

## ABOUT ZP SÜD

220

EXHIBITORS, PARTNERS  
& SPONSORS

6.556

VISITORS

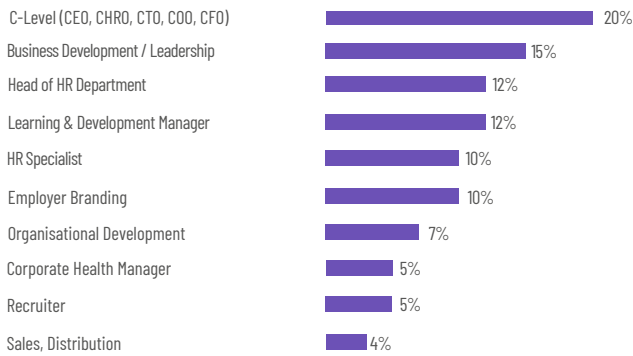
239

SESSIONS

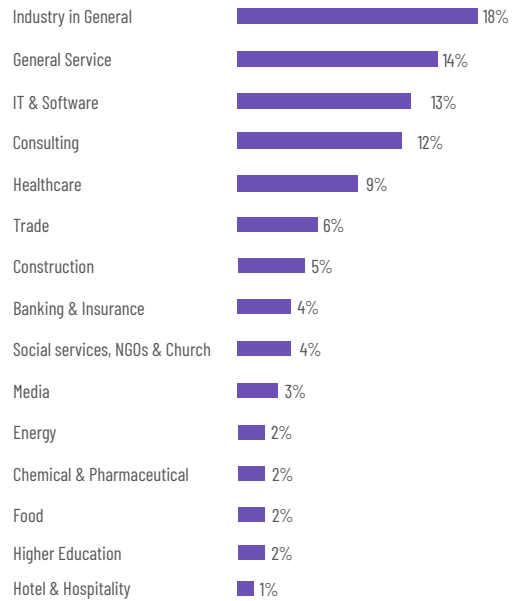
### THE HR EVENT IN SOUTHERN GERMANY

Zukunft Personal Süd is the industry gathering for people management in southern Germany - it is a place where professionals engage in constructive dialogue and learn from one another, with a view to integrating pioneering ideas and products into their own daily work. The industry meets at the heart of Germany's SME sector and the automotive industry, where the ability to innovate whilst remaining resilient in the face of crisis is currently one of the core strengths of the companies based there. This is precisely why Zukunft Personal is repositioning itself in its anniversary year. As a platform for people and organisational performance. Because it's all about performance. Not just that of HR departments, but of entire organisations.

### POSITIONS OF TRADE VISITORS\*

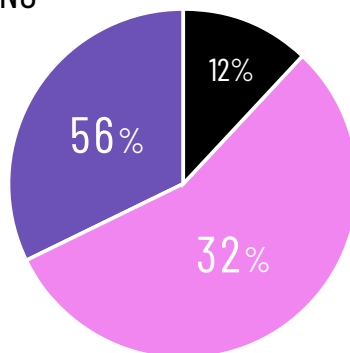


### INDUSTRIES OF TRADE VISITORS\*

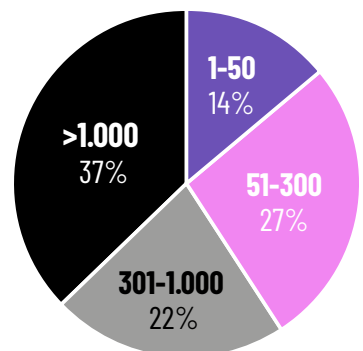


### VISITORS' DECISION-MAKING POWER

- sole and co-decisive
- advisory
- no decision-making authority

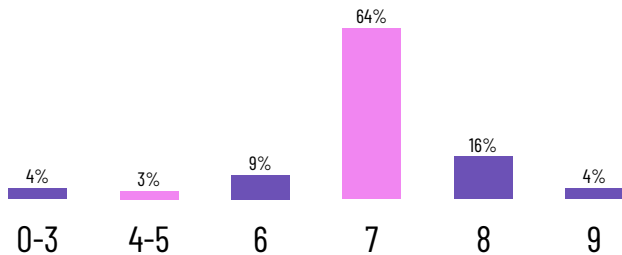


### COMPANY SIZE/ EMPLOYEES

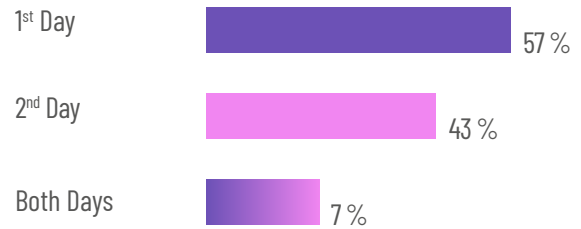


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ORIGIN OF VISITORS  
BY POST CODE AREA



ATTENDANCE NUMBERS



more than **96%**

of visitors would recommend Zukunft Personal Nord as a relevant industry show.

# Deep Dives

An exclusive exchange delivering actionable ideas.



With the Deep Dive format, a space is created where real value is generated: A carefully designed format located in the trade fair hall, yet far from the fast-paced environment of the exhibition. Participants benefit from a setting that facilitates focused work, genuine collaboration and productive encounters.

Whilst the trade fair pulsates with energy, the Deep Dives offer a private space for intense, professional conversation. In small groups of no more than ten HR professionals, discussions take place that are otherwise rarely possible amidst the hectic hustle and bustle of the trade fair: individual, genuine, on equal terms – and with real impact.

Each topic is deliberately focused to make the exchange as practical and actionable as possible. Here, experts meet practitioners: they share insights, discuss challenges and jointly develop solutions that have an immediate impact on their own daily work.

Places are limited – and that is precisely what makes the format so valuable.

## DEEP DIVES



TEAM  
HUMAN  
× AI

ZUKUNFT  
PERSONAL®

# REVIEW

21 – 22 APRIL

# 2026 STUTTGART

#ZPSued

## ONLINE COMMUNITY

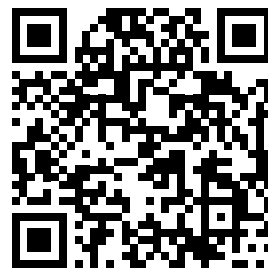
  
308.803\*  
PAGE VIEWS

  
37.161  
FOLLOWER

  
5.974  
FOLLOWER

\*PERIOD: FEBRUARY – APRIL

## PHOTO GALLERY

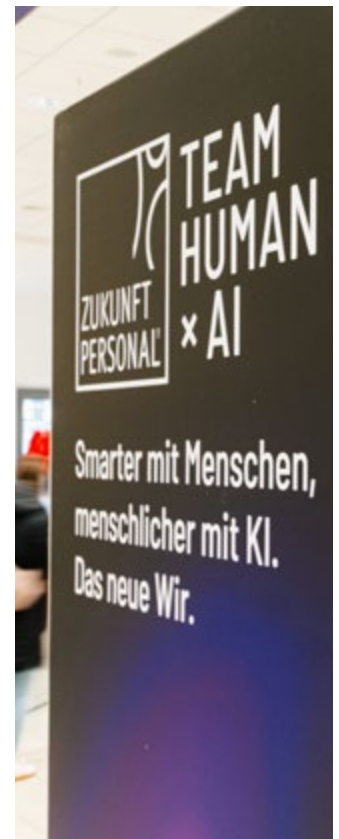


FLICKR ALBUM

## MESSE TV



YOUTUBE LINK



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[www.zukunft-personal.com](http://www.zukunft-personal.com)



[www.zukunft-personal.com/newsletter](http://www.zukunft-personal.com/newsletter)

## A SELECTION OF ATTENDING COMPANIES

- Adolf Würth
- Alfred Ritter
- Allianz
- ANDREAS STIHL
- AOK
- Audi
- BARMER
- BAUHAUS
- Bechtle
- Bertrandt
- Bosch Rexroth
- Bundeswehr
- Burda Services
- Caritas
- Daimler Truck
- DAK-Gesundheit
- DATEV
- Deutsche Bahn Cargo
- Decathlon Detschland
- Dehner Holding
- DEKRA
- Deutsche Bank
- DHL
- DIRINGER & SCHEIDEL
- dm-drogerie markt
- Dürr Dental
- Ed. Züblin
- EDEKA
- Ensinger
- EURONICS Deutschland
- Evangelische Heimstiftung
- Ferchau
- Flughafen Stuttgart
- Groz-Beckert
- HELU KABEL
- Herrenknecht
- Hipp
- HUGO BOSS
- IKEA Deutschland
- IONOS
- Kardex
- Kaufland Stiftung
- KVBW
- Landeshauptstadt Stuttgart
- LEONHARD WEISS
- Liebherr Hydraulikbagger
- LifeFit Group Services
- Mahle
- MANN+HUMMEL
- McDonalds Deutschland
- Mercedes-Benz
- Meyer & Meyer
- Möbel Marti
- Mypegasus
- Noerpel
- OPTIMA packaging group
- Porsche
- Printus
- R+V Allgemeine Versicherung
- Regierungspräsidium Stuttgart
- Richard Wolf
- Robert Bosch
- s. Oliver Bernd Freie
- Schwarz Corporate Solutions
- SCHWENK Zement
- Securitas Personalmanagement
- STRABAG
- Syntax Systems
- Techniker Krankenkasse
- toom Baumarkt
- Toyota Automated Logistics
- TransnetBW
- VARTA Microbattery
- Vibracoustic
- Waldner Holding
- WTS Tax
- Zalando
- XXXLutz



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## #MESSESTIMMEN

### **Markus Anthoni, Head of Events, ATOSS Software SE:**

"We are among the leading providers of digital workforce management solutions, helping companies efficiently organise time management, scheduling, and resource planning in a future-proof manner. We have a particularly strong presence in the healthcare sector - for example, we are currently supporting the Charité in Berlin in modernising its workforce management. We enable companies to achieve precise and reliable resource planning, while employees benefit from greater individual freedom, agility, and flexibility.

Communication with customers is essential to continuously develop our products and adapt them to real-world needs. Trade fairs are an important part of our customer success strategy. Here in Stuttgart, we once again held many valuable conversations."

### **Lewis Fowler, Sales Director, Paychex Europe Germany:**

"Paychex is a provider of a cloud-based payroll platform specialising in small and medium-sized enterprises. We deliberately focus on not offering overly large and costly all-in-one solutions, but rather tailored solution that aligns with the actual needs of our customers. Guided workflows ensure high data quality and minimise errors, whilst seamless interfaces enable smooth integration into existing HR systems. This results in a payroll solution that operates efficiently while also flexibly growing alongside our customers' requirements.

This is our first time participating here in Stuttgart, and we are intentionally using the trade fair not only for classic lead generation but also direct exchange with our target groups. Jointly exploring future potential, and receiving honest feedback are of great value to us - and have already provided us with important input."

### **Niels-Philipp Ohlen, Head of Sales & Marketing, Rexx Systems GmbH:**

"With Rexx Systems HR software solutions, companies can continually digitalise their processes. Nearly all people management key functions can be organised efficiently - saving valuable time and creating more space to work with and for people. A particular trust-factor is our AI, which is operated exclusively on German servers. Especially in times of international uncertainty and increasing sensitivity when handling employee data, this represents a clear competitive advantage. Artificial intelligence is now an integral part of organisational performance. One thing holds true: Whilst AI provides well-founded recommendations - the final decision is still made by humans. We strongly welcome the fact that Zukunft Personal places the topic of AI transformation at its core - as a long-standing and committed partner of the trade fair."

### **Julia Oertel, Marketing Director, Talention GmbH:**

"With our product, we enable performance-based HR marketing and recruiting. Since our foundation, the combination of recruiting expertise and digitalisation has been firmly embedded in our DNA. Our software forms the foundation of our entire business - and accordingly, we consistently ensure that knowledge and decision-making processes remain in our hands. Artificial intelligence has always played an important role for us. At the same time, we clearly focus on responsible data handling and sustainable, well-founded solutions - not on short-term effects or 'AI cosmetics.' Six specialized agents are now integrated into our software. Our development speaks for itself: in 2025 alone, around three million applications were processed via our platform. A key success factor is our close proximity to our customers. Through workshops, online seminars, and personal exchanges at events, we continuously gain valuable insights into their needs. Events such as Zukunft Personal in Stuttgart also provide us with the ideal platform to reconnect with familiar faces from our community while simultaneously opening up new target groups - a well-balanced mix alongside our own activities."

