



Message

TRADE FAIRS | CONGRESSES | EVENTS

02 | 2019



Consumer shows 4.0

Worlds of experience with brand essence

MOULDING EXPO

Trade fair with
added value

T4M

Innovative trade fair
concept and key to markets

In.Stand

New specialist trade fair
for maintenance and services



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Excellent figures, positive mood: Messe Stuttgart bosses Ulrich Kromer (middle) and Roland Bleinroth (right) can be satisfied with 2018.

Record turnover and earnings

20 per cent increase compared with the strong even year 2016. Over 1.36 million visitors and 23,571 exhibitors: Messe Stuttgart really took off in 2018.

More exhibition space, higher turnover and first-rate results: the new Paul Horn Hall (Hall 10) produced record figures for Messe Stuttgart in 2018. The Presidents Ulrich Kromer and Roland Bleinroth are expecting a turnover of €178 million. This generated earnings of €34 million before leasing and tax. This represents an increase of around 20 per cent compared with the equally strong even year 2016. "The trade fair and congress business in Stuttgart is still growing," concludes Kromer. "With a 15 per cent increase in the amount of exhibition space, we are also one of the trade fair centres in Europe with the best occupancy rates."

ALMOST 30 PER CENT OF EXHIBITORS FROM ABROAD

More than 1.36 million visitors came to the 65 trade fairs and exhibitions in 2018. 23,571 exhibitors were recorded at Messe Stuttgart in 2018 – a new record. The internationalisation strategy is also bearing fruit: "Our involvement in 52 countries is paying off," says President Bleinroth. "Almost 30 per cent of our exhibitors and more than 10 per cent of visitors now come from abroad."

In 2018 Messe Stuttgart further enhanced its strong profile in industry and technology trade fairs with three new events. A successful première was celebrated in 2018 with CastForge, a trade fair for castings and forgings with processing. T4M, the new platform for medical technology, will be held for the first time in May 2019. In.Stand, the trade fair for repairs and service, will be staged in October 2019.

Messe Stuttgart has also invested in the area of public exhibitions. In 2018 CMT successfully staged Touristik & Caravaning (TC), the leading exhibition in East and Central Germany, in Leipzig (you can read more about this on Page 6). A new addition to the group of spring events is the dance exhibition DanceWorld Stuttgart as an exhibition and workshop event for all dance lovers. Business with guest events, congresses and events is another important driving force in the positive development of Messe Stuttgart. Organisers booked rooms in the ICS International Congress Center Stuttgart a total of 150 times in 2018.



More info: www.messe-stuttgart.de
#MesseStuttgart

Top for trainees

Messe Stuttgart is a top address for trainees. Training as an IT specialist for system integration (m/w/t) will start for the first time on 1 September 2019. It will last for three years and end with an examination set by the Chamber of Industry and Commerce (IHK). The company is therefore extending its extensive training opportunities to include the area of technical occupations. "With this strategic decision, we want to cover our own demand for qualified employees in the cross-section departments of the company," says Andrea Roskosch, Senior Personnel Coordinator (Training). "Messe Stuttgart also generally lives up to its social responsibility and offers training places beyond its own requirements."



More info: <https://karriere.messe-stuttgart.de>

CMT

Award

The Corps Touristique, the Association of Foreign and National Tourism Organisations and Railways in Germany, presented CMT for the tenth time overall and the third year in succession with the "Gold" award as Germany's best holiday exhibition in the last tourism season. The world's largest consumer show for tourism and leisure therefore occupied first place ahead of f.re.e in Munich and the B2B exhibition IMEX in Frankfurt.



CMT, the world's largest consumer show for tourism and leisure, was again presented with the "Gold" award by the Corps Touristique.



More info: [#CMT19](http://www.messe-stuttgart.de/cmt)

EDITORIAL

Markus Vogt,
Company Spokesman
Landesmesse Stuttgart GmbH.



"The icing on the cake"

Public exhibitions are the icing on the cake of trade fair companies. They are both decisive and indispensable for a company's image and recognition value. That also applies to us in Stuttgart. However, other trade fair companies have learned from bitter experience that public exhibitions are not a sure-fire success. Sociodemographic change, the achievements of information technology, competition through other leisure activities – the environment for exhibitions aimed at a wide audience has not become any easier in the past few years. That's because they must hold their own in competition with other media. Public events are also confronted with the attractiveness of multi-channel shopping and changed leisure behaviour. The changes in the communication landscape and their impacts on the market are also influencing the future of these exhibitions.

It is therefore important that we, as organisers, and our exhibitors focus on content and presentations which involve visitors in exhibition activities and offer them experiences which they won't find anywhere else. In short, a mixture of information and advice, experiences and participation, and – not least – emotions. Our department for lifestyle and leisure exhibitions succeeded in this respect in the last few years. This is proved by the large numbers of visitors and exhibitors at CMT and Messe Stuttgart's spring and autumn line-ups. However, we cannot afford to rest on our laurels. Established public exhibitions are faced every time with the challenge of extending their offering. Firstly, regular visitors must be retained and secondly, incentives must be created to attract new visitor groups. This is always a difficult balancing act.

A great deal is going on at Messe Stuttgart and not just in the area of public exhibitions. Two new projects are starting in the area of trade fairs, i.e. the medical technology trade fair T4M and In.Stand. We are therefore also looking to the future here with confidence. In this issue of Message you can read more about the organisers of our public exhibitions and also find information on our new events. We hope you enjoy reading this issue of Message.

Messe Stuttgart



Wolfgang Ischinger, Chairman of the Munich Security Conference, spoke as the guest speaker about international developments.



Panel discussion with Roland Bleinroth, Wolfgang Föll, Ulrich Kromer and TV presenter Michael Antwerpes (from left to right).

International politics as a guest at the New Year's Reception

Everything was different this time," was how Stuttgarter Zeitung concisely summarised the New Year's Reception of Messe Stuttgart in 2019. "Messe Stuttgart bosses Ulrich Kromer and Roland Bleinroth dared to do something different. And this proved successful." What actually happened? Instead of infotainment, Messe Stuttgart focused on politics at first hand during the largest event at the start of the year with around 1,600 invited guests. Wolfgang Ischinger, Chairman of the Munich Security Conference since 2008, talked in his guest lecture about "Gone off the rails – international developments and their consequences for the economy." The former German Ambassador in Washington and London painted a gloomy picture of the current situation and captured the attention of Messe Stuttgart's guests. He said that regression to national statehood of the 19th century was not the solution. "We need a stronger EU which speaks with one voice," said Ischinger.

"We need someone who can implement foreign policy, someone with a mandate and authority."

During the panel discussion between the two Messe Stuttgart bosses and Michael Föll, the retiring Chairman of the Supervisory Board of Messe Stuttgart and former Financial Mayor of Stuttgart, there was (almost) a touch of melancholy. However, the new Head of Administration in the Baden-Württemberg Ministry of Education was able to put this into perspective. Föll said he was shedding no tears because he had experienced exciting years. He added that he would return to Messe Stuttgart for the education trade fair didacta in March 2020.

Pianist Joja Wendt was responsible for the musical part of the New Year's Reception. The virtuoso has travelled all over the world and also impressed his audience in Stuttgart.



More info: www.messe-stuttgart.de
#MesseStuttgart



Around 60,000 visitors and approximately 500 exhibitors made Touristik & Caravaning (TC) in Leipzig a total success.

TC 2018

A start made to order

Touristik & Caravaning (TC), which was staged in Leipzig by Messe Stuttgart for the first time last year, recorded very impressive figures. Around 500 exhibitors and over 60,000 visitors travelled around the world at the Leipzig Trade Fair Centre at the end of 2018. "We are delighted with this dream start," concludes Guido v. Vacano, Vice President Public Exhibitions and member of the Board of Management of Messe Stuttgart. "The extended range of products in the area of camping and caravanning proved very popular, the tourist offers impressed visitors and the new topics such as Klinger's Fotokosmos and the pleasure trip in the glass hall also functioned perfectly."



More info: www.messe-stuttgart.de/tc
#TCLeipzig19



IKONO VIP Lounge for guests and partners.

Stylish relaxation

New furniture, new name: guests of honour, exhibitors and business partners of Messe Stuttgart can now relax in the IKONO VIP Lounge. IKONO, whose head office is located in Paderborn, is a manufacturer of high-quality upholstered furniture. "We are delighted to have acquired IKONO as a first-class partner for our VIP section and the Press Centre," enthuses Ulrich Kromer, President of Messe Stuttgart, who inaugurated the furniture together with his colleague Roland Bleinroth and Olaf Kramm, CEO of IKONO. The cooperation with Messe Stuttgart is based on the furnishing of the IKONO VIP Lounge and the Press Centre, and on joint marketing of lounge modules for exhibitors.



Chic, modern, high-quality: upholstered furniture from IKONO for relaxed business conversations.



More info: www.messe-stuttgart.de/veranstalter/locations/weitere-locations/ikono-vip-lounge

Ulrich Kromer,
CEO of Landesmesse
Stuttgart GmbH.



"Turbulent times"

We are living in an eventful era in which a great deal is talked about change and the need for action, and a large number of people are demanding many things. Hardly a day goes by without something new being added. Phasing out of coal, rearmament of the German Armed Forces/NATO, electric mobility, elimination of plastic waste, digitalisation, AI block chains, abolition of the solidarity surcharge, increase in the minimum wage/reduction in working hours, lifting of the restrictions on immigration ...

(Nearly) every topic is undoubtedly justified, but the conditions (for example a nationwide charging infrastructure for electric mobility or nationwide 5G for digitalisation) must also be created and financed. Objectives/tasks must somehow be prioritised, broken down into individual digestible and affordable measures, and agreed, planned and communicated. Otherwise, we will end up with countless rounds of voting (e.g. Brexit), polemic, sideshows, disorientation and, ultimately, lethargy or mental resignation.

Messe Stuttgart has clear priorities. The main priority is to satisfy our customers. In order to achieve this objective, we work very closely with exhibitors in nearly every trade fair and exhibition. For example in trade fair advisory committees and marketing working parties. We are therefore closely networked with customers. They can therefore ideally voice their requests and suggestions. I would like to express my sincere thanks to our exhibitors and trade fair advisory committees for this excellent cooperation.

Thanks to this close relationship with industries, we have received great momentum to develop and extend our portfolio and services. This is one reason why we can again look forward to a very good year in 2020 with many outstanding events after an excellent year in 2018 and a much quieter year in 2019. This impetus will also enable us to intensively promote our master plan with various infrastructure improvements and another exhibition hall.

I would like to wish you fruitful business and the right insight in the coming months despite the current turbulent times.

Consumer shows 4.0

The decline of consumer shows appears to be a foregone conclusion in the trade fair industry. But not in Stuttgart. Increasing numbers of visitors and exhibitors, unconventional exhibition concepts and innovative business models prove there is a future for B2C.





And action: at veggie & frei von (far left), ANIMAL and COMIC CON GERMANY (bottom) active visitors are part of the exhibition concept.



If the honorary title "Facilitator" in this story had not already been awarded elsewhere, Guido v. Vacano and his team would certainly have deserved it. "We have recently created more new projects than ever before," says the Vice President Lifestyle & Leisure at Messe Stuttgart describing the huge workload in the last few years. "And we're still not finished." Projects firstly involve contemporary further development of established consumer shows. With more utility on the one hand and more experiences, participation and interaction on the other. However, it also primarily means developing new B2C exhibitions as innovative special interest events. This brings us to the facilitators in a narrower sense: the four companies and institutions which are actually making it possible to stage – through their financial support for the new B2C format and their active participation – the "Morgenmacher Festival" from 21 to 24 November 2019 as a separate event for the first time concurrently with Messe Stuttgart's autumn line-up. The four companies and institutions are the Baden-Württemberg Foundation, the Tübingen-based hard metal tool company Paul Horn GmbH, the Experimenta Science Centre in Heilbronn and – last but not least – the Neckar-Alb region. The target group for the new "Festival of Doer Culture": experienced inventors with technical affinity, prospective company founders, makers, 3-D printers, apprentices – in short, people who love doing things and want to exchange experiences and information with kindred spirits.

For example in the "Artur Fischer Inventors' Village" of the Baden-Württemberg Foundation. Participants in the Artur Fischer competition will present their technical innovations there. Also present: the "EXPEDITION D Truck", a two-storey mobile chock full of the latest digitalisation technology and the mobile escape room "Hacker Attack" of the Baden-Württemberg Foundation. Visitors will have 45 minutes there to outsmart a hacker.

"As a training company, facilitator Paul Horn GmbH believes it has a great opportunity, to convey, in ►



Entertainment meets trade fair: live music on the culture stage at Messe Stuttgart's spring line-up (right), workshops with dance stars at DanceWorld Stuttgart (far right).



particular, the occupation of industrial mechanic to young visitors in an entirely different way and actively incorporate young people," says Daniel Wittig, Production Trainer for Cutting Tool Technology. "The best aspect of the Morgenmacher Festival is also that young employees in our company were involved right from the beginning in the planning and later implementation." Visitors to the Festival will find out why a table football player, an adhesive tape roll and a pedal car will play an important role.

The Experimenta Science Centre is also involved with its explorer, experience and researcher worlds. "We will focus on our participation stations," says Managing Director Dr. Wolfgang Hansch. "In line with our motto 'Knowledge Creates Experience', we want to encourage visitors to try something new and arouse their enthusiasm for science and technology." Facilitator number four, the Neckar-Alb region, will show "what our strong medium-sized companies and the numerous family-run businesses have to offer in terms of research efforts, ideas and diversity," says Dr. Markus Nawroth, Head of the IHK Location Marketing Support Group of the Neckar-Alb region. "The Morgenmacher Festival supports innovative, unconventional thinking, a new format which the Neckar-Alb region wants to support and actively organise."

Speaking on behalf of the four facilitators, Christoph Dahl, Managing Director of the Baden-Württemberg Foundation, highlights the reasons for their financial and conceptional involvement: "The Morgenmacher Festival regards itself as a catalyst for shaping our future. We are therefore part of this inspiring event."

Private educational institutes will also take part in the Morgenmacher Festival. For example Kolping-Bildungswerk Württemberg e.V. and the Merz Academy, University of Design, Art and Media, Stuttgart. A training village in which apprentices advise young professionals "on an equal footing" is also planned at the future event. "Traditional" exhibitors such as Conrad Elektronik will also naturally be present with suitable purchasing offers for "techies".

Interested in more B2C concepts made in Stuttgart? How about BRAWO – the Woodwind Orchestra Exhibition? The abbreviation stands for brass and woodwind, i.e. brass and woodwind instruments. This new music event will be held for the first time on 7 and 8 March 2020, and is aimed at music lovers who are interested in purchasing an instrument. In other words, purely a sales exhibition? Far from it. The accompanying programme of BRAWO will feature workshops by well-known artists from the brass and woodwind scene while

various competitions will also be staged during BRAWO. And there will be a concert on every evening of the exhibition. The co-organisers of the entire event include, for example, the Baden-Württemberg Brass Music Association with more than 380,000 members and the Baden-Württemberg Regional Association of Music Schools.

Another B2C concept? Let's take DanceWorld Stuttgart, which celebrated its première at the end of April 2019 concurrently with Messe Stuttgart's spring line-up. "A central platform which shows dance in all its facets and which has never existed before in this form in Germany," emphasises Claus Hähnel, organiser of the event. The main feature: around 80 workshops in 50 styles for all performance levels and age groups. Highlights: for example the format "Dancing with the Stars". Also involved: Eric Gauthier, the internationally sought-after choreographer and Artistic Director of Gauthier Dance, Dance Company Theaterhaus Stuttgart, Let's Dance juror Motsi Mabuse with practical tips on Ladies' Latin and Samba, and TV presenter and tournament dancer Joachim Llambi for the right step sequences for waltzes and cha-cha-cha.

"THE MORGENMACHER FESTIVAL REGARDS ITSELF AS A CATALYST FOR SHAPING OUR FUTURE. WE ARE THEREFORE PART OF THIS EVENT."

Christoph Dahl, Managing Director of the Baden-Württemberg Foundation

The list could be continued *ad finitum*. The first DanceWorld Stuttgart also offered visitors a large selection of dance clothes and equipment, audition master classes of European dance schools, shows on two exhibition stages – and also naturally ample opportunities to dance themselves.

Can these three new B2C concepts – which might initially appear to be very different – be reduced to a common denominator? Guido v. Vacano says yes. "These new formats are enabling Messe Stuttgart to develop new experience worlds and bring together like-minded people who are fascinated by a very special topic. We are also generating modern forms of participation. Away from the traditional top-down presentation for exhibition visitors and towards interaction. An exhibition as a pleasurable experience, entertainment and a medium for imparting knowledge in a playful manner."

As altruistic as it seems initially, rethinking consumer shows may not be natural for a commercial company such as Messe Stuttgart. "Where people come together for one topic, you can also sell them something," says Vacano, an entirely old school ►



Meeting points:
fashion show
at KREATIV (top),
"Long Table"
during The Market
for Good Taste.

exhibition thinker in this case. "Nowadays, however, that's long not been enough in itself. B2C events are competing with other leisure activities due to the change in the communication landscape and sociodemographic changes." And last but not least, Messe Stuttgart also has responsibility in social policy. "We therefore also want to depict socially relevant topics in our events," emphasised v. Vacano. "As a mixture of a maker event and a training exchange, a Morgenmacher Festival, for example, is a platform for inventors and apprentices who will ultimately codetermine the federal state of Baden-Württemberg and its innovative capacity in future."

However, the Lifestyle & Leisure Team does not just stop with new developments. It is at least equally important to enhance existing consumer shows such as CMT, ANIMAL and The Market for Good Taste – to name but a few – with innovative elements. That's because consumer shows are already successful in Stuttgart: in the last ten years the rates of increase in the number of visitors and exhibitors were well into double digits – also thanks to the individual brand strategy of Messe Stuttgart. The rejuvenation of the traditional

"THE BRAND ESSENCE IS THE BASIS OF EVERY SUCCESSFUL CONSUMER SHOW. WE MUST RETHINK EVERYTHING ELSE."

Guido v. Vacano, Vice President Lifestyle & Leisure, Messe Stuttgart

public exhibition includes the extension of the programme for trade visitors, for example with the Baden-Württemberg Tourism Day, the CMT RV Parking Summit, the CMT Travel Market and the CMT Careers Day. Therefore no eventisation at any price, but emphasis on the function of CMT as an exhibition and information platform for B2B customers too. Unlike, for example, The Market for Good Taste: during the Slow Food Trade Fair the vinothèque and the "Long Table" are transformed due to the longer opening hours in the evening into social meeting points - into an alternative to visiting a restaurant with friends.

In spite of all the enthusiasm for change, one aspect is very important to Guido v. Vacano: "The brand essence of an event, the basis of every successful public exhibition, must remain clearly visible to exhibitors and visitors. We must constantly rethink and scrutinise everything relating to this brand essence. Our task is to make something new possible. Provided it makes sense."



More info: www.messe-stuttgart.de
#MesseStuttgart

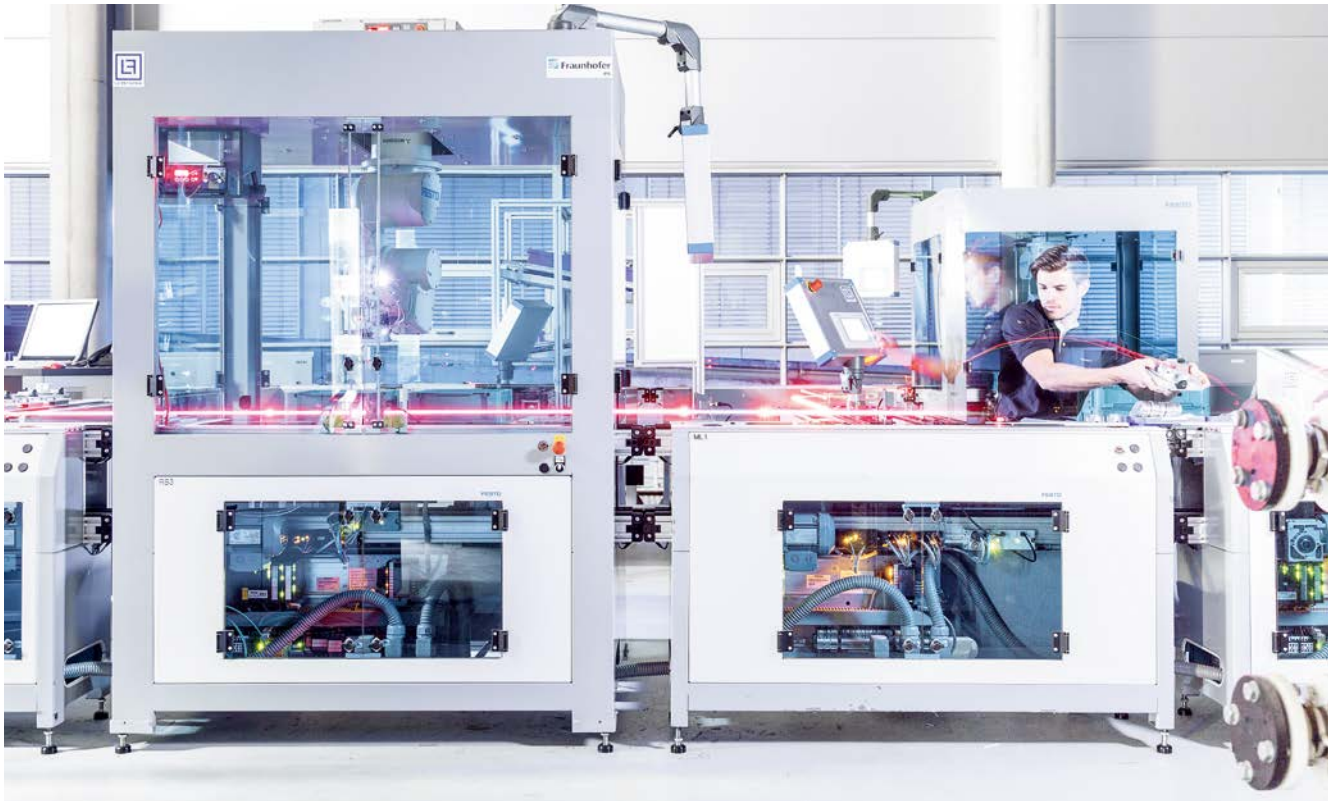
In the phrase „service partner“ there are two words that we are particularly fond of: „service“ and „partner“



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Institutes such as the Fraunhofer Institute for Manufacturing Engineering and Automation (IPA) are driving innovation forces in the region.

Leading position for Baden-Württemberg

Southwest Germany occupies the leading position among innovation regions in Europe. This is no certainly no reason to sit back and relax. The top spot must be defended.

Baden-Württemberg is the number one innovation region in Europe. This is the conclusion reached in the Innovation Index, which is published every two years by the Baden-Württemberg State Statistical Office. With an Index value of 82 points, southwest Germany was by far the leading region in the 2018 calculation. The comparison contained a total of 86 regions: the 28 EU member states and 58 regions at the so-called first-level NUTS-1 for larger regions and territorial units. According to the Baden-Württemberg State Statistical Office, the main reasons for Baden-

Württemberg's top ranking are "substantial investments in research and development, the great importance of research-intensive branches of industry and the high level of inventiveness." The top group in the EU ranking with over 50 points and therefore also high innovative capacity includes Bavaria, the French capital region Île-de-France, Berlin, Sweden, Denmark, Hesse, Finland, the southern region of the Netherlands, Hamburg, Bremen and the French region Centre-Est.

ADDITIONAL EFFORTS REQUIRED

Dr. Nicole Hoffmeister-Kraut, Baden-Württemberg Minister of Economic Affairs, says that the continued leading position of Baden-Württemberg was a success, but added that additional efforts were required to further increase innovation dynamism. "The objective must be to ensure that southwest Germany remains the leading region for innovation and industry in the increasingly digitalised future." With regard to the fact that there was a slight upwards trend in innovation dynamism in the last few years, but only average growth in this area, Hoffmeister-Kraut makes the following comment: "Average cannot be our goal. We must improve



At the top of the podium: Baden-Württemberg was the clear leader in the EU innovation ranking in 2018.

THREE QUESTIONS TO:



Prof. Dr. Ralf Kindervater,
Managing Director of BIOPRO
Baden-Württemberg GmbH
(State Agency for the Bio-economy,
Biotechnology, Pharmaceutical
Industry and Medical Technology).

1 | The trade fair T4M – Technology for Medical Devices – will be held for the first time from 7 to 9 May 2019. What makes Stuttgart so attractive as a venue for medical technology trade fairs?

Baden-Württemberg is home to around 850 medical technology companies which carry out research, perform development work and/or manufacture products here. In a nationwide comparison Baden-Württemberg is the number one location for medical technology. In Europe Baden-Württemberg is one of the leaders in medical technology. The biggest regional concentration of medical technology companies can be found in the Black Forest-Baar-Heuberg region with the centre in Tuttlingen. Around 35 per cent of companies are domiciled there. As a trade fair venue with a broad infrastructure, Stuttgart is easy to reach – also

for visitors from abroad. Interface technologies such as biotechnology are strongly represented in Stuttgart and the surrounding area by the Fraunhofer Institute or NMI Tübingen and create attractive contact points for topic-related events.

2 | BIOPRO Baden-Württemberg is a partner of the T4M Start-up World. How important is T4M for start-ups?

The start-up area at T4M will provide company founders both with normal sales channels and an additional platform to forge personal contacts very quickly. Start-up areas take account of the special needs of young entrepreneurs. They are inexpensive and can generate closer attention in the community with other company founders. The fresh spirit of innovations and products is appreciated and perceived by trade fair visitors.

3 | What advantages will the T4M Start-up World have for trade visitors from areas such as investment, industry and research?

Potential cooperation partners will find innovative products and business models in a compact form at T4M. Visitors will see what highly promising opportunities are now available. It will also be demonstrated how the transfer of technology from universities to the market is functioning very well. Investors quickly notice whether there is a participation opportunity and how the players are perceived by the visitors and other investors.

innovation policy still further if we want to remain among the winners in global competition." The Minister of Economic Affairs stresses: "It will therefore be important in future that, in addition to the high innovation intensity of large companies, small and medium-sized enterprises become increasingly involved in the innovation process."

She says that the determining factors in this case will include tax promotion of research and development expenditure for small and medium-sized enterprises. "The Federal Government must now quickly take a decision so that this is also implemented as soon as possible," emphasises Hoffmeister-Kraut. In her opinion, the number one item on the agenda is also rapid adoption of an Immigration Act on Skilled Workers: "The competition for skilled workers and the increasing shortage of specialists is increasingly becoming an obstacle to growth in our economy. Immigration of skilled workers is therefore vital for Baden-Württemberg."



More info: www.statistik-bw.de

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Marjoke Breuning,
President of the Chamber of
Industry and Commerce (IHK)
for the Stuttgart Region.

Economic partnership

A functioning trade fair location is an important economic factor for the region. Not just in terms of the core business taking place on the exhibition grounds, but the overall economic impact of the trade fairs and congresses on the trade fair venue itself. When visitors come to attend a trade fair, they stay overnight and make use of other services. The airport, the public transport network, the taxi industry and other service providers such as the stand builders and caterers, for example, all benefit from trade fair business. Trade fairs also make an important contribution toward making a region more international. Precisely for our modern, export-oriented economy here in Baden-Württemberg, the

platform provided by these leading international trade fairs is a fantastic opportunity to cement business relationships, acquire new customers and compare notes with colleagues and peers. At the same time, international guests are lured to the event as visitors and exhibitors. Leading international trade fairs, in particular, considerably raise the profile of a region. Beyond the immediate effects of higher employment and added value, they also help to improve the region's image and overall economic situation.

Since the move to the airport in 2007, Messe Stuttgart's new spacious trade fair grounds have been well received by visitors and exhibitors alike. Landesmesse Stuttgart is making a profit and represents a major success story. Businesses in Stuttgart and Baden-Württemberg are counting on Messe Stuttgart to further utilise the potential of exhibiting companies and to strengthen the innovative performance of the region with all they have to offer. Only in close partnership with local businesses will Landesmesse Stuttgart have the opportunity to drive new technologies and showcase the capability of local manufacturing industries and the growing service sector. It needs to play its part in attracting investment, talent, research and science to the region. The industry is ready and waiting for this partnership.

MESSAGE SERIES: enjoyStuttgart



It doesn't always have to be lobster: Pier 51 in Stuttgart is also a great location for a relaxing evening at the bar.

Pier 51

Message presents select bars and venues in Stuttgart and the surrounding region for you to try out.

Lovers of seafood, steaks and other American delights will be familiar with Pier 51 in Stuttgart, a top address for fine dining with a waterfront feel. Designed to resemble an old warehouse on the pier, the location's bar is just as inviting for an enjoyable evening with friends when your appetite doesn't stretch to fresh lobster or selected prime meat.

Sipping classic cocktails such as Cuba Libre, Tequila Sunrise, Planter's Punter and many other shaken or stirred options, smooth jazz and relaxed beats swirl in the background. The bar at Pier 51 also boasts a large selection of whiskey, rum, gin, vodka and other strong spirits from all over the world. When it comes to the wine list, guests can expect what Pier 51 refers to as "the rich, opulent and slightly louder wine experience." In other words: many "remarkable grapes" from California, "along with a taste of Italy and a bit of the New World".



Bundled know-how: The Bosch Research Campus in Renningen brings together the research and advance development work carried out by the company.

Innovative region Stuttgart

The Stuttgart region boasts with an excellent research landscape. In this issue: Bosch Research Campus (Renningen).

The Bosch Research Campus in Renningen near Stuttgart represents the international junction of the company's research and advance development departments, Car Multimedia and the Bosch Center for Artificial Intelligence. This is where around 1,900 employees (including the Böblingen unit) work on finding answers to the questions of tomorrow. Bosch has invested approximately 310 million Euro – 217 million for the building and 93 million for machinery and technical equipment – into the campus hub. It comprises a total of 14 buildings, a twelve-storey tower block as the main building, eleven laboratory and workshop buildings, as well as two buildings for location information.

IDEAL CONDITIONS FOR RESEARCH WORK

In the Smart Life Lab, innovative networked solutions are developed, tested, experienced first-hand and demonstrated in realistic situations. The Robotics research laboratory houses mobile platforms and industry robots. The ideal place, for example, to test socially acceptable robot navigation, dexterous gripping action, the recognition and analysis of people and objects, as well as deep reinforcement learning for robot manipulation. The Bosch Renningen campus also has a clean room for carrying out any type of testing under ideal conditions. Here, researchers and developers from all areas of the central research and advance development, as well as their partners, explore the areas of sensors, mounting and joining technology.



More info: www.bosch.de



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Trade fair with added value

More internationality, more special shows, parallel events from the automotive industry: Messe Stuttgart presents an attractive trade fair package with MOULDING EXPO 2019.



MOULDING EXPO is the most important European industry get-together for tool, pattern and mould making.

There is an event taking place in the spring of 2019 that tool, pattern and mould-making companies, as well as their customers and technology suppliers from Germany, Europe and the entire world, really cannot miss: MOULDING EXPO, the International Trade Fair for Tool, Pattern and Mould Making, taking place from 21 to 24 May. Around 700 exhibitors are expected to attend. Compared to the previous event, the number of international exhibitors has increased to reach a new peak of 36 per cent with most coming from Portugal, Italy and Turkey.

MOULDING EXPO, created from a joint venture with the four German partner associations – German Association of Model and Mould Manufacturers (BVMF), German Engineering Federation (VDMA), German Machine Tool Builders' Association (VDW) and Association of German Tool and Mould Makers (VDWF) – is a trade fair by the industry for the industry. "MOULDING EXPO has become one of the most important business platforms for the tool, pattern and mould making industry, along with its suppliers," explains Ulrich Kromer, CEO of Messe Stuttgart. "MOULDING EXPO is the marketplace for a mutual exchange between industry players." It comes down to the scope and expertise of the exhibitors, he continues, that the trade fair enjoys such international success. It is hard to find another trade fair that features such a comparably high proportion of tool, pattern and mould making companies.

The industry event is a superb example of the additional value such a trade fair brings, thanks to its comprehensive programme of accompanying events which includes presentations, podium discussions, special shows and renowned parallel events, such as the Automotive Shows from UKi Media & Events Ltd. (see page 39). One of the reasons why MOULDING EXPO has since made a name for itself beyond Germany. "For the Slovenian tool manufacturers, this trade fair is the most important industry event in Europe," explains Dr. Aleš Hančič from Celje. Hančič is Managing Director of Tecos, Slovenian Tool and Die Development Centre. Tecos represents 65 companies or 35 per cent of all companies in this industry sector. Slovenian companies will certainly be represented in Stuttgart as exhibitors, he continues, for example with seven companies taking part in the Spirit Slovenia joint stand. "And anyone not exhibiting will be attending as a visitor," says Hančič.

Bob Williamson, President of the International Special Tooling and Machining Association (ISTMA), also underlined the international relevance of MOULDING EXPO: "Not only do German tool, pattern and mould makers meet here in Stuttgart, but also entrepreneurs from all over the world." Trade fairs such as MOULDING EXPO illustrate the importance of tool, pattern and mould making for the industry. "There is no production without our industry. Well over 60 per cent of the cost efficiency possible, regardless of product, depends directly on selecting the right tools and moulds for the manufacturing process," says Williamson. "As an international marketplace, MOULDING EXPO is the perfect platform for toolmakers, model makers and buyers."



More info: www.messe-stuttgart.de/moulding-expo
#MEX2019

TRADE FAIR CALENDAR

- ▶ **07.–09.05. T4M**
Technology for Medical Devices
- ▶ **07.–09.05. The Battery Show**
Europe/Electric & Hybrid Vehicle Technology Expo Europe
Europe's largest exhibition for advanced battery and HEV technology
- ▶ **07.–10.05. Control**
Int. Trade Fair for Quality Assurance
- ▶ **21.–23.05. Automotive Testing Expo**
Taking place at the same time:
Autonomous Vehicle Test and Development Symposium Europe, Autonomous Vehicle Technology Expo, Autonomous Vehicle Interior Design & Technology Symposium Europe, Autonomous Vehicle Software & AI Symposium, Automotive Interiors Expo Europe, Global Automotive Components and Suppliers Expo, Engine Expo + Powertrain Technology Show, Int. Engine of the Year Awards
- ▶ **21.–24.05. MOULDING EXPO/TecPart**
Forum for Plastic Products 2019
International Trade Fair for Tool, Pattern and Mould Making
- ▶ **31.05.–02.06. CMT China**
China Tourism and Caravan Exhibition
- ▶ **29.–30.06. CCON – COMIC CON GERMANY**
- ▶ **06.–08.09. Concours d'Elégance Tegernsee**
sponsored by RETRO CLASSICS
- ▶ **10.–12.09. COMPOSITES EUROPE**
Europe's largest industry get-together in the largest composites market
- ▶ **10.–12.09. Foam Expo Europe**
Europe's largest trade fair dedicated to the technical foam industry
- ▶ **13.–14.09. FACHDENTAL Leipzig**
Trade fair for dentistry and dental technology (Messe Leipzig)
- ▶ **17.–19.09. INTERGEO**
Leading international trade fair and conference event for geodesy, geoinformation and land management
- ▶ **21.–24.09. südback**
Trade fair for the bakery and confectionery trades
- ▶ **27.–28.09. TheraPro Essen**
Trade fair + congress
- ▶ **23.–24.10. In.Stand**
The trade fair for maintenance and services



The real stars of COMIC CON GERMANY in Stuttgart are actually the many cosplayers and their fantastic costumes.

More than dressing up: Cosplay Kingdom Messe Stuttgart

Superheroes, villains, princesses: At COMIC CON GERMANY in Stuttgart, the cosplayers with their fantastic outfits are even giving the Hollywood stars a run for their money.

Talented comic artists and international comic publishers, Hollywood stars, blockbuster backdrops, futuristic Lego dioramas and a huge dealer area that meets all comic and sci-fi fan requirements: a gigantic festival of pop culture on approximately 45,000 square metres of space, CCON – COMIC CON GERMANY returns once again from 29 to 30 June 2019. "CCON is a celebration by the fans for the fans," says Dirk Bartholomä, Co-Director of COMIC CON GERMANY GmbH, hitting the nail on the head when it comes to the pop extravaganza. Last year's CCON saw around 40,000 visitors attend the Stuttgart event.

The real stars of CCON – in addition to the Hollywood celebrities – are the cosplayers. People of (almost) all ages who spend their free time transforming into living and breathing characters from comics, films, series or video games – masks, imaginative costumes and props included. Superheroes, princesses, figures from Japanese manga comics, Klingons from cult series Star Trek: the cosplayers really do let their imaginations run wild.

The term cosplay is a combination of the words "costume" and "play", a hobby that enjoys a cult following, originat-

ing in Japan in the 1990s. With the manga and anime boom, it was picked up across the pond in the USA and then Europe. It has long outgrown its niche existence here in Germany too. The number of active cosplayers in Germany is estimated to be at least 15,000.

FROM CULT SCENE TO MONEY MAKER

Sina Voss, Project Manager at Messe Stuttgart, is more than familiar with the scene. She is a cosplayer herself and has already worn over 100 costumes. "Sewing the costume together, making the props and then transforming into another character: that's why cosplay appeals to me so much," explains Voss. "Talent applying make-up and a certain amount of craftsmanship are definitely recommended for a hobby like this one," she continues. Although Voss now also buys her wigs and other costume parts. Which she has no problem sourcing these days, considering the scene has developed into a small cosplay "industry", primarily in Asia. There is a special area reserved for the cosplayers at CCON. In the Cosplay Kingdom, fans meet to take photos and talk



Hollywood stars come to Stuttgart: One of them being Brent Spiner. Star Trek fans know and love him as android Data.



Full house: Huge dealer area at COMIC CON GERMANY.

shop with high-profile cosplay guests such as, for example, the New York artist and cosplayer Alyssa King, known as Joker's Harley, girlfriend of Batman's permanently grinning arch enemy, who is also to be seen at the event. During special panels and workshops, newcomers are advised on how to get their first projects up-and-running, how to successfully apply make-up and how to perfectly pose in photographs, before reworking them for the best results. Highlights for cosplayers at CCON include the two cosplay contests in the Atrium of Messe Stuttgart. Fantastic prizes await the winners of these competitions. With various categories, anyone can take part – from cosplay newcomers to old hands, solo artists or groups. The cosplayers are aiming to briefly whisk the audience away to another world. Supported by the right music and performance, they breathe new life into their characters. Regardless of whether they wish to give a true interpretation or free rein to their own fantasy.

Once the halls close on Saturday evening, the big CCON Käpsele Party kicks off at 6 pm in the Atrium of Messe Stuttgart, free of charge for cosplayers – and, of course, for all other visitors to COMIC CON GERMANY.

TRADE FAIR REVIEW

► 12.–20.01. CMT

CMT 2019 ended on a very high note: in the year following its 50th anniversary, the Stuttgart holiday exhibition attracted a record number of 2,207 exhibitors and 260,000 visitors to the Messe Stuttgart.

► 25.–27.01. MEDIZIN / TheraPro

Thanks to its unique interdisciplinary concept, Stuttgart's MEDIZIN and TheraPro trade fair double pack is regarded as an important annual get-together for the health sector and further cemented its popularity this year with 11,600 visitors.



Spotlight on the latest technology at MEDIZIN in Stuttgart.

► 19.–21.02. LogiMAT

1,624 international companies from 42 countries attended EUROEXPO Messe- und Kongress-GmbH's guest show, presenting a total of 61,740 trade visitors with their latest developments and system solutions for efficient intralogistics. For the first time, LogiMAT occupied the entire exhibition grounds in Stuttgart.

► 27.02.–01.03. R+T Asia

The 15th R+T Asia was the most successful event yet with a significant increase in the number of visitors and exhibitors attending, as well as exhibition space occupied. With 642 exhibitors (2018: 507), 41,505 visitors (2018: 34,263) and 65,000 gross square metres (2018: 50,000), it has further confirmed its compulsory status.

► 07.–10.03. RETRO CLASSICS

The world's largest trade fair for driving culture once again saw its visitor numbers increase. More than 90,000 classic car enthusiasts poured into the fully booked halls, which featured over 4,000 vehicles from every era.



A clean room is required for the manufacture of sterile and "cleaner" components in the production of medical technology.

T4M: Innovative trade fair concept and key to markets

The new medical technology trade fair in Stuttgart will be bringing together key players from Germany, Austria, Switzerland and beyond – a central hub of expertise.

T4M – Technology for Medical Devices – will be held in Stuttgart for the first time from 7 to 9 May 2019. Exhibition highlights for the medical technology trade fair, expected to attract around 250 exhibitors and approximately 6,000 visitors, include manufacturing technology, the production environment, services, components and materials. Development and production managers, engineers, buyers and academics from the area of medical technology will be presented with the latest technologies this sector has to offer in Hall 9 and the Conference West area.

SOLUTIONS FOR CONCRETE CHALLENGES

As a platform by the industry for the industry, T4M boasts a programme of innovation and information. Trade journals DeviceMed and medizin&technik will be holding joint lecture forums for the first time, with experts who represent all aspects of medical technology production taking part. Speakers from the areas of science and technology open each day with interesting keynotes relating to the sector. Medical Mountains, a cluster management company with headquarters in Tuttlingen,

the world centre for medical technology, will be holding a workshop on 7 May concerning the new European ordinance for medical devices and offering concrete solutions. In cooperation with trade journal medtech zwo, 60 start-ups from the medical technology sector will be given the opportunity to present their companies at the T4M Start-up World, a platform which, together with a Pitching Stage, gives start-ups the chance to pitch their business ideas to an expert jury of investors, industry representatives and founding business pros. Industrial purchasing is facing major challenges in this age of digitalisation and globalisation. The German Association for Supply Chain Management, Procurement and Logistics (BME) is thus organising its "BME Forum for Purchasing in Medical Technology" in association with a medical technology trade fair for the first time. "Purchasing managers are important players in the medical technology industry," explains Tanja Wendling, Project Manager at T4M. "We are aiming to provide these managers with their own platform and an opportunity to network, which is also a request from our exhibitors."



More info: www.messe-stuttgart.de/t4m
#T4M2019

tekom signs multi-annual contract in Stuttgart

The German Association for Technical Communication – tekom Deutschland e.V. will be holding its annual conferences in the ICS International Congress Center Stuttgart until 2021, with a contractual agreement concluded between the association and Messe Stuttgart. "The annual tekom conference was held here in 2018 for the fifth time already," says Stefan Lohnert, Vice President of Guest Events at Messe Stuttgart. "I am thus delighted that the largest association for technical communication in Europe has chosen to continue this partnership." Around 4,600 participants attended the three-day tekom annual conference in 2018; the next conference will take place from 12 to 14 November 2019.



More info: www.tekom.de
#tekom



The tekom annual conference takes will be taking place in the ICS until 2021.

More potential

The new TecPart forum for plastic products will be taking place from 21 to 23 May 2019 in the East entrance area of Messe Stuttgart, at the same time as MOULDING EXPO (see page 18-19) and the Automotive Testing Expo from British guest organiser UKi Media & Events (see page 39). The forum is organised by GKV/TecPart – Verband Technische Kunststoff-Produkte e.V.

"With this new forum for plastic products, we are bringing together even more decision-makers and prospective customers, who have the opportunity to boost their potential with this combination of complementary skills," says Florian Niethammer, Project Manager of Moulding Expo. Suppliers of injection-moulded articles as well as thermo- and blow-moulded parts will present their products at the forum.



More info: www.tecpart.de

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With the new In.Stand, Messe Stuttgart has developed a trade fair with forums especially for maintenance in the industry.

In.Stand is the new trade fair for maintenance and services

Maintenance safeguards and creates value within the industry and small firm sector. The new trade fair in Stuttgart presents the latest technology and the entire service portfolio.

Baden-Württemberg is one of the leading technology regions in Europe, with a density of small and medium-sized companies unique in Germany. Maintenance has thus been given correspondingly high priority. Messe Stuttgart now looks set to meet these requirements with a trade fair dedicated specifically to this area. In.Stand will take place for the first time on the 23 and 24 October 2019. "The region of southern Germany represents the automotive and mechanical engineering industries like no other – an important success factor for In.Stand," explains Sebastian Schmid, Department Director for Technology at Messe Stuttgart, the advantages of the location. "We're looking forward to developing this platform together with the sector."

The trade fair with accompanying forums will be providing a compact overview of the entire maintenance spectrum, from consulting and financing to integration and training, servicing, dismantling and recycling. In.Stand is primarily targeting the mechanical engineering and plant construction sectors, the automotive industry and the supplier industry. However, the event will appeal to all sectors, from metalworking to plastic production, electrical engineering to aerospace engineering. Specialised service companies, as well as internal maintenance organisations, will be showcasing industrial services. The programme of accompanying events will include presenta-

tions on current trends such as predictive (smart) maintenance and Industry 4.0 showcases. Guided tours will provide a compact overview of the presentation portfolio.

"For our members, In.Stand represents an important platform in southern Germany for showcasing their products and services," explains Rainer Brenk-Ortolf, Member of the Board at FVI Forum Vision Instandhaltung e.V. "In Stuttgart, we come into contact with a number of companies who are based in the economically strong southwest or are represented here." Thomas Vierhaus, Managing Director of VTH Verband Technischer Handel e.V., the professional association for industrial distributors in Germany, Austria and Switzerland, adds: "A trade fair for maintenance in southern Germany is important for the companies who offer services in the areas of maintenance, repair and overhaul (MRO). This will be the ideal meeting place for supply and demand in the autumn." With the Stuttgart Fraunhofer Institute for Production Technology and Automation IPA, an important source of inspiration from research and development is also on board. "We are supporting Messe Stuttgart in the development of a user-oriented, practice-based event," says Prof. Thomas Bauernhansl, Head of the Institute at Fraunhofer IPA.



More info: www.messe-stuttgart.de/in-stand
#inStand19

Trade fair and conference for foam material in Stuttgart

Foam Expo Europe, trade fair and conference for the supply chain of technical foam material manufacture, will be taking place for the first time in Stuttgart from 10 to 12 September 2019. COMPOSITES EUROPE, the European trade fair and forum for composites, technology and applications, will also be taking place at the same time on the grounds. Smarter Shows and Reed Exhibitions, the two guest organisers, have contractually agreed the parallel scheduling with Messe Stuttgart. Foam Expo Europe will be taking place in the Paul Horn Hall (Hall 10). This guest event is primarily aimed at the automotive industry, aerospace industry, the construction industry, the sporting goods and leisure industry, as well as the international medical and packaging industry.



Foam Expo Europe showcases the entire spectrum of technical foam material manufacture.



More info: www.foam-expo.eu
#FoamExpo

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“Dental family” coming together at Messe Stuttgart



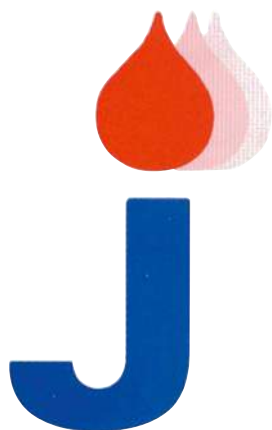
New products and trends from the world of dental technology are a key feature of FACHDENTAL Südwest/id infotage dental Stuttgart.

FACHDENTAL Südwest/id infotage dental Stuttgart is the most important trade fair for dentistry in southern Germany. On 11 and 12 October 2019, around 300 exhibitors are expected to showcase the most important new products and trends for dentistry, dental technology and laboratories. The Stuttgart trade fair will be taking place once again in collaboration with id infotage dental. “This constructive bundling of capacities is not only of benefit to the trade fair visitors and exhibitors, but also the entire industry in the medium- to long-term,” explains Andreas Wiesinger, Member of the Board of Management at Messe Stuttgart. This also applies for the networking function of the trade fair,

which has always represented an important environment for trading ideas and contacts: “We met with a large number of colleagues, making the event a very interesting one for us,” explains Dr. Torsten Tomppert, President of the Dental Association of Baden-Württemberg, following last year’s event. “You could say, the whole dental family comes together at FACHDENTAL Südwest/id infotage dental Stuttgart.” In 2018, around 6,300 dentists, dental technicians, dental assistants, students and apprentices made their way to Stuttgart.



More info: www.messe-stuttgart.de/fachdental
#FachdentalSüdwest



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Positive perspectives for the second TheraPro in Essen



Physiotherapy you can feel: TheraPro Essen provides trade visitors with information about the latest devices and therapy options.

TheraPro Essen trade fair and congress will be taking place for the second time from 27 to 28 September 2019 at Messe Essen in Germany's North-Rhine Westphalia. The concept of trade fair, congresses, seminars and workshops has proven popular in Stuttgart and was impressively received by North-Rhine Westphalia's guests in 2018. More than 2,000 visitors attended the event, with 91 exhibitors providing information about new therapy, rehabilitation and prevention concepts. In addition to its extensive sales, the event also boasted a comprehensive programme of accompanying events. Physiotherapists, occupational therapists and speech therapists made the most of this opportunity

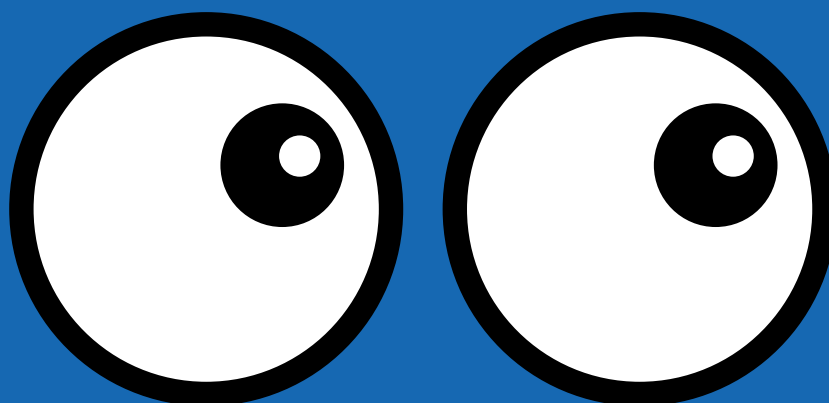
to gather information, explore training options and test out products. "Messe Essen has proven to be the ideal location for visitors and exhibitors. We are looking forward to its continued growth in 2019," concludes Andreas Wiesinger, Member of the Board of Management at Messe Stuttgart. And all signs point to a successful outcome. "TheraPro Essen exceeded our expectations," says Florian Krause, Stand Manager for BTL Medizintechnik GmbH. "There was a strong demand from the region and we are very happy. Management and organisation of the event were also spot on."



More info: www.messe-stuttgart.de/therapro-essen
#TheraProEssen



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ein Hingucker

TRADE FAIR COMPACT

► Trade fair pens from recycled bottles

Environmentally friendly and attractively designed: the Messe Stuttgart pens are made from recycled PET bottles and display the trade fair logo. The writing instruments, with their long-lasting Jumbo refill, have been made by *uma Schreibgeräte Ullmann GmbH*, based in the Ortenaukreis district of Baden-Württemberg. Messe Stuttgart orders around 5,000 of the long-lasting eco-pens each year, using them for promotional gifts and welcome packages, and thus underlining the company's long-standing commitment to sustainability.



The new recycling pens for Messe Stuttgart are environmentally friendly and long-lasting.

► International bestseller CMT

CMT, Stuttgart's holiday exhibition, is also causing a stir on the international book market. In the second volume of "The 100-Year-Old Man Who Climbed Out the Window and Disappeared", which has sold millions of copies worldwide, Swedish cult author Jonas Jonasson's protagonists find themselves at CMT with a truly crazy business idea. We'll keep you guessing as to what the characters presented at the world's largest consumer show for tourism and leisure, how successful they are with it and the adventures they experience in Germany...



CMT sets the scene for the new bestselling novel from Jonas Jonasson.

The Battery Show

Trade fair for electromobility



The Battery Show and Electric & Hybrid Vehicle Technology Expo Europe will be a guest of Messe Stuttgart for the first time.

Europe's largest trade fair for car batteries and hybrid electric vehicles "The Battery Show and Electric & Hybrid Vehicle Technology Expo Europe" will be taking place as a guest event at Messe Stuttgart for the first time from 7 to 9 May 2019. "We are delighted to see this renowned trade fair for electromobility in Stuttgart," says Stefan Lohnert, Vice President of Guest Events. "It was a real stroke of luck that we were able to find a time slot this year that suited everybody."

The L-Bank Forum (Hall 1) and a number of rooms in the ICS International Congress Center Stuttgart are reserved for the four-day industrial conference which includes workshops and talks. Over 400 exhibitors and around 8,000 visitors are expected. According to its organiser, Smarter Shows Europe Ltd. based in Brighton (UK), The Battery Show Europe is the largest trade fair for advanced battery and H/EV technology in Europe. Here, trade visitors from all over the world will find state-of-the-art technologies, including electric drives and components, battery management systems, materials and devices.

The conference taking place at the same time will provide experts with insights into the most important technical challenges, drawing on the commercial opportunities with which global OEMs, manufacturers of drive trains, suppliers and their supply chains are currently confronted. Organiser Smarter Shows Europe Ltd. is very happy to be in Stuttgart, "the home of Mercedes-Benz and Porsche, with the greatest concentration of OEMs and suppliers in Europe," says Event Director Robin Shelton. "Our exhibitors responded very positively to the new location."



More info: www.thebatteryshow.eu
#TheBatteryShowEurope / #EVTechExpoEurope

Trade fairs support regional tourism



In an open-top sightseeing tour bus, Stuttgart's tourists have the best view of the state capital's attractions.

The tourism market in Stuttgart and the surrounding region enjoyed another positive year in 2018. With 3.91 million overnight stays in the state capital and 9.09 million overnight stays in the surrounding region, these were the best annual figures for the overall region of Stuttgart to date. There was also a significant increase in the number of people coming from abroad.

According to Stuttgart's Statistical Office and the Statistical Office for the State of Baden-Württemberg, there were exactly 2,062,673 guests registered in Stuttgart's hotels and guesthouses with ten or more beds (including camping) in 2018. Representing a 1.1 per cent increase on the previous year. Guests booked 3,911,781 million overnight stays with an average stay lasting 1.9 days. The figures for overnight stays in 2017 were exceeded by 3.4 per cent, meaning Stuttgart's overnight tourism in 2018 was an increase for the ninth year in a row. In comparison with the other German cities, Stuttgart has maintained its eighth place.

LARGE TRADE FAIRS CONTRIBUTE TOWARD SUCCESS

The month of June saw the biggest increase in 2018 when compared to the previous year, with a total of 344,015 overnight stays and a plus of 13.9 per cent. The second largest increase (10.7 per cent) compared to the corresponding month of the previous year was seen in February. Big trade fairs such as Intergastra and R+T contributed to the year's successful start. October had the highest volume with 375,746 overnight stays, followed closely by July. July, as with the other summer months, has seen the most impressive development since 2000. In May (minus 13.6 per cent), a change to the vacation periods and public holidays saw the business tourism sector restricted. The year then came

to a successful end with a slight increase of 1 per cent in December (316,377 overnight stays).

In order to further develop the region of Stuttgart as a competitive tourism location, there needs to be an expansion of its infrastructure with a view to the overall strategy for the region. "The creation of top-quality offers and the strategic expansion of infrastructure are crucial for a successful future," emphasises Armin Dellnitz, Managing Director of Stuttgart-Marketing and Regio Stuttgart. "Decisions for the region of Stuttgart should thus always be made with tourism in mind."



More info: www.stuttgart-tourist.de

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State-of-the-art machine vision is demonstrated at Control, the international trade fair for quality assurance.

Control combines science and practical application

The standard of quality demanded from industrial manufacturing has never been as high as it is today. Control 2019 supports the transfer of technology in the QA sector.

Around 900 manufacturers and suppliers from more than 30 countries will be coming to Control 2019 from 7 to 10 May, an event hosted by guest organiser P. E. Schall GmbH & Co. KG which presents innovative solutions for industrial quality assurance.

One advantage to the leading international trade fair for this industry is its long-standing partnership with renowned research institutes and institutions such as the Fraunhofer Institute or Fraunhofer Allianz Vision. The latter will be hosting a special show on 330 square metres of exhibition space, with around 20 exhibitors presenting various technologies and solutions for contactless and non-destructive measurement and testing technology. With numerous exhibits, the special show from Fraunhofer Allianz Vision will provide extensive information on the various technologies best suited to solving the most varied of testing tasks in all areas of application. Here, visitors can further explore light section technology, light projection, white-light interferometry, holography and confocal measurement.

A high standard of quality is not only demanded from industrial production on a visual level, but also a micro and nano

level. In order to meet the demands for greater quality and individuality, while coping with mounting price pressure, new technologies and improvements are required in the area of measurement technology and machine vision. During a special show, the Fraunhofer Institute for Manufacturing Engineering and Automation IPA will be presenting "Machine Learning and Vision – a Technological Revolution Thanks to Artificial Intelligence and Modern Image Processing".

EXPERIENCE INNOVATIVE TECHNOLOGIES LIVE

At the Event Forum in Hall 8, the spotlight will be on self-learning error detection based on the archetype of human vision, use of deep learning algorithms and embedded vision systems. Flexibly scheduled live demonstrations and the digital presentation of exhibits in an online portal will provide expert visitors with targeted information concerning pioneering technologies and their possible applications.



More info: www.control-messe.de
#Control2019

Practical innovation

Two days of high technology, networking and further training: FACHDENTAL Leipzig/id infotage dental is where manufacturers, users and decision-makers from the dental industry in eastern and central Germany meet. The 30th trade fair for dentistry and dental technology will be taking place on Leipzig's trade fair grounds on 13 and 14 September 2019. Last year, there were 3,854 dentists, dental technicians, laboratory owners, dental assistants and dentistry students who attended the information and training platform that is FACHDENTAL Leipzig/id infotage dental. The successful market situation enjoyed by the sector was reflected in both trade fair days: a total of 205 exhibitors presented their products and services.

INFORMATION PLATFORM FOR THE DENTAL INDUSTRY

Whether it's the latest hygiene guidelines, intelligently networked components for computer-aided dentistry or information on dealing with the general data protection regulation – at FACHDENTAL Leipzig/id infotage dental, visitors are provided with a comprehensive overview of what is on offer for optimally designing workflows in their practice and laboratory. Another important element of the trade fair are the presentations given at the FACHDENTAL Leipzig-Forum: here, experts will be sharing insights on topics such as social media for the practice and laboratory, data protection or benchmarking.



Modern technology for the dental practice at FACHDENTAL Leipzig.



More info: www.messe-stuttgart.de/fachdental-leipzig
#FachdentalLeipzig

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Professionals together: COMPOSITES EUROPE turns the spotlight on innovative production processes for fibre-reinforced plastics.

COMPOSITES EUROPE with new formats and content

Stronger links between theory and practice: guest organiser Reed Exhibitions and Composites Germany are closing the gap between trade fair and lecture events.

From 10 to 12 September 2019, COMPOSITES EUROPE from guest organiser Reed Exhibitions will be showcasing all production processes for fibre-reinforced plastics – from raw materials to processing methods, innovative lightweight construction in automotive engineering to aviation, boat building, the wind energy industry and building construction. New: starting in 2019, COMPOSITES EUROPE and trade association Composites Germany will be organising the International Composites Conference (ICC) together. The conference structure is set to change significantly and there will be no more separation of trade fair and lecture presentations.

"With this restructuring, we are aiming for a conference that is even better equipped to address the challenges currently faced by processors and user industries of fibre-reinforced plastics," explains Dr. Michael Effing, Chairman of AVK – Federation of Reinforced Plastics and Chairman of Composites Germany. "The ICC is thus creating an even tighter network of AVK partners from industry, research and science, while supporting the trade fair by scouting for themes

regarding the development of new formats and content." "This new concept ideally utilises the synergies created by COMPOSITES EUROPE and the ICC," says Olaf Freier, Event Director of COMPOSITES EUROPE at Reed Exhibitions. "In the future, the trade fair and conference will provide participants with the opportunity to gather information relating to both theory and practice in the one place."

The conference programme will be focusing on Smart Composites, Applications, Markets, Future Challenges and Composites Science. Marking the start of the conference programme, there will be an "Opening Session" with market reports, keynotes on market outlooks and trends which is open to all visitors. Aspiring academics will also have the opportunity to respond to the event's first "call for papers", aimed at students and employees from universities and institutions. The "Young Innovators" selected will have the chance to present their work to the trade fair and congress visitors during keynote speeches and poster presentations.



More info: www.composites-europe.com/de
#ceshow

The biggest gelato trade fair north of the Alps

GELATISSIMO, the biggest gelato trade fair north of the Alps, is getting ready for round six in 2020. Gelatieri, ice-cream parlour owners and café managers will present the most important gelato innovations and trends in the Paul Horn Hall (Hall 10) at Messe Stuttgart from 15 to 19 February 2020. The event boasts a variety of products and services, from basic materials and accessories to ice machines and cooling technology, covering everything from ambience to presentation to sales promotion. Through its association with INTERGASTRA, one of the most important European trade fairs for the hotel and restaurant industry, trade visitors from both Germany and abroad can also expect to find products and services for kitchen technology, ambience and equipment, as well as beverages and coffee.



GELATISSIMO is aimed at gelatieri, ice-cream parlour owners and café managers.



More info: www.messe-stuttgart.de/gelatissimo
#gelatissimo

AUMA

Acceptance

The acceptance of trade fairs in the B2B marketing of companies remains unbroken: more than a quarter (29 per cent) of German exhibiting companies want to invest more money in trade fair participation both at home and abroad in the years 2019 and 2020. 56 per cent are planning to invest the same amount as previously and only 15 per cent are planning to invest less. On average, companies are looking to increase their trade fair budget by three per cent when compared with 2017/2018 over the next two years. These are the findings of AUMA MesseTrend 2019, a survey of 500 companies selected on a representative basis who primarily exhibit at trade fairs. The survey was carried out by TNS Emnid in November 2018 at the request of AUMA, Association of the German Trade Fair Industry.



More info: www.auma.de

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In 2019, a second Mövenpick Hotel at Stuttgart Airport will open: the Mövenpick Hotel Stuttgart Messe & Congress. The hotel will be situated right by the International Congress Center Stuttgart, the trade fair and Stuttgart Airport, just 150 metres from the existing hotel.

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TRADE FAIR PARTNER: DBSchenker

Qualified trade fair logistics from a single source

For the set-up and dismantling of trade fair stands, each cog must match the other cogs perfectly. Logistics partner DBSchenker ensures that this happens.



Strong team, strong partnership: DBSchenker has been the official logistics partner of Messe Stuttgart since 1958 for good reason.



More info: www.dbschenker.com/de

This partnership has a really long tradition: Since 1958, DBSchenker has been the official logistics service provider of Messe Stuttgart. The company has 50 employees (office and commercial staff) present at the trade fair centre and its responsibilities include the unloading and loading of lorries, the handling of empty containers during the trade fairs and the customs processing of exhibitors from other countries. At the trade fair, around 35 forklift trucks from 1.5 to 12 tonnes, lifting trucks and mobile cranes are available to DBSchenker. At large trade fairs such as AMB, the logistics provider is on location with up to 20 mobile cranes and 90 forklift trucks. DBSchenker stores production and advertising material in five warehouses with a total surface area of around 2000 square metres, which can be extended to 5000 square metres with tents. DBSchenker is the world's leading provider of logistics services with over 16,000 employees at more than 100 locations in Germany alone.

HIDDEN CHAMPIONS: ARBURG GmbH & Co. KG



Located in the northern Black Forest, ARBURG is one of the world's leading manufacturers of machinery for plastics processing.

Worldwide presence

Machines for plastics processing.

ARBURG is one of the world's leading producers of machinery for plastics processing. The portfolio comprises ALLROUNDER injection moulding machines and freeformers for industrial additive production, as well as robot systems and individual turnkey solutions. The injection moulding machines and the additive production system are in equal demand for the manufacture of medical products – also for clean-room production. The ALLROUNDERS produce large-series components such as pipettes, cannulas or syringe bodies, whereas the freeformers are predestined for small series and individual components such as orthoses and implants. The advantage over other additive production systems is that FDA-approved, original plastic granulate can be processed. The family-run company ARBURG produces exclusively at its main location in Lossburg/northern Black Forest, but is present worldwide with its own organisations and trading partners.



More info: www.arburg.de



7. Faszination Modellbahn

Internationale Messe für Modell-
eisenbahnen, Specials & Zubehör

15.–17.03.2019 Maimarkthalle Mannheim



8. Faszination Modellbahn

Internationale Messe für Modell-
eisenbahnen, Specials & Zubehör

13.–15.03.2020 Maimarkthalle Mannheim



33. Control

Internationale Fachmesse
für Qualitätssicherung

07.–10.05.2019 Messe Stuttgart



34. Control

Internationale Fachmesse
für Qualitätssicherung

05.–08.05.2020 Messe Stuttgart



38. Motek

Internationale Fachmesse für
Produktions- und Montageautomatisierung

07.–10.10.2019 Messe Stuttgart



15. Optatec

Internationale Fachmesse für optische
Technologien, Komponenten und Systeme

12.–14.05.2020 Frankfurt / M.



13. Bondexpo

Internationale Fachmesse
für Klebtechnologie

07.–10.10.2019 Messe Stuttgart



7. Stanztec

Fachmesse für Stanztechnik

23.–25.06.2020 CongressCentrum Pforzheim



18. Faszination Modellbau FRIEDRICHSHAFEN

Int. Messe für Modellbahnen und Modellbau

01.–03.11.2019 Messe Friedrichshafen



39. Motek

Internationale Fachmesse für
Produktions- und Montageautomatisierung

05.–08.10.2020 Messe Stuttgart



14. Blechexpo

Internationale Fachmesse
für Blechbearbeitung

05.–08.11.2019 Messe Stuttgart



14. Bondexpo

Internationale Fachmesse
für Klebtechnologie

05.–08.10.2020 Messe Stuttgart



7. Schweisstec

Internationale Fachmesse
für Fügetechnologie

05.–08.11.2019 Messe Stuttgart



27. Fakuma

Internationale Fachmesse
für Kunststoffverarbeitung

13.–17.10.2020 Messe Friedrichshafen



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TRADE FAIR PEOPLE: "Do you know...?"



Claudia Döttinger, Team Leader Sales & Marketing for guest events at Messe Stuttgart.

Claudia Döttinger

Strategic and entrepreneurial thinking, conceptual working, keeping the bigger picture in view: Claudia Döttinger, as Team Leader Sales & Marketing for guest events, is the right woman at the right place. The graduate business economist specialising in culture and leisure management joined Messe Stuttgart in 2006. Just in time to handle the marketing of the ICS International Congress Center Stuttgart, which at the time was still under construction. "An extremely interesting task," says Döttinger, remembering times when she put on a construction helmet and showed potential customers around the work site, enthusiastically describing the fascinating opportunities

offered by the new building. As Team Leader Sales & Marketing for guest events, today she naturally has other main areas of focus: "My tasks include the further development of the sales concept in the form of our cluster strategy. In other words, in which markets do we want to continue to grow, where can we best highlight our USPs, how can we appeal to our target groups?", says Döttinger. But she is, of course, also responsible for the strategic and personal guidance of her five-person team, and – with her own experience as a mother working part-time in a management position – never loses sight of her co-workers' work-life balance. Typically for someone who keeps the bigger picture in view.

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Visual, virtual, interactive

INTERGEO 2019 sets store by continuity and evolution celebrating its 25th anniversary.



At INTERGEO, the themes of digital building, smart city and the use of drones will again be the main focus in 2019.

Digitalisation in the Geo-IT industry is only just beginning, even if the upheavals are visible everywhere already today," says Hansjörg Kutterer, President of the DVW (Society for Geodesy, Geoinformation and Land Management). "Also in 2019, INTERGEO will be its physical embodiment from 17 to 19 September in Stuttgart. On the occasion of the 25th anniversary event, the trade fair will stay true to its course. We set store by continuity and evolution. This is what our customers expect. This will be our yardstick." This year, the Geo-industry will again focus on its significance in the areas of smart city, digital building, drones and much more: interactive, visual, virtual and real.

OPTIMISATION OF PROCESSES IN FOCUS

INTERGEO, consisting of a conference and trade fair, is the world's largest event in the area of geodesy, geoinformation and land management. It takes place annually at alternating locations in Germany. The congress deals with current themes in politics, administration, science and industry. With its Geo-IT potential, INTERGEO aims at the optimisation of processes in numerous target markets. The DVW – Society for Geodesy, Geoinformation and Land Management is the organiser of INTERGEO. HINTE Expo & Conference is responsible for the management of the trade fair.



More info: www.intergeo.de
#Intergeo



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More space for bread & co.: In 2019, südback expands again by around 10,000 square metres with the Paul Horn Hall (Hall 10).

Pretzel meets blackberry gelato: südback continues to grow

südback is a fixed date in the diaries of the bakery and confectionery trades. This year the trade fair in Stuttgart has more hall space – and a cool surprise.

The success of südback has consequences: At the upcoming trade fair for the bakery and confectionery trades from 21 to 24 September 2019, the Paul Horn Hall (Hall 10) will also be used in addition to Halls 5, 7, 9, the

Oskar Lapp Hall (Hall 6) and the Alfred Kärcher Hall (Hall 8). The exhibition space increases by a total of 10,000 square metres. And therefore also the variety of the comprehensive offering.

New at südback 2019 is the pavilion for gelato manufacturing "hello! GELATISSIMO" – in cooperation with the only genuine trade fair for gelato professionals north of the Alps, which takes place from 15 to 19 February 2020 (see page 33). The new special area should help the bakery and confectionery trades acquire additional customer groups. Visitors from over 80 countries and international exhibitors meet at südback. There the exhibitors present raw materials, work equipment and operating technology, shop fixtures and furnishings and equipment, merchandise and services. The partners of Messe Stuttgart are the BÄKO Head Office of Southern Germany, the Regional Association of Guilds of Württemberg Bakers and the Baden-Württemberg Regional Association of Confectioners' Guilds.



New at südback: The gelato pavilion "hello! GELATISSIMO".



More info: www.messe-stuttgart.de/suedback
#Suedback

Top Automotive trade fairs

UKi Media & Events is key to markets with its automotive trade fairs in Stuttgart.

Several technical premières and many cutting-edge drive concepts and innovations: Engine Expo + The Powertrain Technology Show of the British guest event organiser UKi Media & Events Ltd. offers visitors from all over the world an ideal platform at Messe Stuttgart from 21 to 23 May 2019 to get to know leading global companies, who showcase their latest developments of powertrains, components and subsystems, innovative materials, manufacturing technologies and services.

CONFERENCES AND COVETED AWARDS

This year Engine Expo + The Powertrain Show is complemented by the two conferences "The Powertrain Testing Conference" and "The Path Towards Euro 7 Conference". Another highlight on the second day of the event is the presentation of the highly regarded "International Engine of the Year Awards", one of the most coveted accolades in the industry.

THE ENTIRE WORLD OF AUTOMOTIVE TRADE FAIRS

At the same time, UKi Media & Events organises the world's largest trade fair for testing and validation technologies for complete vehicles and components with Automotive Testing Expo 2019 Europe. The Automotive Interiors Expo Europe, Global Automotive and Suppliers Expo, Autonomous Vehicle Technology Expo, Autonomous Vehicle Test & Development Symposium Europe, as well as Autonomous Vehicle Interior Design & Technology Symposium Europe, are also on the agenda in the middle of May.



The automotive industry meets at the trade fairs organised by UKi Media & Events.



More info: www.engine-expo.com/de

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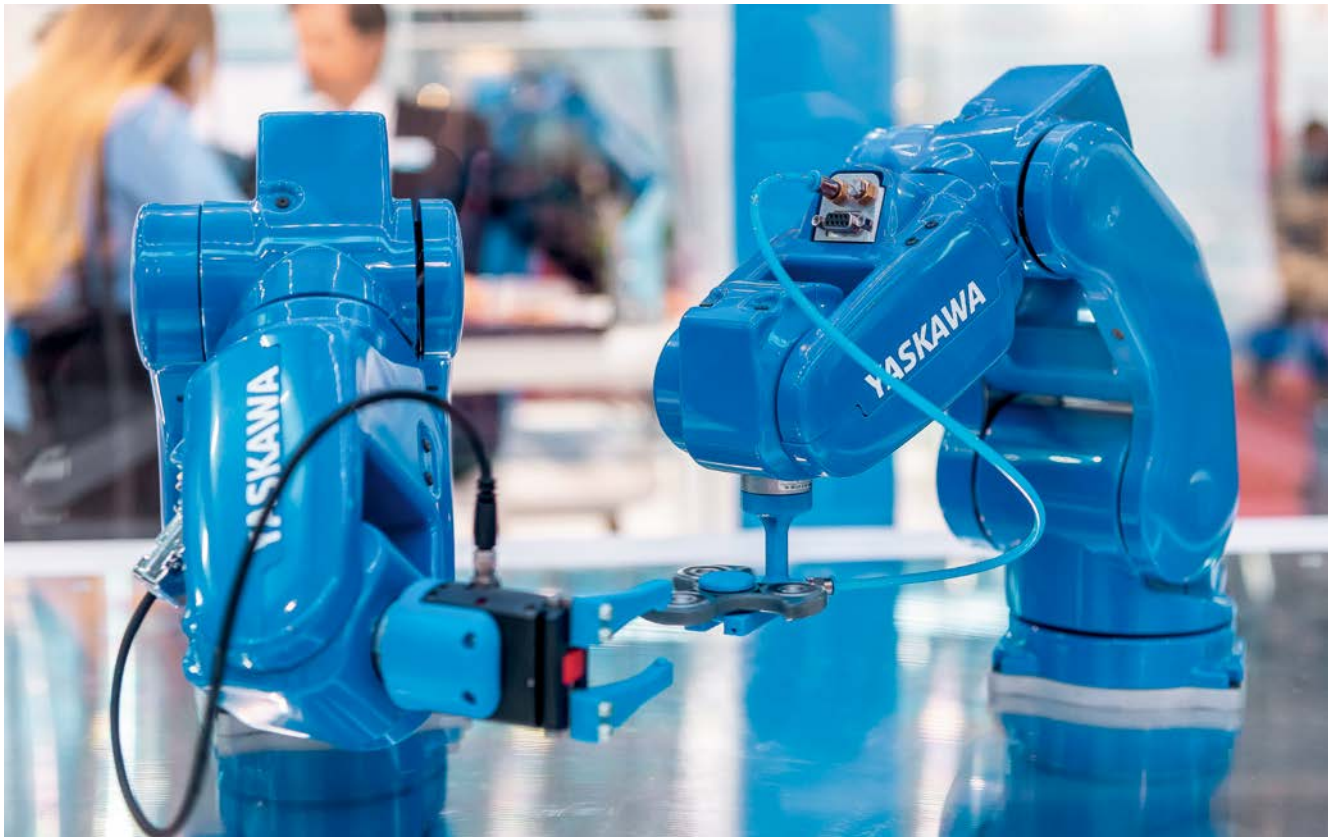
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Automation heading towards the smart factory: Motek shows visitors the manufacturing process as a complete system.

Motek 2019: modern, pragmatic, process-oriented

The international trade fair, Motek, covers the whole world of process automation. Focus: Digitisation, virtualisation, robotics and handling technology.

The 38th Motek, international trade fair for automation in production and assembly, by guest event organiser P. E. Schall GmbH & Co. KG takes place from 7 to 10 October 2019 in Stuttgart: a must-attend event for designers, users and production managers who are looking for solutions for industrial production and assembly. Motek covers the entire world of process automation in a user-oriented and practical way. The industry event is accompanied by Bondexpo, the trade fair for industrial bonding technology.

At Motek visitors find basic systems, details and components, as well as cross-sector solutions, networked and interlinked systems together with software and industrial communication. The trade fair is a reflection of a dynamically changing industrial manufacturing practice. It covers the complete automation technology in production and assembly: from incoming materials to all process steps incl. quality assurance, identification, packaging, order picking and intralogistics. Systematically geared to daily production for quick orientation and short routes.

The latest assembly facilities, handling technology, robots, joining and screwdriving technology, material flow and conveying systems, measurement and testing technology

are on display at Motek, as well as drives, control systems, sensors and software. No product, no system stands alone – instead Motek shows visitors the manufacturing process as a complete system within the framework of end-to-end digitisation of automation heading towards the smart factory.

CONCRETE AND PRACTICAL SOLUTIONS

Big data, artificial intelligence, the Internet of Things have long since arrived in many industrial manufacturing companies. Motek showcases practical and concrete solutions. Topics such as software for plant planning, digital twin, virtual reality, data security and digital services have a platform with many exhibitors and within the framework of special shows and forums. Robotics and handling systems from many well-known exhibitors are also on show at the trade fair duo Motek and Bond-expo. Motek Project Manager Rainer Bachert and his team are expecting in Stuttgart around 1,000 exhibitors on 63,000 square metres of exhibition space.



More info: www.motek-messe.de
#MOTEK2019

Concours d'Elégance sponsored by RETRO CLASSICS

From 6 to 8 September 2019, the "Concours d'Elégance Tegernsee" sponsored by RETRO CLASSICS will be held for the first time at the traditional Hofgut Kaltenbrunn estate on Tegernsee lake. The beauty show for automobiles, which has been taking place since 2004, was previously held at Ludwigsburg Palace, and already many years ago was included by FIVA – Fédération Internationale des Véhicules Anciens (International Federation of Historic Vehicles) in the exclusive list of A-class events.

The number of vehicles taking part is limited to 60 automobiles of all brands and types. The evaluation will take place on the basis of a list of criteria specified by FIVA. All historic and classic cars made or restored between 1886 and 1969 can participate. However, a committee will make an initial selection according to historic, technical and aesthetic aspects, safety and authenticity, as well as elegance and refinement of design. The prizes will be awarded in individual vehicle classes. The crowning conclusion of the Concours d'Elégance will be the nomination of the best vehicle as the "Best of Show".

Top restaurateur Michael Käfer will provide the culinary delights accompanying the event. The social highlight will be the gala evening with a accompanying programme on the Saturday.



New beauty show for historic automobiles: Concours d'Elégance Tegernsee.



More info: www.concours-tegernsee.de



Trophies for the best: The historic and classic cars will be awarded prizes in accordance with FIVA regulations.

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National teams of chefs from Japan, Canada, Sweden, Czech Republic, Denmark, Austria, Switzerland and the USA came to the draw.

Green light for IKA/Culinary Olympics 2020

Around 2,000 chefs and patissiers from over 60 countries will transform the leading gastronomy trade fair INTERGASTRA 2020 into an international Mecca of culinary art.

The 25th IKA/Culinary Olympics (14 to 19 February 2020) will be taking place during INTERGASTRA, the leading trade fair for the hotel and gastronomy business (15 to 19 February 2020). With the oldest and largest international culinary exhibition, Messe Stuttgart now has even more to

offer the experts: International culinary teams will be competing for victory over the course of four whole days, while providing visitors with the opportunity to enjoy dishes of the highest quality from all over the world.

CULINARY WORLD GUESTS AT INTERGASTRA



Fabian Hambüchen, 2016 Olympic winner on the high bar, drew the competition days of the Culinary Olympics with gymnast Tabea Alt.

One year before the event, gymnast and Olympic winner Fabian Hambüchen and gymnast Tabea Alt carried out the draw for the competition at the New Palace in Stuttgart. Messe Stuttgart and the German Association of Chefs (VKD) opened the competition season for the IKA/Culinary Olympics with around 2,000 chefs and patissiers from over 60 countries. "INTERGASTRA, with its structured hall layout and extraordinary scope of exhibitors from the hotel and gastronomy business, presents the entire world of hospitality", explains Ulrich Kromer, President of Messe Stuttgart. "The IKA/Culinary Olympics benefits from this and we benefit from its international character."



More info: www.messe-stuttgart.de/intergastra
#intergastra 2020 / #IKA2020



METALEX 2019

Organiser: Messe Stuttgart

From 20 to 23 November 2019, German machine tool manufacturers and companies from the metal-working industry will showcase themselves at METALEX in Bangkok, the largest metal-working trade fair in the ASEAN region, on the initiative of the VDW (German Machine Tool Builders' Association). As the commissioning company, Messe Stuttgart organises the trade fair participation in line with the motto "German High-Tech in Metal-Working" on behalf of the Ministry of Economics and Energy (BMW).



More info: www.metalex.co.th
#metalex_expo

METALEX is the largest trade fair for the machine tool and metal-working industry in Thailand and the ASEAN region.

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CMT China 2019

Even more B2B offers

In Nanjing, capital of the Baden-Württemberg partner region Jiangsu, CMT China presents the latest holiday trends from 31 May to 2 June 2019. New: A separate hall for the MICE area for visitors which has been extended with professional presentations and training sessions. In 2018, 447 exhibitors from over 30 countries and regions showcased their offers from the areas of tourism, camping, caravanning, bicycles and outdoors to around 45,000 visitors.



CMT China in Nanjing is growing and expanding its B2B area for visitors.



More info: <http://en.cmt-china.com.cn>
#CMTChina

MESSAGE PORTRAIT



Şengül Altuntaş, Department Director of Customer Order Services, has been at Messe Stuttgart for 21 years.

Improving, streamlining and automating processes

Department Director Şengül Altuntaş and her team are the contact point at Messe Stuttgart for order entries, address management and customer service.

The equation is actually quite simple: optimal customer services = satisfied customers = successful company. At Messe Stuttgart, the Stuttgart Messe Services & Sales division coordinates the comprehensive services for exhibitors and visitors of in-house and guest events, processes customer orders and organises a variety of sales and marketing activities. The Customer Order Services department of Şengül Altuntaş is the central point of contact for order entry, customer address management and customer service.

As Department Director, she is the right woman in the right job. After 21 years at Messe Stuttgart, the Waiblingen-born woman with Turkish roots knows the processes back to front.

FAST, STRUCTURED, SERVICE-ORIENTED

Before moving to the department in 2015, which she has been heading since the end of 2018, Altuntaş was Senior Project Manager of AMB, one of the big flagships of Messe Stuttgart with over 1,550 exhibitors and over 91,000 visitors. "To be at a big trade fair with the exhibitors right where it's all happening is fantastic", remembers Altuntaş. "As a Project Manager, you need a good

rapport with the customer and must know the processes in every detail." A fast, careful, structured way of working with extreme service focus is also part of the job.

Qualities, which also benefit Altuntaş today. Ten employees work on the order entry and address management team. The customer service team has seven employees, who work in the East entrance in the service centre and – when the trade fair grounds are fully booked – in its counterpart at the West entrance. Replying to customer requests via the telephone hotline, e-mail or fax, looking after national and international exhibitors and trade fair construction companies, as well as providing telephone support to visitors, are on her agenda.

The order entry and address management team is responsible for entering registration details and billing addresses. In cases of doubt, the correct data is clarified with the exhibitor or researched on the Internet. In the end, everything should run correctly when invoicing. "For quality assurance, for example, we verify registrations on a random basis", says Altuntaş. As Department Director, she sees her role as that of optimising, streamlining and automating processes. In doing so, the equation optimal customer service = satisfied customers = successful company is also right in practice.

New office concept: communicative, productive, sustainable

Flexible working hours, new information and communication technologies, multi-local, mobile, project-related work – and profane space requirements: The Guest Events Division has drawn conclusions from modified social conditions and local requirements and redesigned its office area. "The Guest Events department is an agile organisation form. Here we concentrate mainly on project-based work", says Vice President Stefan Lohnert. "The new office structure responds to these needs."

In concrete terms: Instead of the previous 20 workstations with an average occupancy of 12 to 16 staff per day, the open-plan office now has 16 stations. Who decides who sits where is decided daily at the request of the employees. As "thinking cells" there are two individual offices, which can be booked by the hour or day. Every employee has a laptop, makes telephone calls via a headset and voiceover IP technology. In the evening time personal belongings are placed in lockers. There is a circular conference area in the office for soundproofed mini-meetings. After the reorganisation and the associated reduction of storage areas, – keyword: paperless-sustainable office – there was space again for a classic meeting room for 16 people. "With the daily changing of workstations the dialogue between Sales & Marketing and Project Management, as well as the general mutual understanding, are further improved", emphasises Vice President Lohnert, who also no longer has his own office since the restructuring of his department. "The daily workstation rotation requires the discipline of all participants", says Lohnert. "This is easier for some people than others. We decided by consensus on the new structure. Everything else emerged in the process."



The 16 workstations of the Guest Events Division are rotated on a daily basis.



Circular conference area for soundproofed mini-meetings in the middle of the open-plan office.



Cosy kitchen area for breaks and informal chats.



More info:
www.messe-stuttgart.de/veranstalter



Big stars of the jazz and pop scene meet on the main stage in the courtyard of the New Palace and at four other locations.

jazzopen stuttgart 2019: The year of premières

From 4 to 14 July 2019, the jazzopen stuttgart will transform the state capital into a hotspot for music fans. The event organiser Opus is expecting around 50,000 visitors.

Over 50 acts in eleven days on five stages: The jazzopen stuttgart also breaks all records in its 26th year. The multiple Grammy award winner Bob Dylan celebrates his jazzopen début on 10 July 2019 on the main stage in the courtyard of the New Palace. The American songwriter Rickie Lee Jones, whose career spans five decades, is the support act. Sting also takes to the main stage. The bass



The American singer-songwriter Bob Dylan has been a global star for decades and will appear for the first time in 2019 as one of the main acts at the jazzopen stuttgart.

player and singer presents the big hits from his Police era and as a solo artist on 11 July in his programme "My Songs". The English singer-songwriter, multi-instrumentalist and entertainer Jamie Cullum impresses the Stuttgart audience for the sixth time in succession on 12 July. Christina Aguilera takes to the main stage on 13 July for one of two concerts in Germany. On 14 July, Parovoz Stelar takes the jazzopen by storm for the first time with a mix of jazz, breakbeat and house. Bobby McFerrin (6.7.), Chilly Gonzales & Kaiser Quartett (7.7.), Chick Corea (8.7.) and Sing the Truth feat. Kidjo, Reeves & Wright (9.7.) are guests on the second main stage in the inner courtyard of the Old Palace. The festival kicks off on 4.7. with the presentation of the German Jazz Trophy in the SpardaWelt Event Center to DeeDee Brigde-water. The BIX also offers a high-ranking programme in an intimate club atmosphere. On 11 July there is a performance again in St. Eberhard's cathedral – this time by the duet Fola Dada and Martin Meixner. The Stuttgart city museum acts as a free stage under the title "Open Stages".



More info: www.jazzopen.com

Acquiring new customers

Messe Stuttgart and the ICS International Congress Center Stuttgart showcase themselves from 21 to 23 May 2019 at the leading world trade fair for congresses, incentives and events IMEX in Frankfurt/Main. The Stuttgart Convention Bureau, the Filderhalle Leinfelden-Echterdingen congress and conference centre, the Liederhalle cultural and congress centre, various Stuttgart hotels, the Mercedes-Benz Museum and the Metzingen Outlet City are represented at the IMEX joint stand of Region Stuttgart under the motto "Stuttgart2Go".

LOCATION MARKETING FOR THE CONGRESS REGION

"Almost 9,000 interested parties from various industries and all over the world come to IMEX every year to plan and book their events, including, for example, big trade conferences", says Stefan Lohnert, Vice President of the Guest Events Division at Messe Stuttgart. "For Messe Stuttgart and the ICS International Congress Center Stuttgart, IMEX is therefore an ideal platform to acquire new customers for the Stuttgart venue and to maintain well-



Full house: Stuttgart2Go stand at IMEX Frankfurt.

established relationships." At IMEX Frankfurt, the Stuttgart congress region presents news about locations, hotels and services – in a cosy café ambience in Hall 8/ Stand F020. With a view of Stuttgart attractions, future events, inventors' gallery of the regional industry expertise, forward-looking inventions and interactive campaigns.



More info: www.messe-stuttgart.de/veranstalter
#MesseStuttgart



German Neurological Society

Exciting programme

From 25 to 28 September 2019, the 92nd Congress of the German Neurological Society (DGN) takes place in the ICS International Congress Center Stuttgart. Personalised therapeutic approaches, which are becoming more important in many areas of neurology, is one of the focal points. In addition, the congress covers all other relevant areas of neurology with current topics.

The renowned training academy is another important pillar of the DGN congress. In the DGN forum leading experts speak clearly about current topics in the working world and politics of the profession. There is a customised programme for nursing staff.



More info: www.dgnkongress.org
#dgnkongress

The DGN congress provides a comprehensive update of the entire spectrum of neurological diseases.

EVENTS/CONGRESSES 2019

- ▶ **08.06. The Spirit of Lifeplus**
Organiser: Lifeplus Europe Ltd.
- ▶ **25.07. Medium-Sized Company Forum Baden-Württemberg 2019**
Organiser: ConVent Kongresse GmbH
- ▶ **11.–12.09. Forum for German Medium-Sized Companies 2019**
Organiser: IPM AG
- ▶ **25.–28.09. 92. Congress of the German Neurological Society 2019**
Organiser: DGN Dienstleistungsgesellschaft mbH
- ▶ **19.–20.10. 7th jobmesse Stuttgart**
Organiser: BARLAG werbe- & messeagentur GmbH
- ▶ **12.–14.11. tekam annual conference 2019/tcworld conference 2019**
Organiser: tcworld GmbH
- ▶ **22.–23.11. MASTER AND MORE/ BACHELOR AND MORE 2019**
Organiser: border concepts GmbH
- ▶ **27.–28.11. Structured FINANCE**
Organiser: Frankfurter Business Media GmbH

SIGHTSEEING TIP: Friedrichsbau Theatre



New productions and lots of guest performances: The Friedrichsbau Varieté celebrates its anniversary year at new premises in Pragsattel.

25 years of Friedrichsbau Varieté

Twenty five years full of glamour, variety and creative change: Stuttgart's Friedrichsbau Varieté boasts a long tradition – and has a big future.



The "new" Friedrichsbau Varieté opened in 1994 with the programme "Kapriolen des Varietés".



More info: www.friedrichsbau.de

On 24 February 1994, the Friedrichsbau Varieté opens its doors in the then new building of the L-Bank in Stuttgart City as a subsidiary of Deutsche Entertainment AG. What's on: "Kapriolen des Varietés", directed by André Heller. Guest of honour welcomed with standing ovations: Oscar Heiler, counterpart of Willy Reichert in the legendary Swabian comic duo "Häberle and Pfleiderer".

At this moment the circle between the "old" Friedrichsbau Varieté which was bombed during World War 2 and demolished in 1955 and the present day 1990s is closed. In the 1930s Willy Reichert was the artistic director and could be seen on the stage countless times with Oscar Heiler.

The "new" Friedrichsbau Varieté now ranks itself as one of the most important "speciality stages" in Germany, sets impulses throughout Europe under the direction of Gabriele Frenzel together with Circus Roncalli director Bernhard Paul and André Heller as artistic director. Show stars such as Max Raabe, the Kessler Twins, Romy Haag, Eckart von Hirschhausen and the magician Topas are some of the guests. In 2007, Ralph Sun takes over as artistic director. 75,000 visitors flock to the theatre every year.

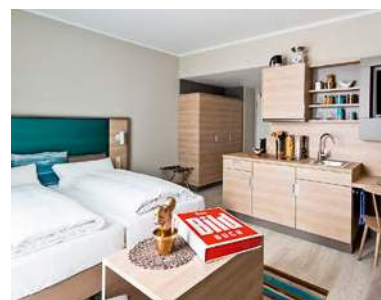
Then the rift in 2013: L-Bank withdraws as main sponsor and terminates contract for venue at Börsenplatz because of its own requirements. What follows: the relocation to Pragsattel beside the theatre, the start-up of Friedrichsbau Varieté GmbH, the new opening at the end of 2014. Since then the variety performances have been staged at the new premises in new architecture and on a much larger stage. 2019 is all about the anniversary celebrations: with new productions and lots of guest performances. The current programme can be viewed online at www.friedrichsbau.de.

Arthotel ANA Living

Where can you experience a relaxing stay during the trade fair? Message presents hotels in the region.

Temporary living in attractive surroundings: The quality of life of business travellers is the focus of the first Design Long Stay & Boarding House in Stuttgart-Böblingen. The entire Arthotel ANA Living is characterised by an inviting and stylish ambience. The 63 rooms are designed in a modern and tasteful manner, are ideal for long-term stays and are equipped with 40" Smart TV and free WLAN. A small kitchenette for a relaxing breakfast – with Nespresso machine and complimentary capsules in the superior category – is available to guests, as well as an extra-large wardrobe and a cosy sofa in addition to the bed. The modern bathroom comes with a hair dryer and cosmetic products.

The social kitchen in the spacious lounge area of Arthotel ANA Living is at the heart of the building. Everything that guests need for cooking can be found there: Kitchen Aid household devices, oven, numerous pots, pans and plates. There is also an open, furnished terrace with lounge ambience, where one can enjoy a leisurely meal or drink on warm summer evenings. Restaurants, a fitness centre and the S-Bahn station are located in the immediate vicinity of the hotel.



Room with kitchenette and the social kitchen: Arthotel ANA Living is primarily intended for long-term guests.



More info: www.ana-hotels.com/living-stuttgart



Gourmet cuisine for sophisticated requirements: The OLIVO restaurant in the Steigenberger Hotel Graf Zeppelin.

Gourmet restaurant OLIVO

Wine bar or gourmet temple: The Stuttgart region offers guests a wide choice.

Star chef Anton Gschwendtner serves his guests in the gourmet restaurant OLIVO in the Steigenberger Hotel Graf Zeppelin light and creative dishes – either as a five-course or seven-course menu. The chef mainly uses regional and seasonal products of the highest quality. This gives rise to a successful symbiosis of French culinary philosophy and other styles, e.g. Asian cuisine. In OLIVO the sommelier Philipp Berg sets creative accents with the wines. Like Gschwendtner, he has gained experience in several star-rated restaurants. Reservation is therefore strongly recommended.



More info: www.olivo-restaurant.de

- **Until 02.06. MAGIC ROCKS**
13 Illusionists – One Show
Venue: Friedrichsbau Theatre
- **Until 11.08. Trust issues.**
The beginnings of democracy in the south-west 1918 – 1924
Venue: Haus der Geschichte Baden-Württemberg
- **Until 29.09. Musical Anastasia**
Venue: Palladium Theatre
- **07.–10.06. SWR Summer Festival**
Venue: Schlossplatz Stuttgart
- **27.06.–14.07. Colours**
International Dance Festival
Venue: Theaterhaus Stuttgart
- **01.–04.08. Stuttgart Summer Festival**
Venue: Schlossplatz Stuttgart
- **28.08.–08.09. Stuttgart Wine Festival**
Venue: Stuttgart city centre

Christoph Sonntag



Christoph Sonntag,
cabaret artist.

"I can't tell you yet!"

The fact that I am collaborating with CMT and Messe Stuttgart on my world trip under the motto "Swabian Wörlldwaid – Baden-Württemberg is not enough!", is as inevitable as Spätzle (Swabian egg noodles) without sauce are unacceptable.

However, one thing at a time.

The world is regularly a guest at CMT, and I plan on doing the same the other way round: Virtually after writing these lines I'll be sitting in a plane and leaving Stuttgart to travel the world in order to visit sensations from Baden-Württemberg. Why? The wild south of Germany is successful and beautiful and unique. The world would look very different without it. Despite this, the Burladingen chap answers "...near Munich!" when asked where he comes from when abroad.

I am convinced that in 200 years the whole world will be speaking Swabian and, in order to prove this, I am visiting people from south-west Germany who have implanted our background there: Did you know that it took a woman from Aalen to allow wild horses live in the Camargue region in the south of France 500 years ago? That you can eat Swabian ravioli ('Maultaschen') in Montreal? That people speak German in Café Schneider

in Windhuk and a person from Stuttgart helps rice farmers with organic farming in Indonesia? I will compile the experiences from these adventures in a new live programme "Wörlldwaid" and then take to the live stage from 2020.

And for all the fun that this trip brings, the entire experience also has a second aspect: I will introduce our new big idea, the neighbourhood app "30" – the social answer to social media – to the world. It has the ability to bring about lasting changes to our world.

So, I've talked an awful lot about me and haven't let you get a word in edgewise. If you have a friend, relative or colleague in this world, who lives the uniqueness of Baden-Württemberg, then please drop me a quick line to mitmachen@sonntag.tv. Perhaps there will come a day when our camera team and I will visit them.

We are planning big things with Messe Stuttgart. This could also be a big joint television programme, and that reminds me: But I can't tell you yet! Forget my last sentence please and be sure of one thing: Whether you are now living in Baden-Württemberg or you are living as a Baden-Württemberger somewhere else in the world, God has been good to all of us.

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