitions and Events Tel. +49 711 18560-2711 sophie.staehle@messe-stuttgart.de

Uta Götze

Coordinator of Exhibitions and Events Tel. +49 711 18560-2540 uta.goetze@messe-stuttgart.de

Ronja Schweigert

Coordinator of Exhibitions and Events Tel. +49 711 18560-2307 ronja.schweigert@messe-stuttgart.de

#sueffa2026



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