

ÜBER DIE ZP SÜD

266

EXHIBITORS, PARTNERS & SPONSORS

6,207

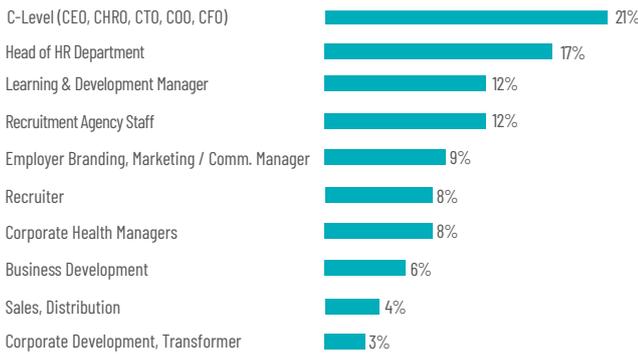
VISITORS

280

SESSIONS

Zukunft Personal Süd is the industry meeting place for people management in southern Germany - this is where people exchange ideas constructively and learn from each other in order to integrate pioneering ideas and products into their own day-to-day work. The scene meets at the main artery of the German SME sector and the automotive industry, where the ability to innovate and at the same time withstand crises are currently among the core qualities of the local companies. This is precisely why Zukunft Personal is realigning itself in its anniversary year. As a platform for people and organisational performance. Because it's all about performance. Not just for HR departments, but for entire organisations. Time for new beginnings. In Stuttgart.

JOB ROLES OF VISITORS*



*excerpt

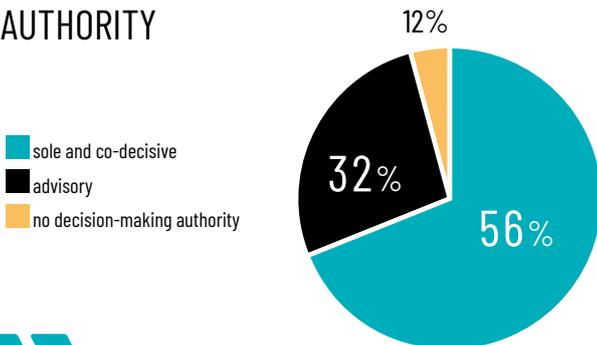
INDUSTRY SECTORS OF VISITORS*



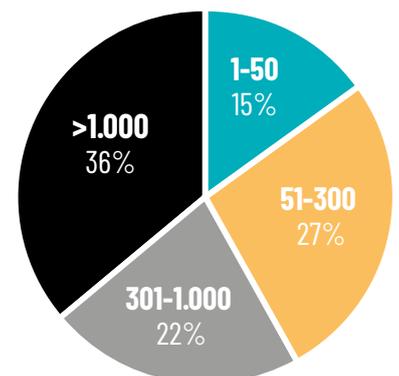
*excerpt



VISITORS DECISION-MAKING AUTHORITY

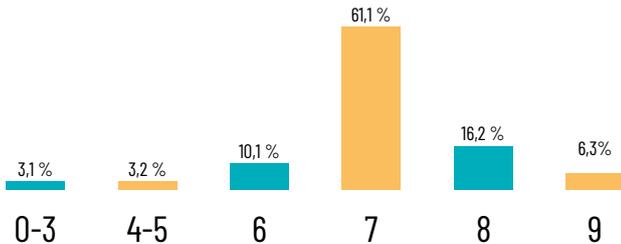


COMPANY SIZE / EMPLOYEES

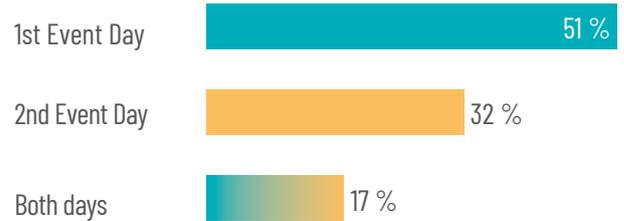


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More information at www.zukunft-personal.com/sales

ORIGIN OF VISITORS
BY POST CODE AREA



ATTENDANCE NUMBERS
DAILY BREAKDOWN



over **96%** of visitors would recommend Zukunft Personal Sued as a relevant industry event

ZP Talk

Cawa Younosi meets!



Cawa Younosi, THE HR visionary and influencer, became known, among other things, for his innovative leadership at SAP Germany. Together with the Zukunft Personal team, he has developed a new talk format that tackles the most important HR topics of our time: "ZP Talk: Cawa Younosi meets..."

With his charismatic style, he leads engaging discussion rounds where current challenges and valuable solutions are explored.

In the second episode, he and his guests embark on a fictitious journey through time into the HR world of 2030. The vision: AI is already coaching before it crunches and leadership no longer happens from above, but at eye level. What was considered a "trend" back then is now standard: data-based, empathetic, effective. Time to look back - and realize: 2025 was not the end of the comfort zone, but the beginning of really good HR.

His "can-do attitude" and commitment to a trust-based work culture are sure to shape the conversations - and may even lead to some unconventional answers.

ZUKUNFT
PERSONAL®

REVIEW

6. – 7. MAY

2025 STUTTGART

#ZPSued

ONLINE COMMUNITY



311.101
PAGE VIEWS



32,202
FOLLOWER

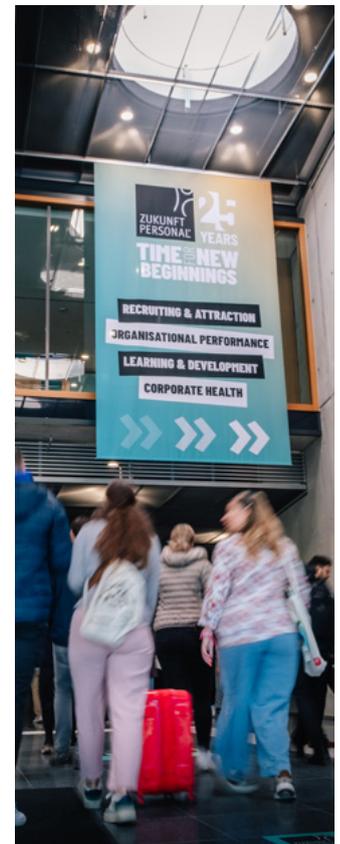


5,445
FOLLOWER

PICTURE GALLERY



FLICKR ALBUM



MESSE TV



YOUTUBE LINK



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www.zukunft-personal.com



www.zukunft-personal.com/newsletter

A SELECTION OF ATTENDING COMPANIES

- Adolf Würth GmbH & Co. KG
- Alfred Kärcher SE & Co. KG
- Allianz
- ANDREAS STIHL AG & Co. KG
- AOK
- AXA Konzern AG
- BARMER
- BAUHAUS AG
- Bausparkasse Schwäbisch Hall
- Best Secret
- Bosch Rexroth AG
- Bundeswehr
- Burda Services GmbH
- Caritas
- Daimler Truck AG
- DAK-Gesundheit
- DATEV
- Deutsche Bahn Cargo AG
- Decathlon Detschland
- Dehner Holding GmbH & Co. KG
- DEKRA
- Deutsche Bank AG
- DHL
- Die Techniker
- dm-drogerie markt GmbH + Co
- Duravit
- Ed. Züblin AG
- EDEKA
- EnBW Enpal
- EURONICS Deutschland eG
- Europa-Park GmbH & Co. KG
- Fraport AG
- freenet DLS GmbH
- Goethe-Institut
- Hansgrohe SE
- HAYS AG
- Hornbach Baumarkt AG
- HUGO BOSS AG
- IBM Deutschland GmbH
- Indeed
- Kaufland
- Konica Minolta
- KPMG
- Landesbank Baden-Württemberg
- Lidl Dienstleistung GmbH & Co. KG
- Liebherr
- LinkedIn
- MAN Energy Solutions SE
- MANN+HUMMEL
- Max-Planck-Institut für Plasmaphysik
- Mercedes-Benz
- Mercer Deutschland GmbH
- Motel One GmbH
- MVV Energie AG
- Noerpel SE
- OBI
- Peek & Cloppenburg B.V. & Co. KG
- Peter Gross Bau
- Pfalzwerke AG
- PFEIFFER & MAY SE
- Porsche AG
- R+V Allgemeine Versicherung AG
- Ravensburger AG
- Roadsurfer
- Robert Bosch GmbH
- SAP SE
- Schenker AG
- Schwarz Group
- Seeberger GmbH
- Siemens AG
- Stepstone Deutschland GmbH
- thyssenkrupp
- TRUMPF SE + Co. KG
- T-Systems international GmbH
- TÜV Rheinland
- VARTA AG
- Volksbank eG - Die Gestalterbank
- WISAG
- Würth IT GmbH
- Wüstenrot Bausparkasse AG
- XXXLutz



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#QUOTES

Michael Gempp, Regional Director South, and Thomas Götz, Online Manager, dormakaba Deutschland GmbH:

"We are a manufacturer of time recording and access solutions. We've been present at Zukunft Personal for many years and, as a hardware manufacturer, now have a unique selling proposition. The trade fair has refocused on HR – that's important to us. We are satisfied with the fair; we had a great platform to present our terminal and draw an entirely positive conclusion."

Christine James, Co-founder of the start-up Jetztpat GmbH:

"We support expats by taking over the bureaucratic visa processes for HR. This is our second time at Zukunft Personal Süd – and we're really happy to be here, especially because Stuttgart is my hometown, and we always make valuable contacts at the event. We'll definitely be back next year."

Timo Beerwart, Key Account Manager, EVIATEC Systems AG:

"We are an implementation partner of ELO Digital Office GmbH, a Stuttgart-based company specializing in the digitalization of all business processes. We're present at Zukunft Personal Süd almost every year – as a Stuttgart company, it's a great opportunity for us to present our product. We've had nothing but positive experiences so far. What we particularly appreciate is how the fair has evolved with regard to digitalization."

Timo Wienefoet, Founder, arq decisions GmbH:

"We're a Hamburg-based start-up focused on activating knowledge within organizations. Our platform acts as an HR business partner, playing a strategic and pivotal role. We enhance employees' decision-making skills through training, and the platform makes this expertise available for strategic company development. Here in Stuttgart, we're thrilled with the interest shown in our solution."

Markus Kling, Head of Engineering & MD (Incoming), AIDA ORGA | Co-founder, JOWOMO:

"The future doesn't begin with tools – it begins with mindset. Zukunft Personal Süd in Stuttgart brings together people who want to rethink work. It's about digital transformation, AI, and organizational design. If you want to shape the future, you need more than technology. You need clarity of thought, courage for change, and the willingness to question the status quo. That's where the real opportunity of AI lies: not just in automation, but in the invitation to rethink work – to make it smarter, more human, more effective. I look forward to the exchange!"

Leonie Michael, Talent Development and Promotion of Young Talents | #HR #TrainingManagement #BERNER #BTI #PUSHINGTHELIMITS:

"Today we explored the Personal Süd fair in Stuttgart (Zukunft Personal) and gained a lot of new impressions! Engaging conversations, fresh impulses, and a look at current trends in HR, recruiting, and New Work. Once again, the fair showed how dynamic the working world is – and how important the exchange about it is. Many thanks to everyone we met today – familiar faces and new contacts alike. We're definitely heading home with plenty of inspiration!"

Benjamin Bähring, Consultant for HR Development & Competence Management:

"Fresh inspiration from #ZPSued2025 in Stuttgart! 'Time for new beginnings' – the motto of this year's Zukunft Personal Süd hits the mark. A day full of inspiration, valuable insights, and intense conversations lies behind me. Focus topics included HR development, digitalization, organizational development, leadership, and New Work – all shaping and transforming our working world. What stood out the most: the open exchange with fellow HR professionals. It became clear that real change needs courage, creative ideas, and strong networks. I'm leaving with many new impulses:

- » for more momentum in HR development
- » and real room to shape our organizations."

