



STADA EXPO

Roadshow in 2024

The STADA EXPO represents the concept of immersing visitors in the world of STADA, offering educational insights – all presented in an engaging and entertaining way. Launched in 2023, the STADA EXPO as a traveling interactive exhibition continued into 2024 with stops in Třinec, Czechia, Huddersfield in the UK and at the German headquarter in Bad Vilbel.

This interactive exhibition invites employees, potential recruits, journalists, politicians, and other interested individuals to discover more about the company. With the use of virtual reality, holograms, and interactive touchscreens, the STADA EXPO provides a captivating journey through the history and future of healthcare, sustainability, and pharmaceutical innovations. It also stimulates discussion formats, school and student activities, thereby promoting and educating about health topics.

With more than 4,000 visitors, the STADA Expo was the biggest communication platform in 2024 to present STADA as an innovative company.