



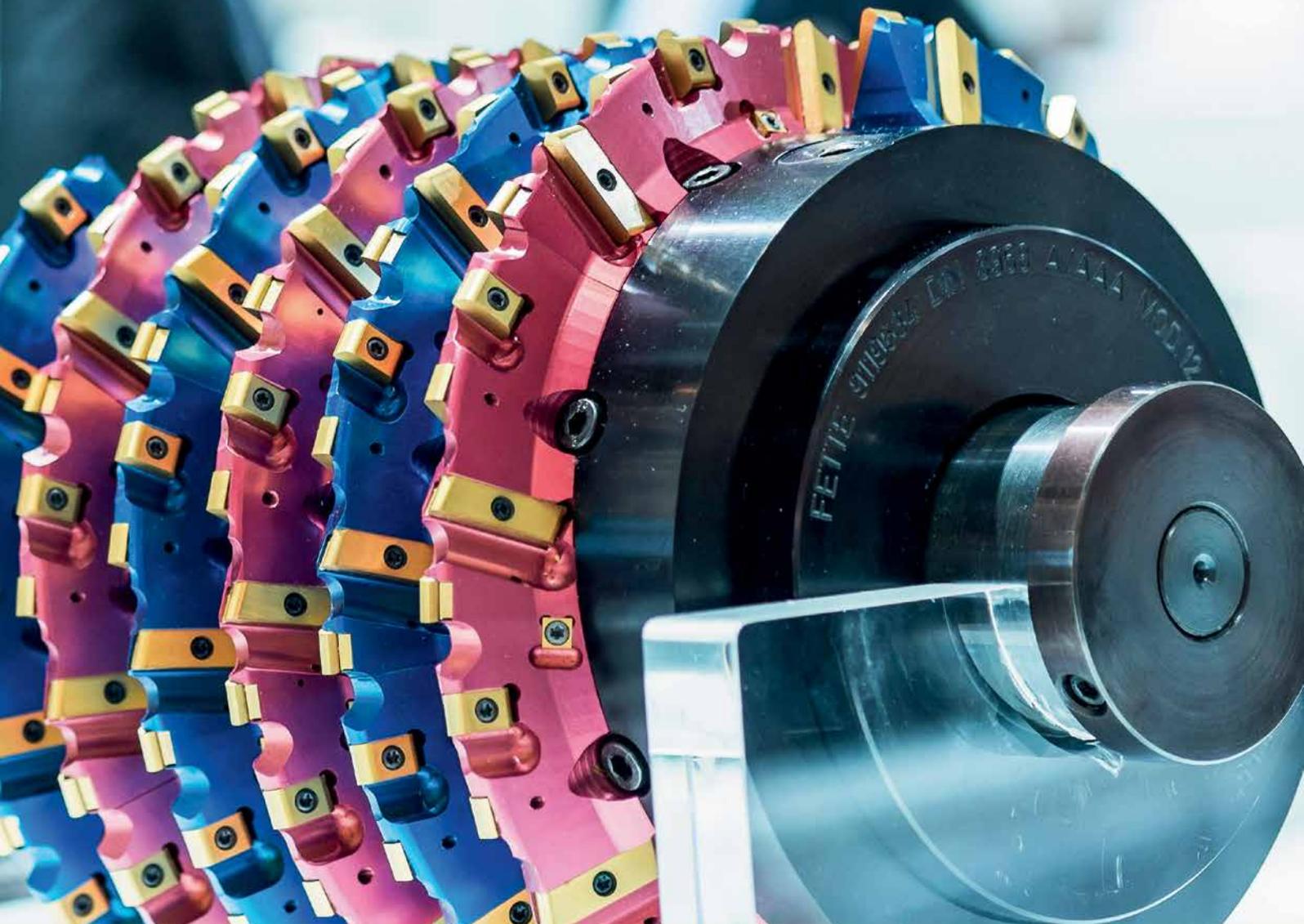
Message

TRADE FAIRS | CONGRESSES | EVENTS

02 | 2016

Mechanical engineering

AMB 2016 aims for internationalisation



LASYS

Trade fair becomes even more global

interbad

50 years swimming pools, saunas and spas

Stuttgart Festival

Woodstock feeling on the Fildern



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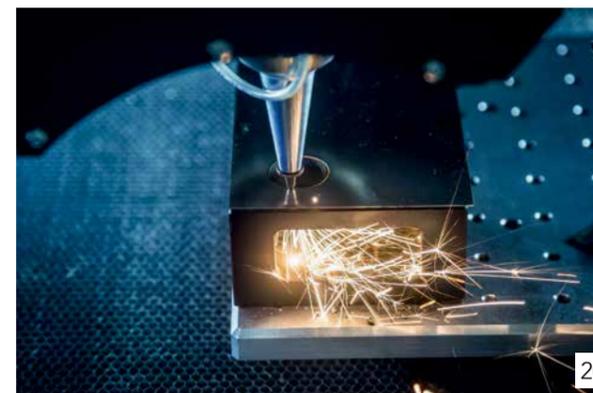
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Record number of visitors and exhibitors

2015 goes down in the history of Messe Stuttgart as the most successful uneven business year to date. The company is aiming for record turnover in 2016.

Messe Stuttgart continues to expand: “2015 was the most successful uneven year in our history”, sums up Ulrich Kromer, President of Messe Stuttgart, on the occasion of the release of the business figures. For the financial year just ended, 2015, the company expects total earnings of around 115 million Euro. From the total earnings of Landesmesse Stuttgart GmbH, a result of around eight million Euro before leasing and income tax was achieved. The management predicts further records for the current financial year. “We want to achieve a record turnover and a result of around 20 million Euro”, indicates President Roland Bleinroth as a guide.

LIGHTENING START FOR THE NEW MOULDING EXPO

One reason for the good business development in 2015: Messe Stuttgart successfully placed a new top trade fair in an uneven year, which is usually weak. Moulding Expo, the international trade fair for tool, pattern and mould making, was a great success in its very first year. 620 exhibitors from 28 countries and 14,000 visitors came to Stuttgart for the première. “Up to now there have not been many events in the German trade

fair business which have enjoyed such a successful début event”, says Ulrich Kromer in summary.

In 2015, however, all of the established events were also able to post increases. The holiday exhibition CMT reported new exhibitor and visitor records, never before were there so many visitors at the spring trade fairs (90,000), the new trade fair duo “veggie & frei von” was impressive in the autumn trade fair season. The leading world trade fair for roller shutters, doors/gates and sun protection, R+T, also broke its own records. A total of 19,847 exhibitors from all over the world showcased their products and services in Europe’s state-of-the-art trade fair centre. 1.13 million visitors attended the events in the trade fair halls and in the ICS International Congress Center Stuttgart.

New to the Stuttgart trade fair grounds in 2016 are Comic Con Germany (see page 30), the first big event on pop culture in southern Germany, as well as the trade fair Pest Protect and the Congress of the German Society of Gynaecologists and Obstetricians in October.

 More information: www.messe-stuttgart.de
Twitter: #MesseStuttgart



Paul E. Schall died shortly before his 77th birthday at his place of residence and company headquarters in Frickenhausen.

Obituary

Paul E. Schall

Germany’s most successful private trade fair organiser, Paul E. Schall, is gone. The Swabian entrepreneur passed away on 19 February 2016 just a few days before his 77th birthday in Frickenhausen at the foot of the Schwäbische Alb. Schall managed the Schall Group since 1962. Today the Group includes P. E. Schall GmbH & Co. KG, Messe Sinsheim GmbH and Pescha Media-Agentur.

Since 2006 Paul E. Schall GmbH & Co. KG has been represented at Messe Stuttgart as a guest organiser with the trade fairs CONTROL, MOTEK, BLECH-expo, BONDexpo and SCHWEISStec. With the relocation of the new Stuttgart trade fair grounds to the Filder region, the already established CONTROL, the international trade fair for quality assurance and measuring technology, and MOTEK, the international trade fair for automation in production and assembly, were given the opportunity to develop into leading world trade fairs in their respective industries in terms of size, exhibitor and visitor figures and international character.

PIONEER AND VISIONARY

“The passing of Paul E. Schall marks the loss of a true pioneer and visionary for the German and international trade fair industry”, explains Ulrich Kromer, President / CEO of Messe Stuttgart. “His high-tech trade fairs were and are milestones for the development of Stuttgart as a trade fair location. We will always remember Paul E. Schall with great respect.”

 More information: www.schall-messen.de

EDITORIAL

Markus Vogt,
Company Spokesman Landes-
messe Stuttgart GmbH.



“On schedule”

New in the West. The foundations have been laid. The first steel beams of our new Paul Horn Hall (Hall 10) are currently being erected. The mild winter was good for the construction work. Everything is on schedule. The hall will be ready at the end of 2017. It expands the exhibition area of Messe Stuttgart by around 15,000 square metres (size of two football pitches). Space which many of our trade fairs urgently need.

One such trade fair is AMB, the international exhibition for metal working, which we present in detail in this edition of Message. It is one of the five most important industry trade fairs worldwide. There are waiting lists for exhibitors to take part. The entire trade fair grounds have long since been booked out for the 2016 event (13 to 17 September). The trade fair organisers are urgently waiting on the additional space.

Until then AMB is still growing – abroad. The first AMB in the booming market of Iran takes place at the end of the month (30 May to 1 June). The pent-up demand for capital goods in the country is high, thus optimal conditions for manufacturing technology companies. This is also reflected in the registration figures: 90 exhibitors from eleven countries will be present at the Boostan Goftegoos Exhibition & Conference Center in Teheran for the first AMB Iran. With the framework of a conference with accompanying exhibition they showcase their technological expertise, as well as their innovations in manufacturing technology.

Almost all leading technology companies of the industry are represented. Some exhibitors will already display machines this year. Only smaller presentation areas were planned for the début event. The co-organiser of AMB Iran is the German Machine Tool Builders’ Association (VDW), conceptual supporter of the Precision Tools Association of the German Engineering Federation (VDMA). Find out what associations and exhibitors can expect from AMB in Teheran in this edition of Message. We hope you enjoy reading this issue.

New construction of Paul Horn Hall

Symbolic turning of the sod

On 14 January 2016 the shareholders and presidents of Messe Stuttgart and the property developers met up for the symbolic “turning of the sod” for the new Paul Horn Hall (Hall 10) at the construction field at the West entrance, which was used as a car park up to now. Peter Hofelich, State Secretary in the Ministry for Finance and Economic Affairs of the State of Baden-Württemberg and Chairman of the Board of Landesmesse Stuttgart GmbH, encapsulated the thoughts of the prominent “construction site helpers”: “With the new hall the architecture of Messe Stuttgart becomes even more attractive, and the economy of the state receives an even bigger showcase for its products and innovations.” In the mere eight years since the relocation of Messe Stuttgart to the new grounds beside Stuttgart Airport, the company has achieved impressive profits and can therefore construct the new trade fair hall from its own funds. “It’s fantastic to see what progress Messe Stuttgart has made in the past eight years. I am extremely impressed at the speed this has taken place”, explained Michael Föll, First Mayor of the State Capital Stuttgart and Vice Chairman of the Board of Landesmesse Stuttgart GmbH. “With the new Paul Horn Hall we can provide around 15 percent more space to our exhibitors



Presidents, developers and shareholders at the turning of the sod.

from 2018”, stated President of Messe Stuttgart Ulrich Kromer. “The leasing of the new hall is already in full swing”, added Messe Stuttgart President Roland Bleinroth. “We are now processing requests well into 2024, and with the new overall area we move up to number 8 in the rankings of trade fair companies in Germany.”

More information: www.messe-stuttgart.de
Twitter: #Halle10



Presidents and Chairman/Vice Chairman of Messe Stuttgart.



1,600 guests attended the traditional New Year's reception.

Messe Stuttgart

Festive start to a new year

The festive New Year's reception of Messe Stuttgart is one of the big social events in the state capital of Baden-Württemberg – legendary and well attended. On 14 January 2016 approximately 1,600 guests from business, politics and society made their way to the ICS International Congress Center Stuttgart. The guests also included the Minister for Finance and Economic Affairs of the State of Baden-Württemberg, Nils Schmid, and his wife Tülay. In his speech Schmid admitted that he was also one of the “sceptics” at the start of the construction of the new trade fair centre in the Filder region. He went on to say that Messe Stuttgart has become an important showcase for the potential and competitiveness of Baden-Württemberg. He added that the state government “will do its utmost” to further its success. Michael Föll, First Mayor of the City of Stuttgart and Vice Chairman of the Board of Landesmesse Stuttgart GmbH, spoke about an interim achievement of the urban development concept in respect of the new construction of the Paul Horn Hall (Hall 10). Further additions are not ruled out. Some of the highlights of the evening included the “virtual” laying of the foundation stone of Hall 10 and the show programme.

More information: www.messe-stuttgart.de
Twitter: #MesseStuttgart

Bikers' Conference 2016

Two-wheeler fun

Safe in the South West – The 7th “Bikers' Conference” takes place under this motto on 8 May 2016 on the grounds and in the halls of Messe Stuttgart. Road safety and plenty of entertainment are on the programme of the event organised by the Ministry of the Interior of Baden-Württemberg with partners.



More information: www.bikertag.de
Twitter: #Bikertag16

Staying safe on two wheels: The Bikers' Conference at Messe Stuttgart attracts thousands of bikers to the Filder region every year.

STUTT GART City Tour

Open to Stuttgart



Experience the key attractions in Stuttgart in proper style: Three red open-top double-decker buses from Mercedes-Benz take guests of the state capital to the tourist highlights. The hop-on hop-off city tour takes approximately 100 minutes. An audio guide explains the history and attractions of the city in eleven different languages. The 24-hour ticket costs 15 Euro, with StuttCard 12 Euro – including all admission tickets.

More information: www.stuttgart-citytour.de

Stuttgart tourists can experience the highlights of the state capital in three red open-top double-decker buses.

TRADE FAIR HIGHLIGHTS

Ulrich Kromer,
CEO of Landesmesse Stuttgart GmbH.



“Less red tape?”

Sometimes I have a somewhat sneaking suspicion that the much acclaimed reduction of red tape is not really taking off. Perhaps also because normal and honest conduct obviously functions better in business relationships when it is regulated in some way, stipulated and anchored in a code.

The terms and conditions of insurance companies are becoming increasingly longer and more cryptic. Behind almost every quote on a brochure an “x” refers to special provisions. Major clients/customers have started requesting a “subcontractor release form” for each individual service partner (irrespective of the size of the contract to be awarded by us to one of our contractually bound subcontractors) and a “minimum pay compliance declaration”, whose compliance we also have to check with our service partners (which in our company is already stipulated in a contract anyway). We appointed a Compliance Officer and can refer to a Compliance Board (with approx. five people). The city of Stuttgart and the state of Baden-Württemberg issued a slightly different Public Corporate Governance Code, whose compliance must be documented each year.

Now there will soon also be the “Code of Conduct for the Trade Fair Industry”. This should have a “stabilising effect” on the business relationship between guest organisers and trade fair companies and “help foster trust”. It stipulates that “parties agree to aim for transparency in their mutual relations and in the planning of the price development”. In the case of bigger construction projects, more lawyers than architects, planners and engineers will soon be required owing to the legal specifications within the framework of the tender, awarding and execution.

This list could go on and on. The crux of these regulations, special provisions, testing and documentation requirements: Bureaucracy is certainly growing, but not necessarily the business too. Messe Stuttgart appreciates its customers – guest organisers, exhibitors, visitors. Of course we have to and want to abide by the rules and regulations. We are service providers and do a great deal to optimise the administrative, bureaucratic and necessary processes for our customers.

And when something goes wrong, it is necessary to find a solution within the realms of possibility which satisfies both sides. Even without a code! With this in mind I look forward to our next meeting.

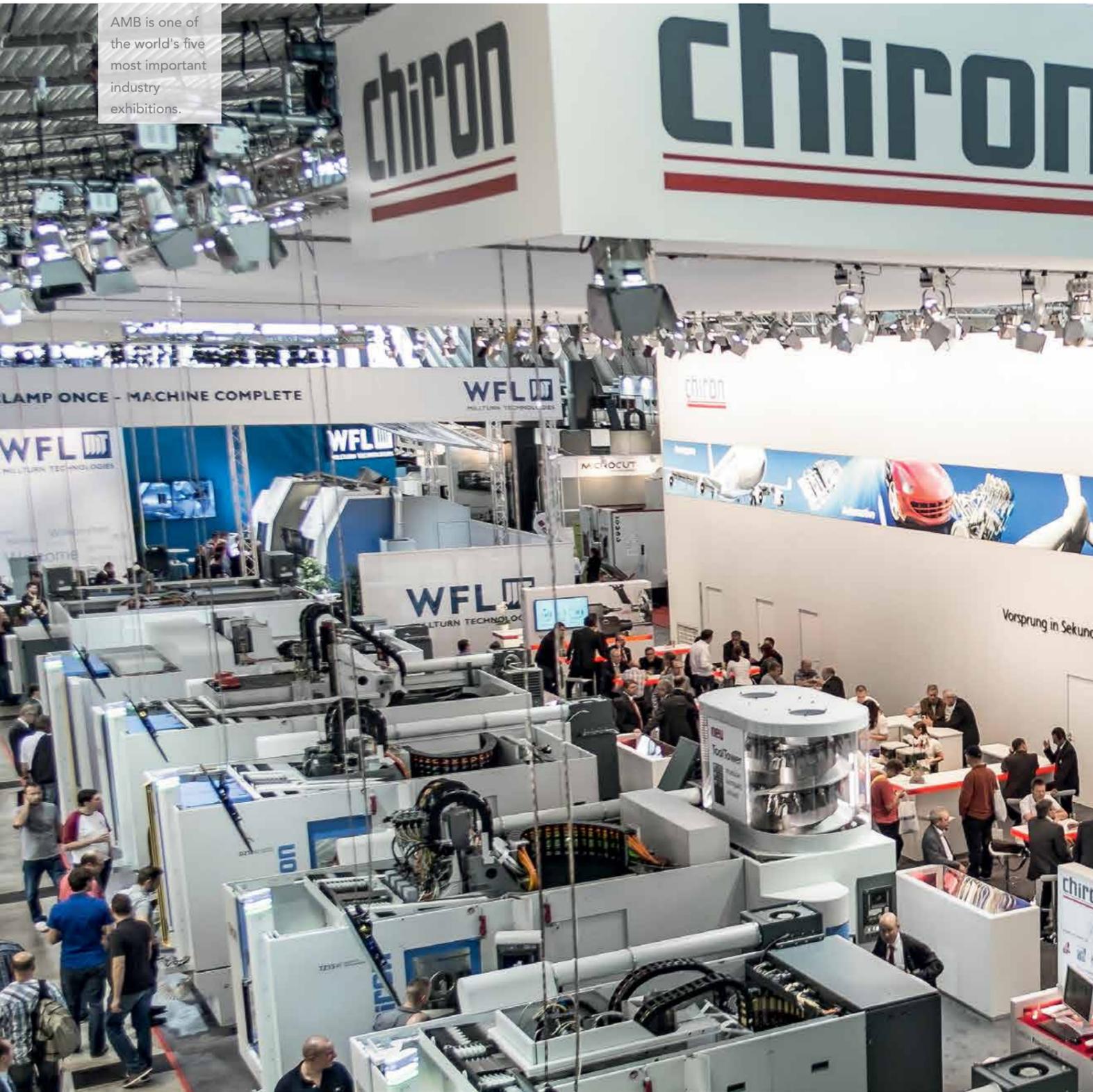
Mechanical engineering

Internationalisation, digitalisation: At AMB 2016, the international exhibition for metal working, over 1,300 companies showcase innovations on the top topics in their industry. The signs are indicating moderate growth.



Around 15 percent of visitors currently travel from abroad to AMB. A result of the internationalisation strategy of Messe Stuttgart.

AMB is one of the world's five most important industry exhibitions.



Overwhelming demand well in advance, fully booked-out halls long before the start of the trade fair: AMB, the international exhibition for metal working, is once again living up to its reputation in 2016 as Europe's leading trade fair for the machine tools and precision tools industries in even-numbered years. "1,357 exhibitors and 90,331 visitors came to Stuttgart for the last AMB, over 15 percent came from abroad", states Gunnar Mey, Department Director of Industrial Solutions at Messe Stuttgart. "With this excellent result, AMB is justifiably one of the five most important industry trade fairs worldwide."

For Mey a superlative which can probably only be marginally topped this year from 13 to 17 September owing to the current spatial conditions. "All nine exhibition halls, including the foyer areas, are booked up solid again in 2016, i.e. a total of over 105,000 square metres (gross)", indicates Mey. "The new Paul Horn Hall (Hall 10) will remedy this situation. Unfortunately not until AMB 2018", adds Mey. "Then our exhibitors will have an extra 15,000 square metres of exhibition space at their disposal."

Until then Messe Stuttgart is focussing on a different type of growth programme. For example, in terms of internationalisation. "Since the start of the internationalisation strategy of our company in 2006, we have been able to increase the number of foreign visitors at AMB in Stuttgart from six to currently roughly 15 percent", delights Mey. "Through close cooperation with associations all over the world, targeted acquisition by our AMB project team, measures by our foreign representatives in key countries, as well as numerous press conferences abroad in the run-up to the Stuttgart-based AMB, among

other things." Messe Stuttgart also relies on classic advertising measures worldwide.

The latest internationalisation coup: AMB Iran. It takes place for the first time from 30 May to 1 June in Teheran. "AMB in Stuttgart is one of the big events in the area of industry trade fairs", explains Ulrich Kromer, President / CEO of Messe Stuttgart. "Together with our partners, we are exporting the Stuttgart success story to the booming market of Iran." The objective of Messe Stuttgart and the German Machine Tool Builders' Association (VDW) is to establish an international platform for manufacturing technology in Iran and neighbouring countries.

What is special is that the VDW is co-organiser of AMB Iran, in cooperation with Messe Stuttgart.

"TOGETHER WITH OUR PARTNERS, WE ARE EXPORTING THE SUCCESS STORY OF AMB TO THE BOOMING MARKET OF IRAN."

Ulrich Kromer, President / CEO, Messe Stuttgart

The VDMA Precision Tools Association and the VDMA Measuring and Testing Technology Association act as conceptual supports of AMB Iran. The venue for the symposium with exhibition is the Boostan Goftegoo's Exhibition & Conference Centre in the country's most important business, science and cultural centre. "With our top-performing members from the machine tools industry and the international experience in the implementation of symposiums and trade fairs, we are a sought-after partner for Iranian companies", states Dr. Wilfried Schäfer, Executive Director of the VDW, highlighting the commitment and dedication. Markus Heseding, Managing Director of the VDMA Measuring and Testing Technology Association and Precision Tools Associ- ▶



Competitions such as World Skills Germany (far right) and a special targeted offering for young talent are important elements of AMB.



Over 90,000 visitors came to the last AMB in 2014.

ation, appreciates the importance of AMB Iran to a similar extent: "The pent-up demand for capital goods in Iran is huge. Modern production needs the best precision tools. This is exactly what our member companies offer." The extremely high exhibitor demand for AMB Iran proves Heseding and the trade fair organisers right. 100 exhibitors from eleven countries are on board for the first event in Teheran. Although initially only smaller presentation areas were planned, there are now also some exhibitors on site with machines. In addition, around 25 companies present their technological expertise and know-how, as well as innovations from manufacturing technology, to a select audience.

INDUSTRY EXPECTS MODERATE GROWTH

The German machine tools and precision tools industries are relying on moderate growth in 2016. "The precision tools industry was able to increase its production in 2015 by three percent overall to approximately 9.6 billion Euro", explains Lothar Horn, President of the Precision Tools Association in the VDMA. The biggest driving force for machine tools in 2015 was China. But other key export markets, for example the USA, Great Britain and various neighbouring countries in Europe, also fared well. In contrast, Russian business fell about a third. "The prospects in machine tools look good for 2016", delights Horn. "Whereas the manufacturers of cutting tools and chucking tools are only assuming a slight increase in production. Overall we are expecting the German precision tools industry to increase its production in the current year by roughly four percent."

The German machine tools industry is also cautiously optimistic for 2016. "We are estimating moderate growth of one percent for 2016", explains Dr. Heinz-Jürgen Prokop, President of the VDW. This estimate is based on the investments of important customer industries, global machine tools consumption, as well as the incoming orders among the German machine tools manufacturers. The VDW forecast draws on the record year of 2015. In this period the German machine tools industry manufactured products worth 15.1 billion Euro. "However, the climate for our business has become more difficult", states Prokop. The emerging markets in particular are under pressure due to the low prices of raw materials. China is weakening the key trading partners with its sluggish growth. "So it is all the more important for our companies to look out for new market potential in the long term in times of global change", states Prokop.

Which brings us back to AMB Iran. And to the traditionally good relationships of the German and Baden-Württemberg machine tools and precision tools industries, from which one can achieve success again with the AMB spin-off. A worthwhile investment, as shown by a glance at the statistics: The German machine tools manufacturers alone exported products to the value of almost 190 million Euro to the Islam Republic in the heyday of deals with Iran at the beginning of the 1990s.

And how does the mechanical and plant engineering sector from this federal state assess the state of the industry? "In 2015 mechanical engineering in Baden-Württemberg fared significantly better than we initially expected with an increase of roughly five percent, also compared to the rest of Germany", delights VDMA Managing Director for the Baden-Württemberg Region, Dr. Dietrich Birk. "The last quarter of the previous year was weaker, however. This is why we are assuming that 2016 will be a challenging year."

According to Dr. Birk, the reasons for this include the increasing vulnerability of the international markets owing to current geopolitical tensions. "In addition, the demand for capital goods has subsided slightly as a result of the slowdown of economic growth in China", states Dr. Birk. He adds that the US market is still stable, the European market seems to be experiencing a "slight upward trend". The high volatility of the markets and the global trouble spots are, however, not currently dampening the optimism for the mechanical engineering sector in Baden-Württemberg for 2016. From the

"OVERALL, WE ARE EXPECTING THE GERMAN PRECISION TOOLS INDUSTRY TO INCREASE ITS PRODUCTION BY FOUR PERCENT."

Lothar Horn, President, VDMA Precision Tools Association

technological aspect these companies are in an excellent competitive position and with approximately 304,000 employees are clearly one of the biggest industrial employers in Baden-Württemberg. Over 50 percent of the industry is located in the heartland of the German machine tools and precision tools industries. This is why the Stuttgart region is, owing to its strong automotive sector among other things, also one of the world's best production locations. With outstanding skilled workers, a variety of training and research institutes, as well as numerous companies from the information and communications technology sector. The Stuttgart-based AMB traditionally offers an ideal ►



Over 1,350 exhibitors present their innovations at AMB.



Digitalisation: A key topic at AMB.

platform for this concentrated innovation and economic power. "AMB is an international showcase for the performance of machine and tool construction in Baden-Württemberg and a must-attend event in the European trade fair calendar", states Dr. Birk highlighting the importance of Messe Stuttgart's flagship event.

In 2016 over 1,300 exhibitors present at the AMB innovations and further developments from the international machining technology precision tools industry. In addition, the exhibition offering includes the areas of measurement technology, quality assurance, robots, workpiece and tool handling, industrial software & engineering, components, assemblies and accessories. The trade fair also focuses on current trend topics such as the electronic data exchange as a basis for Industry 4.0, increasing efficiency, miniaturisation, careful handling of resources, processing new materials – for example carbon fibre reinforced plastic and glass fibre reinforced plastic.

Highlights of the accompanying programme include the "Machine of the Future", guided visitor tours to main theme areas and well-established

"AMB IS AN INTERNATIONAL SHOWCASE FOR TOOL CONSTRUCTION AND MECHANICAL ENGINEERING IN BADEN-WÜRTTEMBERG."

Dr. Dietrich Birk, Managing Director, VDMA Baden-Württemberg Regional Association

competitions such as World Skills Germany (German Championships for Young Lathe Operators) and for the first time the "AMB Experts' Lounge" at the gallery in Hall 6, organised by the trade journal "mav" from the Konradin media group in Leinfelden. The VDW Nachwuchsstiftung (Foundation for Youth) is presenting the Special Show for Young People in the atrium in order to encourage interest among young people in technical careers in machine tool construction. During the European MINT Convention, a one-day congress with a two-day career fair, young professionals and individuals starting out in their careers meet attractive employers, naturally from the AMB area, on 16 and 17 September 2016.

It is already clear that the traditional Stuttgart-based trade fair will be again fully booked in 2018, with the Paul Horn Hall (Hall 10). The practical thematic design of AMB remains unchanged. For an extremely efficient visit to the world of mechanical engineering.

More information: www.messe-stuttgart.de/amb
Twitter: #AMB16

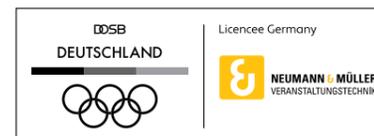
In the phrase „service partner“ there are two words that we are particularly fond of: „service“ and „partner“



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Mercedes Benz is one of the global players at the industrial location of Stuttgart.

Exceptionally high investments

The Stuttgart region achieves over 28 percent of the added value of Baden-Württemberg. Key challenges: Industry 4.0 and lack of commercial premises.

Still a high level of investment in one of the strongest economic regions in Germany: This is the conclusion reached by the 2015 Structure Report, compiled by the Association of Region Stuttgart, the Chamber of Crafts of the Stuttgart Region, IG Metall metalworkers' union representing the Stuttgart region and the Chamber of Industry and Commerce of the Stuttgart Region. The Structure Report shows that in the manufacturing sectors of the Stuttgart



Vehicle construction, here at Porsche, is responsible for almost two thirds of industrial investments in the region.

region, the investment rate at four percent on average between 2008 and 2013 was above both the national and state average. To ensure this figure is also maintained in the future, associations, chambers and trade unions are calling upon the state government to make technology funding a local priority and further improve the location conditions. Vehicle manufacturing in the region of Stuttgart, home to the automotive industry, is responsible for almost two thirds of industrial investments. According to the Structure Report, the electrical industry and mechanical engineering have a below-average investment rate. In contrast, the region is a frontrunner when it comes to expenditure on research and development (R+D). At a peak value of 6.2 percent between 2001 and 2011, the R+D expenditure of companies in the Stuttgart region was well above the investments at national and state level (3.5 percent/1.8 percent). Maintenance of the existing portfolio alone is not suffice to safeguard the future of the location. One of the key challenges, primarily for small and medium-sized businesses (SME), is, according to the Structure Report, "the trend towards digitalisation and networking designated with the keyword Industry 4.0 and the associated new business models". It is

THREE QUESTIONS FOR:



Dr. Winfried Schäfer, President / CEO of VDW (German Machine Tool Builders' Association), Frankfurt/Main

1 | The VDW celebrates its 125th anniversary in 2016. How has the association developed since the beginning?

The VDW was founded in November 1891 by eleven industry representatives in Hanover under the leadership of Ernst Schiess. The objective was to pool common interests, primarily to control the free trade policy of the Prussian government. In 1898 the association had 30 members and received its current name. Together with the Machine Tools Association in the German Engineering Federation (VDMA), the VDW currently has around 290 members, constructs machines worth over 15 billion Euro, and is the largest machine tools' association in Europe, if not worldwide.

2 | What were the key milestones?

The appearance of the association together with its members at the world exhibition in Paris in 1920 is definitely a remarkable

event. Numerous trade fairs followed this event, for example self-organised trade fairs in Russia and China, or as an industry representative within the framework of official involvements in many countries. Today we are an organiser of EMO Hanover and METAV in Düsseldorf; as well as a conceptual supporter of AMB, Moulding Expo and Blechexpo in Stuttgart. Our new baby is AMB Iran, which we are organising for the first time at the end of May, start of June with Messe Stuttgart. The VDW was already seeking to cooperate with partners in the area of research back in the 1920s. The association still works intensively today with the engineering academic departments in Germany. The development of a comprehensive, detailed endeavour into the German and international machine tools industry gives us a unique selling point.

3 | What role does an association like the VDW play in the age of globalisation?

Over the past one hundred and twenty five years the VDW has developed into a modern service provider. We support members in all areas of their day-to-day business. With the foundation of the VDW Nachwuchsstiftung, we have integrated an existential topic for members in a structure. The involvement of the VDW in the Industry Arena, the largest online portal for the manufacturing industry in the world, paves the way for the industry to Internet business.

necessary for SMEs to be shown what significance Industry 4.0 has for them, and what consequences they may face if they do not meet the challenges. "We have to set up or further develop infrastructures such as networks and cluster initiatives, and appoint transfer representatives, to support SMEs and accelerate the transfer of knowledge", calls on Claus Munkwitz, CEO of the Chamber of Crafts.

The Structure Report also sees deficits in the region, which are proving to be barriers to investment, including the availability of production and logistics premises, amongst other things. The main objective here must be to "achieve greater acceptance among communities and the population for the designation of industrial areas". The editors of the Structure Report also see an urgent need for action in the expansion of the road infrastructure, regional and corporate mobility management, as well as in electric mobility.

More information: www.region-stuttgart.de/strukturbericht

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Stuttgart tourism

Successful tourism figures for Stuttgart and the region



In 2015 the state capital and its region achieved record results in terms of figures for overnight stays for the sixth time in succession.

More information: www.stuttgart-tourist.de
Twitter: #enjoyStuttgart

Overnight tourism in Stuttgart continues its success story. With 3.6 million overnight stays in the state capital and 8.4 million overnight stays in the region, 2015 was, according to the Statistics Office of the City of Stuttgart and the Statistics Office of Baden-Württemberg, the best result for tourism to date in the entire Stuttgart region.

“The past year has demonstrated that big events such as the German Evangelical Church Assembly are an important driving force and source of inspiration”, states Armin Dellnitz, General Manager of Stuttgart-Marketing GmbH and Regio Stuttgart Marketing- und Tourismus GmbH. “Coupled with the good exhibition and congress offering and in combination with the intensified address of leisure guests, they put overnight tourism in Stuttgart and the region on a solid footing.”

There were also significant growth impulses last year for Stuttgart tourism from the foreign markets. Dellnitz also views the development in the current year as positive: “Our goal for 2016 is to confirm the upward trend”, says Dellnitz. “By the end of the year I predict an increase in overnight stays of roughly two percent vis-a-vis 2015.”



The Fraunhofer Institute for Manufacturing Engineering and Automation (IPA) is one of the largest institutes of the Fraunhofer Society and employs approximately 1,000 employees.

Innovative region Stuttgart

The Stuttgart region boasts excellent universities and academic research institutions. Today: Fraunhofer Society.

Research for practical applications, this is how the Fraunhofer Society defines its key role. Founded in 1949, the research organisation conducts applied research for its contractual partners. Its services are requested by contractual partners in industry, the service sector and public administration. In Germany the Fraunhofer Society currently operates over 60 institutes and research facilities. Approximately 24,000 employees work with an annual research budget of over 2.1 billion Euro – of which approx. 1.8 billion Euro is generated through contract research. More than 70 percent of Fraunhofer's contract research is derived from contracts with industry and from publicly financed research projects.

Fraunhofer is represented in Stuttgart with five institutes. The Fraunhofer Institute for Industrial Engineering (IAO) works closely with the Institute of Human Factors and Technology Management of the University of Stuttgart on basic university research, applied science and economic practice. The Fraunhofer Institute for Manufacturing Engineering and Automation (IPA) researches and develops on organisation and technology issues from the production sector of industrial companies. The Fraunhofer institutes in Stuttgart also include the Fraunhofer Institute for Building Physics (IBP), the Fraunhofer Institute for Interfacial Engineering and Biotechnology (IGB), as well as the Fraunhofer Information Centre for Planning and Building (IRB).

More information: www.fraunhofer.de

MESSAGE SERIES: After-Work

Ampulle

Where to go after the trade fair or congress? Message selects bars and locations in the Stuttgart region.

Bar or restaurant? Ampulle in Stuttgart West is both – and is a special type of venue. The name supplement “The Dry Gin & Beef Club” clearly indicates the direction of the establishment. In the tastefully decorated rooms with pharmacy equipment and fittings over 100 years old and its own micro-distillery, there are over 140 types of gin – including Monkey 47, Hendrick’s Gin, Geranium, Hayman’s or Greyling Mondern Dry Gin.

The food menu boasts a large selection of different types of beef. Foreexample, Irish Hereford Prime, Nebraska Angus, Dry Aged Rib Eye from Pomerania or Tomahawk Heritage Angus Beef from Canada, whose maxi size weighs approx. 900 grammes on the scales. The steaks are matured in a special process and cooked on a 800 degree grill. To deal with the difficult parking situation in Stuttgart West, owner Michael Wilhelmer provides his own parking or return journey service. More information: www.ampulle.com.



Ampulle in Stuttgart West is an ideal meeting place for fans of high-quality gins and steak.

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50 years swimming pools, saunas and spas

interbad Stuttgart celebrates its 50-year anniversary in 2016. And is once again in line with modern thinking. With the latest trends for swimming pools, saunas and wellness.



Saunas, swimming pools, wellness: The 50th interbad brings visitors up-to-date.

Such anniversaries are a rarity in the fast-paced trade fair business: interbad, the international trade fair for swimming pools, saunas and spas with congress for pool and bath technology, celebrates its 50th birthday from 27 to 30 September 2016. What started out in 1966 as a modest exhibition with congress has developed over the course of time into the big international event. At the last interbad in 2014 around 450 exhibitors showcased their products and services on 32,000 square metres of exhibition space in Stuttgart. In the 2016 anniversary year interbad moves from the southern to the northern section of the trade fair grounds of Messe Stuttgart. "With the move we attain ideal access to all exhibition areas for visitor guidance at interbad," explains Joachim Sauter, Team Director of Medical Industry & Health, Messe Stuttgart. The international industry get-together is organised by the German Association for the Recreational and Medicinal Bath Industry (DGföB) and Messe Stuttgart.

THE LATEST TRENDS AT A GLANCE

interbad's recipe for success is its combination of a comprehensive exhibition, professional congress events and a top-class accompanying programme on the latest trends for swimming pools, saunas and wellness. At the extended special area "creating atmospheres", which is designed as a swimming pool and sauna landscape, architects, hotel operators, planners and private developers can obtain information on the latest developments in the specialist presentations. In 2016 the DGföB presents the "Public Value Award for the Public Bath" for the fourth time. An expert jury awards formidable public pools and thus acknowledges their importance for the public good. Another highlight of the Stuttgart-based trade fair is the "Innovation Award", which visitors award live at the trade fair for really practical, environmentally-friendly and energy-efficient products.

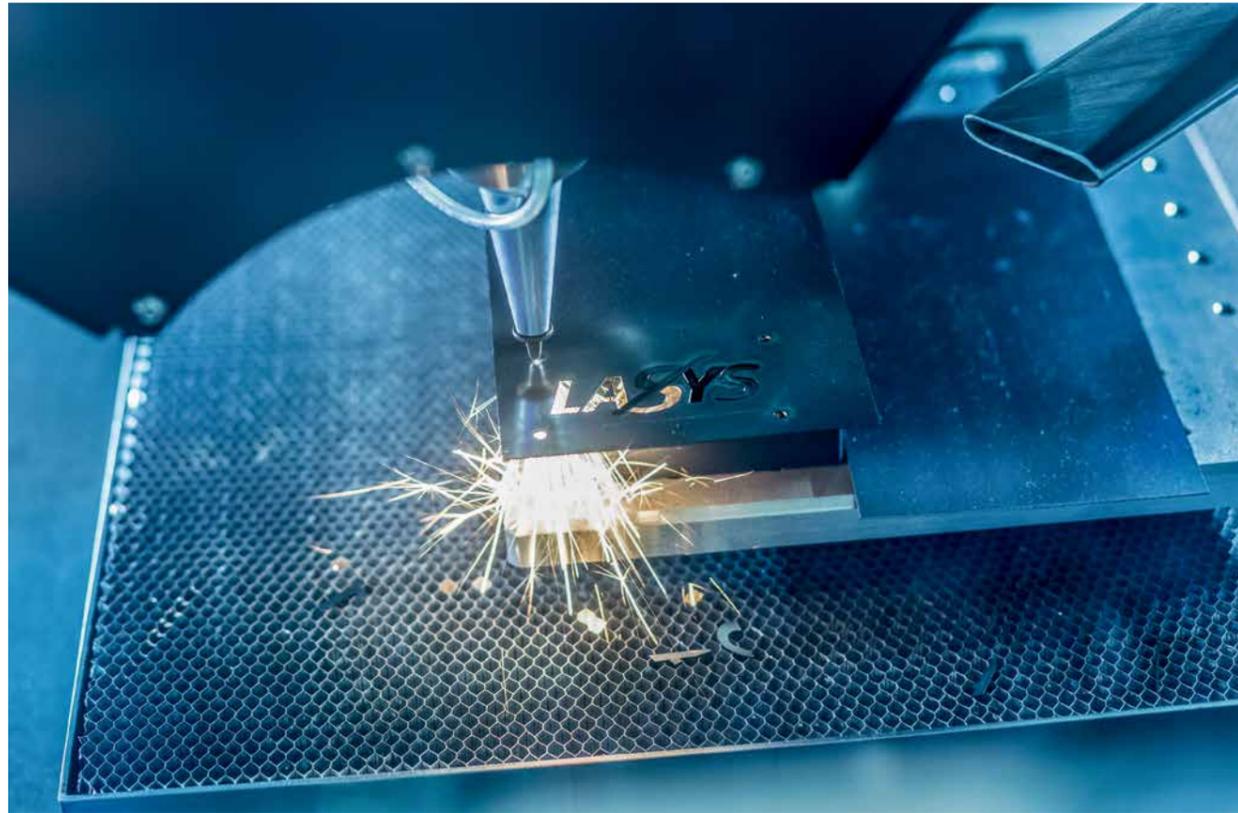
THE WORLD'S BIGGEST SAUNA OFFERING

One of the top attractions of interbad includes the largest sauna offering in the world. "Proof that the sauna has become part of our lives", states Rolf-Andreas Pieper, President of the German Sauna Federation. The figures speak for themselves: In Germany there are approximately 2,150 municipal and privately operated public saunas. In addition, there are around 5,600 saunas in hotels and another 3,400 in sports studios. "For municipal swimming pools a sauna is often a necessary addition to ensure the financial sustainability of the entire facility", explains Pieper. "The cost of a visit to a sauna is – in comparison with an indoor swimming pool – relatively high, whereas operation is comparatively inexpensive." However, around half of all sauna users use private facilities. And the trend is on the increase. Because the installation of a sauna is now more attractive than ever from a financial aspect. The low interest rate makes it possible.

More information: www.messe-stuttgart.de/interbad
Twitter: #interbad16

TRADE FAIR CALENDAR

- ▶ 06. – 08.05. **Green Festival Washington D.C.**
America's largest and longest running sustainability and green living event (Walter E. Washington Convention Center)
- ▶ 10. – 11.05. **PERSONAL Süd 2016**
Trade fair for human resources management
- ▶ 10. – 11.05. **Corporate Health Convention 2016**
6th European Trade Fair for Workplace Health Promotion and Demography
- ▶ 31.05. – 02.06. **LASYS**
International trade fair for laser material processing
- ▶ 31.05. – 02.06. **parts2clean**
Leading international trade fair for industrial parts and surface cleaning
- ▶ 31.05. – 02.06. **O&S**
International trade fair for surface treatments and coatings
- ▶ 31.05. – 02.06. **Engine Expo**
Coinciding events: Automotive Testing Expo, Automotive Interiors Expo, Global Automotive Components and Suppliers Expo, International Engine of the Year, Autonomous Vehicle Test & Development Symposium
- ▶ 07.06. **Hybrid Lightweight Construction Technology Day**
- ▶ 14. – 16.06. **UNITI expo**
The leading trade fair for the retail petrol and car wash sector in Europe
- ▶ 25. – 26.06. **Comic Con Germany**
- ▶ 29. – 30.07. **Stuttgart Festival**
- ▶ 13. – 17.09. **AMB**
International exhibition for metal working
- ▶ 16. – 17.09. **European MINT Convention**
The top event for MINT talents
- ▶ 22. – 24.09. **Green Festival Los Angeles**
America's largest & longest running sustainability & green living event (Los Angeles Convention Center)
- ▶ 23. – 24.09. **Fachdental Leipzig**
Key trade fair for dental medicine in Eastern and Central Germany
- ▶ 27. – 30.09. **interbad**
International trade fair for swimming pools, saunas and spas with congress for pool and bath technology



Lasers have long since become established in industrial production. Experts from more than 40 countries meet at LASYS in Stuttgart.

Focus on internationalisation: LASYS 2016 even more global

The International Trade Fair for Laser Material Processing is highly rated among decision-makers from all over the world as a forum covering different industries and materials.

Globally operating market leaders, innovative newcomers: around 200 exhibitors will present the potential uses of lasers during LASYS from 31 May to 2 June 2016. The focal points will be laserproduction systems – including laser-specific machine subsystems, components, processes and services. "In order to find new solutions, trade visitors can hold in-depth discussions with experienced experts concerning their everyday problems in a relaxed atmosphere at LASYS," says Gunnar Mey, Department Director Industry at Messe Stuttgart.

KNOW-HOW TRANSFER AT CONGRESS LEVEL

Matching the origin of the LASYS trade visitors from more than 40 countries, companies from throughout the world will present their products and services in an "International Pavilion". A joint stand promoted by the German Federal Ministry for Economic Affairs and Energy will pave the way for innovative newcomers from Germany to gain access to the market. Under the title "ESPACE LASER s'invite sur LASYS", a joint stand featuring around 20 French suppliers

from the laser industry is planned for the first time as part of the internationalisation initiative "LASYS meets ...". "Since Messe Stuttgart wants to place even more emphasis on the topic of laser technology at a global level, it is cooperating with IREPA Laser, the organiser and supporter of the French congress with the accompanying trade fair "ESPACE LASER", says Mey explaining the action. "Together with the Technical Association for Lasers and Laser Systems for Material Processing in the German Engineering Federation (VDMA), which acts as the promotional supporter of LASYS, and a large number of other national and international partners, we offer the exchange of know-how at congress level during LASYS for all target groups from newcomers to laser specialists. "Additional value is produced by the automotive trade fairs of the British organiser UKIP, as well as O&S – International Trade Fair for Surface Treatments and Coatings – and parts2clean – the Leading International Trade Fair for Industrial Parts and Surface Cleaning. All these events will be staged concurrently with LASYS 2016.

More information: www.messe-stuttgart.de/lasys
Twitter: #Lasys

VISION on growth course

VISION, Trade Fair for Machine Vision, has become the leading world event for the industry in Stuttgart.



54 per cent of trade visitors at VISION come from abroad. In Germany the industry recorded growth of 16 per cent in 2014.

The market for machine vision is continuing to grow – the use of machine vision technologies is indispensable for electrical automation. This naturally gives impetus to VISION, the leading world trade fair in Stuttgart," says Florian Niethammer, Project Manager at Messe Stuttgart. "In 2014 alone, the market for machine vision in Germany grew by 16 per cent."

VISION, which will next be held on the Filder from 8 to 10 November 2016, focuses every two years on the entire range of machine vision technology. The event is characterised by its first-rate exhibitors, their high level of internationality – in 2014 54 per cent of exhibitors came from abroad – and its varied accompanying programme. In 2016 the programme will again include the "Industrial VISION Days" under the overall control of the VDMA Machine Vision Association, the promotional and professional supporter of VISION.

"In 2014, we recorded a significant increase in the number of exhibitors and visitors," says Niethammer. "Together with the German Engineering Federation and our exhibitors, we will offer in 2016 an event programme with new highlights which will attract even more visitors to Stuttgart. Including those people who have never been here before and want to generally find out about the advantages of machine vision. The trend topics at VISION 2016 will include, for example, embedded vision and control-integrated machine vision." Over 400 exhibitors are expected to attend VISION 2016 at Messe Stuttgart.

More information: www.messe-stuttgart.de/vision
Twitter: #VisionSTR

TRADE FAIR REVIEW

► 16–24.1. CMT
CMT 2016 ended with top marks and excellent sales figures. The Stuttgart holiday exhibition was attended by more than 220,000 visitors and 2,068 exhibitors.



Travel from its best side: Stuttgart welcomes the world at CMT 2016.

► 29.–31.1. MEDIZIN/Therapro
The trade fair duo comprising MEDIZIN and Therapro set a new record with 10,125 visitors, i.e. an increase of 11 per cent. The number of exhibitors increased by 15 per cent to 265.

► 02.–05.2. DACH+HOLZ international
With 550 exhibitors, 20 per cent of whom came from abroad, the leading trade fair for carpenters and roofers fully occupied five exhibition halls with a gross exhibition area of around 65,000 square metres. 49,500 roofers, carpenters, building plumbers, architects and planners came to their trade fair in Stuttgart.

► 04.–06.2. EXPO 4.0.
575 satisfied exhibitors (2014: 495) from 20 countries drew positive conclusions at the end of the combined trade fair event for visual and haptic communication. Around 13,000 visitors from 36 countries came to the Filder.

► 03.–07.2. INTERGASTRA
The trade fair for dedicated hosts from the hotel and restaurant industry set new records on the occasion of its 28th edition with 96,189 visitors (2014: 88,696) and 1,306 exhibitors (2014: 1,229).

► 17.–20.3. RETRO CLASSICS
More than 90,000 visitors attended this year's RETRO CLASSICS in Stuttgart. That's a new record. Over 1,550 exhibitors presented their historic and classic cars at the completely booked up Stuttgart trade fair centre.



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In 2015,
the hybrid drive
of the BMW i8
was voted
Engine of the Year.



Masterly machines

The vote for the best engines of the year is traditionally held at Messe Stuttgart.

For engine developers and marketing managers from the international automobile industry, there is no more exciting event than when the Engine of the Year awards are presented on the second day of Engine Expo. The winners for 2016 will be announced on 1 June. The masterly machines will be judged by a jury comprising 65 specialist journalists from 31 countries.

In 2015, the awards were scooped up by the BMW i8. With its TwinPower Turbo 3-cylinder petrol engine, it was not only the overall winner, it also won top places with its hybrid drive system comprising a petrol engine and electric motor in the categories "New Engines" and "1.4 to 1.8 Litres". The triple winner of recent years – Ford, with its 1-litre, 3-cylinder petrol engine – therefore only managed second place in 2015.



Economical and nifty: The prize-winning hybrid drive of the sporty BMW i8.

 More information: www.ukipme.com/engineoftheyear



At Engine Expo of the British guest event organiser UKIP Media & Events, in 2016 the crème de la crème of the international drive industry will again come together.

Everything for the drive

Engine Expo provides a suitable forum for engine developers from around the world.

At Engine Expo, the international trade fair for everyone involved in the design, development, procurement and manufacture of drive trains, the crème de la crème of the drive industry will meet at Messe Stuttgart from 31 May to 2 June 2016. This top event is organised by the British UKIP Media & Events Ltd.

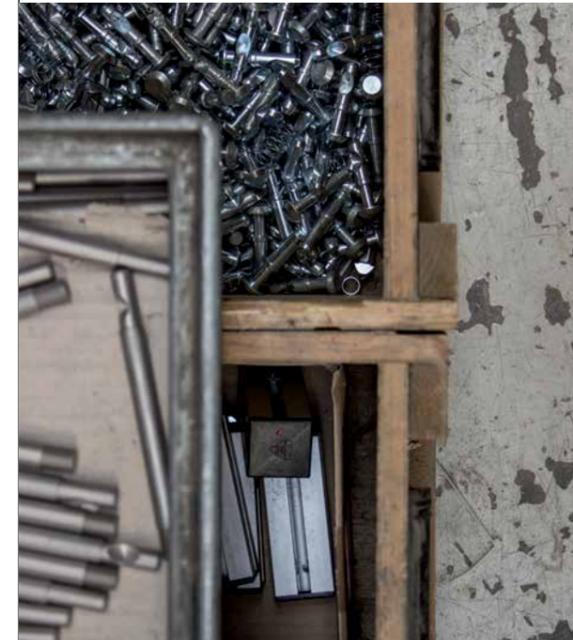
INNOVATIVE ENGINE TECHNOLOGIES

Leading international experts will give presentations on drive design, development, production, logistics and marketing at the exhibition's Open Technology Forum. This year again, another key part of Engine Expo 2016 will be a special section for innovations from electric and hybrid technology, where companies will present the next generation of electric battery, as well as hybrid and fuel cell drive technologies.

In this special area, visitors will meet the world's most important decision-makers and engineers from leading OEMs and niche providers from the areas of car, bus and lorry drive trains.

Other trade fairs by the UKIP Group will also take place at the Stuttgart trade fair centre concurrently with Engine Expo. These events include Automotive Testing Expo, Automotive Interiors Expo, Global Automotive Components & Suppliers Expo and the Autonomous Vehicle Test & Development Symposium.

 More information: www.engine-expo.com



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The latest products on the theme of carwash and carcare are a main focus at UNITI Expo 2016.

Europe's leading trade fair for petrol stations and carwash

Market leader straight from the start: UNITI expo 2016 in Stuttgart presents a unique overview of the entire petrol station sector to specialist visitors.

With around 11,000 specialist visitors from 92 countries, top decision-makers and specialist visitors from around the world made the première of UNITI expo in 2014 a unique success. In order to win an international specialist public for the trade fair in Stuttgart again from 14 to 16 June 2016, the organisers are setting store by a worldwide marketing campaign with numerous media partnerships and co-operation with international associations. To this end, far in advance of the trade fair, the organisers were also represented

with information stands at sector events in South Africa and Oman, as well as in the USA, Russia, Great Britain, Asia and Scandinavia.

With huge success: The trade fair, which was originally planned for an exhibition area of 30,000 square metres, will in 2016 include Hall 5, resulting in three halls and a maximum total area of 40,000 square metres. The new Hall 5 will be available to exhibitors from the areas of petrol station technology, logistics and alternative fuels. In the sold-out Hall 3, exhibitors will show the state of the art for petrol station technology. "I'm assuming that on 14 June 2016 we will be able to present around 400 exhibitors," explains Elmar Kühn, Managing Director of UNITI-Kraftstoff GmbH. "This would be an increase of around 20 per cent over 2014." The exhibition area of UNITI expo is divided into four theme areas: technology, payment and logistics; carwash & carcare; oil companies & oil trade; and shop & convenience. "If around 10,000 of a total of approximately 14,000 German petrol stations are represented at a trade fair, this makes clear the significance of UNITI expo," Kühn is pleased to say. "In addition, many international oil companies will be present. The reception in the sector is huge."



Almost all present: Around 10,000 of around 14,000 German petrol stations are present at UNITI expo in Stuttgart.

More information: www.uniti-expo.de
Twitter: #UnitiExpo

RETRO CLASSICS meets Baroque 2016:

Exhibition of historic collectors' cars

Beautiful cars against a spectacular backdrop: The 13th RETRO CLASSICS meets Baroque from 17 to 19 June 2016 will again present rare cars from the pre- and post-war era to classic and historic car enthusiasts in a unique ambience.

In a beauty contest, a world-renowned jury of experts will select classic and historic cars in various categories. The highlights of the event in 2016 include for example "special sections" on the theme of "125 years of the Peugeot brand history", racing cars of the Veritas brand, and the French brand Facel, whose "Vega" was considered one of the world's most exclusive cars in the 1950s.



This is what winners look like: At Retro meets Baroque, precious cars are awarded prizes.

More information:
www.retro-classics-meets-barock.de
Twitter: #RetroBarock

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TRADE FAIR CITY

Leinfelden-Echterdingen

If you're on your way to the new Stuttgart trade fair, you're on your way to Leinfelden-Echterdingen. Here you will also find all the other essentials of a trade fair town: hotels, restaurants, culture, nature, sport and relaxation. For more information visit www.welcomecity.de





No chance for dirt: Clean parts and surfaces are of fundamental importance for manufacturing processes in many industries.

parts2clean 2016: Get clean and stay clean

At the leading international trade fair for industrial parts and surface cleaning, everything revolves around practical know-how and the latest developments.

Whether in the automobile and supplier industry, medical technology, aerospace, precision mechanics, optics or electronics: Information on so-called particle and film residual dirt is just as self-evidently included in the technical specifications of components as dimensions and tolerances. However, there is a crucial drawback: Cleanliness is the only component characteristic that can change after manufacture as a result of environmental influences. It is therefore important to comply with the required cleanliness specifications not only reliably and commercially, but also to maintain cleanliness standards up until delivery or further processing.

“For the wide range of tasks in the area of cleanliness, the exhibitors at parts2clean will present several solutions from 31 May to 2 June 2016 at the Stuttgart trade fair centre,” explains Olaf Daebler, Director of parts2clean at Deutsche Messe AG. The status of registrations for the 14th international trade fair for industrial parts and surface cleaning is at the same high level as last year. “At the same time, extended guided tours will enable the specialist visitors to obtain specific and relevant information on special themes and solu-

tions for their individual requirements,” says Daebler, describing a new feature of this year's event.

OFFERS FOR ALL SECTORS

Not only the comprehensive offer of parts2clean for all materials and industries ensures the high acceptance among the specialist visitors from around the world. An important component here is also the 3-day specialist forum with on average of 25 presentations, which are also simultaneously translated (German/English). For the 2016 event, the forum will also include presentation sessions on the theme areas of cleaning procedures, upstream and downstream processes, and analytics. In addition, two theme areas with user presentations are planned. Simultaneously with parts2clean, other specialist trade fairs will be taking place at the Stuttgart trade fair centre for which component cleaning is significant: O&S, LASYS and the automotive trade fairs of UKIP Media & Events Ltd.

 More information: www.parts2clean.de
Twitter: #Parts2clean



Fly the flag: Since the start of the year, Hall 8 of Messe Stuttgart has borne the name of our marketing partner Kärcher.

Marketing partnership with the world market leader

The family-run company Kärcher is considered worldwide as one of the most successful providers of efficient, environment-friendly cleaning systems.

From 2012, the name of this Swabian world market leader for cleaning systems was emblazoned on the 10,500-square-metre Hall 9. Now Hall 8 of the Stuttgart trade fair centre bears the name Alfred Kärcher Halle. The marketing partnership between Alfred Kärcher GmbH & Co. KG and Landesmesse Stuttgart GmbH allows the family-run business, which was founded in 1935 in Stuttgart/Bad Cannstatt, among other things, to present itself each year to around 1.27 million trade fair visitors and over 20,600 exhibitors with its name and company logo at a prominent location. In addition, Kärcher holds its own events in the Alfred Kärcher Hall.

WORLD MARKET LEADER FOR CLEANING TECHNOLOGY

Kärcher is considered as the worldwide leading provider of cleaning technology, and offers a large number of innovative problem solutions with its high-pressure cleaners, suction cleaners and steam cleaners, pumps for the home and garden, sweeping and scouring machines, carwash systems, detergents, dry-ice blasting units, drinking water and sewa-

ge treatment systems, and water dispensers. This also includes coordinated products, detergents and accessories, as well as consultation and service. Kärcher currently employs 11,140 people in 100 companies in 60 countries. Over 50,000 service points ensure that customer requirements are met worldwide.



Kärcher is the world market leader for cleaning technology of all kinds.

 More information: www.kaercher.com/de/

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At PERSONAL Süd, personnel managers can obtain information on the latest developments in their sector.



SMEs get moving

New Work, SMEs and refugees are among the trendy themes at PERSONAL Süd.

The culture of presence was yesterday. In many companies and organisations, work is becoming more mobile. Whether on the move, in the home office or in so-called co-working spaces. Thanks to mobile work equipment, employees can take their offices with them. With consequences for employers: For example in personnel development, in recruiting or in the administration of personnel data. This is the starting point for the 17th PERSONAL Süd on 10 and 11 May 2016, southern Germany's largest trade fair for personnel management, organised by spring Messe Management. In the special area "Mobile Working", exhibitors will outline aids for employers and personnel managers for flexible work models in particular for small and medium-sized enterprises (SMEs).

INTEGRATING REFUGEES IN COMPANIES

This target group is also the focus of offers in the area of "Personnel management in medium-sized companies". It is precisely the small and medium-sized enterprises that have difficulty in filling vacant positions and asserting themselves against employer brands of large companies. Success is assured by creative approaches that make SMEs more attractive in the modern working world: Concepts for New Work, work-life balance or new participatory management models. In the "Integration area", personnel managers can obtain information on the opportunities for present or future employment of refugees in their organisations, as well as on innovative projects and constructive offers of assistance.

More information: www.personal-sued.de
 Twitter: #PSued16



Ergonomics at the workplace, e-health, nutrition: The Corporate Health Convention is the forum for health issues in the working environment.

Prevention at the workplace

Keeping healthy at work: A trendy theme at the Corporate Health Convention 2016.

A healthy way of working is just as difficult to prescribe as a healthy lifestyle. In order to maintain the performance of their employees, companies can approach the issue from various angles. They can obtain specific information on this theme at the Corporate Health Convention to be held by the event organiser spring Messe Management on 10 and 11 May 2016 at Messe Stuttgart. The offer of the 6th European trade fair for corporate health promotion and demography ranges from corporate health management and ergonomics at the workplace, e-health and prevention, to health sports, nutrition, counselling and further training.

MONITORING PSYCHOLOGICAL WELL-BEING

Aspects of workplace safety will play a greater role than last year at the Corporate Health Convention 2016. Michael Kloth, Member of the Board of the VDSI (Association for Safety, Health and Environmental Protection at the Workplace), will give a keynote speech on the theme "Industry 4.0 vs. Safety and Health Protection?". Another main area of focus at the Stuttgart trade fair will be the theme of psychological health. Because ever since the assessment of psychological stress has been covered by workplace health and safety legislation, companies have been obliged to keep track of the psychological well-being of employees. This year, several top-quality keynote speakers will share their innovative findings with the trade fair visitors.

More information: www.corporate-health-convention.de
 Twitter: #CHCD16

► **Support for start-ups**
 For the first time, südback, the trade fair for the bakery and confectionery trades, is on the list of the international leading trade fairs in Germany considered worthy of support drawn up by the Federal Ministry of Economics and Energy (BMWi). Young, innovative companies in the bakery sector can thus present themselves at a joint stand from 22 to 25 October 2016, and will receive financial support from the BMWi.

► **Planning in full swing**
 For R+T, the leading world trade fair for roller shutters, doors/gates and sun protection systems to be held from 27 February to 3 March 2018, Messe Stuttgart again expects a fully booked trade fair centre. "We are delighted that, by extending the trade fair centre with the construction of the Horn Halle (Hall 10), we can now offer our exhibitors more surface area and we will thus be able to better meet their requirements," says Sebastian Schmid, Head of Industry & Technology at Messe Stuttgart.

► **Global personnel strategies**
 GLOBAL CONNECT, the forum for exports and internationalisation and Germany's biggest congress trade fair for the export industry, will present global personnel strategies for foreign business on 26 and 27 October 2016 at the "edubiz" conference.



A main area of focus at GLOBAL CONNECT 2016: Working abroad.

In a special exhibition area, partners and service providers who can support companies with recruitment and further training of employees for international tasks will present themselves. The Export Academy of the Baden-Württemberg Chambers of Industry and Commerce, another partner of GLOBAL CONNECT, is also oriented towards foreign business.



Star Wars meets Messe Stuttgart: Visitors in the costumes of their film heroes in the Cosplay Village of Comic Con Germany.

Comic Con Germany: Mecca for SciFi and comic fans

International comic artists and world-famous stars from science fiction and fantasy films will make the première of Comic Con Germany a real top event.

The time has come at last, Germany is to have its own Comic Con. On 25 and 26 June 2016, Comic Con Germany will celebrate its première in the Stuttgart Trade Fair Centre. The very first event of this kind took place in 1970 in San Diego – with just 300 visitors. Meanwhile, Comic Cons held in a large number of US cities draw many hundreds of thousands of comic and series fans every year. The organiser of the Ger-

man offshoot, Comic Con GmbH, has been successfully involved on the German market since 1992 with the famous events FedCon and RingCon – conventions on the theme of science fiction and fantasy. For the major Stuttgart event, the support of the Panini Verlag publishing house, a local comic big player, has been secured to provide the new top comic event with a brilliant trade fair appearance with international and national illustrators, actions and exclusive special trade fair editions for collectors.

The attractions of Comic Con Germany also include up to 30 Hollywood actors from various TV series and films, who will be available for autograph-signing sessions and photo-shoots. There will be stars from TV classics such as Star Trek Voyager, Stargate Atlantis, Deadzone, Star Trek – Deep Space Nine, as well as actors from contemporary popular superhero films.

In addition to the stars from cinema and TV, the art form after which the event is named will be represented in all facets. Fans will be able to meet illustrators in the Comic Zone. In the Cosplay Village they will be able to dress up in the fantasy costumes of their heroes. A great Cosplay Parade is planned for Saturday, 25 June, in front of thousands of fans.



The first German Comic Con is to take place at Messe Stuttgart.

More information: www.comiccon.de
Twitter: #ComicConGermany

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INTERVITIS INTERFRUCTA HORTITECHNICA 2016:



State-of-the-art enology

Wine lovers can feel the consequences of climate change on their palate: “Their favourite drink increasingly contains a great deal of alcohol, but very little acid,” says Professor Monika Christmann, Head of the Institute for Enology at Geisenheim University and President of the International Office of Vine and Wine (OIV). Cellar masters are countering this development by means of alcohol management. They filter sugar out of the must or remove alcohol from the wine. “They use relatively new methods, e.g. membrane processes, for this purpose. Despite having received approval a good twelve months ago, these methods are still practically unknown in the industry,” says Christmann. In this process the must is filtered through two membranes with different sized pores in order to remove sugar from the must. This sugar can be added again until the right sugar content is attained. Unwanted ingredients in wine – compounds such as trichloranospole or triromanisole, which are responsible for the “cork note” – can also be removed using new filtration methods. However, Christmann says this process has not yet been authorised.



Recently the bag-in-box has been providing competition for the traditional glass wine bottle – and not only in the case of fruit juice.

ALTERNATIVE PACKAGING IN VOGUE

In addition to the traditional glass bottle, alternative packaging for wine is catching on to an increasing extent. The bag-in-box (BIB), a foil bag enclosed in a carton, has been common for quite some time. Wine is also filled in PET bottles. Airlines, in particular, are now testing the PET bottle on account of its lower weight compared with glass. Every innovation from the wine, fruit juice and special crops industries can be seen at INTERVITIS INTERFRUCTA HORTITECHNICA from 27 to 30 November 2016.

More information: www.messe-stuttgart.de/ivifho
Twitter: #ivifho

3rd Hybrid Lightweight Construction Technology Day:



During the Technology Day everything revolves around hybrid structures made of different materials and their potential for production.

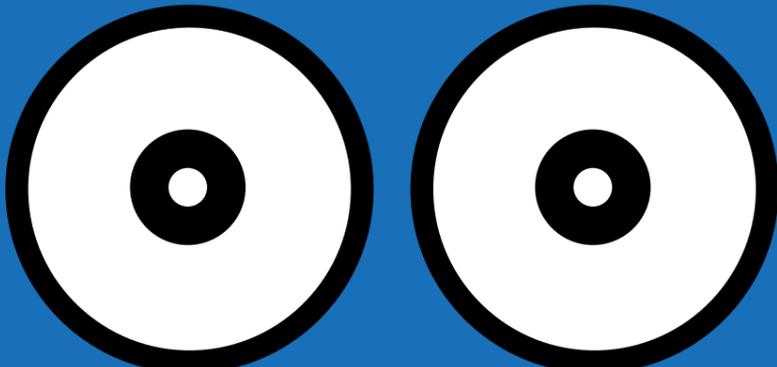
Make the right decisions on the market

The Hybrid Lightweight Construction Technology Day at Messe Stuttgart has become well-established after two years as the central platform for technology transfer and networking in southwest Germany. On 7 June 2016, the Conference with an accompanying trade fair in the ICS International Congress Center Stuttgart will have an international flavour: a partner country, i.e. Austria, will take part in the event for the first time. Companies and research institutes will present their products and services in the accompanying trade fair. During the Conference experts from research and industry will provide information on current developments and new solutions. This in-

formation will help small and medium-sized enterprises to make the right decisions on the market. The event is being organised by the Baden-Württemberg State Agency for Lightweight Construction with the Baden-Württemberg Alliance for Fibre-Based Materials (AFBW), Baden-Württemberg Carbon Composites (CCBW) and the Baden-Württemberg Lightweight Construction Centre (LBZ). Partners are the Baden-Württemberg branch of the German Engineering Federation (VDMA) and the State Association of Baden-Württemberg Industry.

More information: www.leichtbau-bw.de
Twitter: #thl16

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Experience Industry 4.0

Digitalisation of production is one key topic of the IT & Business 2016.



IT & Business will occupy the entire L-Bank Forum (Hall 1) at Messe Stuttgart from 4 to 6 October 2016.

The exhibition and accompanying programme of IT & Business in the L-Bank Forum (Hall 1) from 4 to 6 October 2016 is geared more this year towards the requirements of manufacturing industrial companies. The focal point of the Trade Fair for Digital Solutions and Processes will be the extension of showcases such as the Smart Factory which celebrated an extremely successful première last year at Messe Stuttgart.

Visitors to the trade fair will experience Industry 4.0 there "at close quarters", e.g with special shows in the exhibition hall. These special shows will demonstrate the interaction between the related components – from the machine through to necessary IT systems. "Driven by increasing digitalisation, we are now in a transitional phase which affects the entire organisational structure of a company and has far-reaching changes on existing process chains," says Gunnar Mey, Department Director Industry at Messe Stuttgart. "Our mission is to show companies the requisite digital tools and impart know-how so these companies can cope with this task. The key IT disciplines of Customer Relationship Management (CRM), Enterprise Content Management (ECM) and Enterprise Resource Planning (ERP), as well as related solutions such as Manufacturing Execution Systems (MES), production planning and control solutions, personnel deployment planning and time management are therefore at the forefront during IT & Business."

More information: www.messe-stuttgart.de/it-business
Twitter: #itbusiness16

Marketplace of Ideas

Dental industry in East and Central Germany meeting in Leipzig in 2016.



An increasing number of dental practices are using state-of-the-art technology – from anamnesis and digital planning through to complete production of dentures.

Fachdental Leipzig is the most important and largest trade fair for dental medicine in East and Central Germany. The specialist two-day event for dentists, dental technicians, dental assistants and dental students will also again live up to this reputation on 23 and 24 September 2016. The traditional exhibition programme includes the entire range of products, machines and tools for dental practices and dental laboratories. However, the trade fair also examines areas such as recycling, waste disposal and cleaning.

DIGITAL FROM PLANNING THROUGH TO PRODUCTION

Three key topics will be the focal points of the industry meeting point in 2016. In "digital workflow – from the scan through to dentures" everything will revolve around products and services for digital planning through to complete production. The area of "tooth preservation" is also a trend topic in the dental industry on account of demographic change. Another key topic will focus on the area of hygiene, hygiene quality, protection against infection – an important subject of discussion at present in the health sector. The highlights of this year's trade fair will include the second edition of the special show "Fachdental Award – Marketplace of Ideas". A unique opportunity for exhibitors to present their innovations. In 2015 over 4,000 dental professionals used the trade fair in Leipzig as an information and advanced training platform.

More information: www.messe-stuttgart.de/fachdental-leipzig
Twitter: #FDL16

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MESSE PARTNER: Baumann & Baltner GmbH & Co. KG – Agency for content marketing

Fascination and utility

The Baumann & Baltner Agency has been supporting future-oriented trade fair communication with strategically based content marketing for nine years.



Flourishing agency location with 22 employees: Jägerhofpalais in Ludwigsburg.

In the beginning was "Message". For nine years now, Baumann & Baltner has been responsible for the appearance of the customer magazine of Messe Stuttgart. In the Ludwigsburg-based Agency for content marketing advertising experts and journalists formulate convincing messages and communicate them to customers through relevant channels. Fascination and utility always go hand in hand in this respect. Another example of cooperation with Messe Stuttgart: an innovative bookazine to celebrate the 75th anniversary of the company combines the success story with people who have written Messe history/stories, and integrated multimedia clips for mobile phones or tablets. Last but not least, the highlight in 2016: the international trade fair Intergastra for which Baumann & Baltner created the design together with the Messe Stuttgart team.

 More information: www.baumann-baltner.de

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

Thomas Raach

Everything do to with building and construction: although the job description of Dipl.-Ing. Thomas Raach (50), an architect in the team in the Building & Facility Management Department of Messe Stuttgart, sounds simple, it is actually complex. Raach has been working at Messe Stuttgart for twelve years and is also responsible in the Construction and Building Maintenance Team for property management. During the current new building work involving the extension of the West Entrance / Hall 10, he performs building developer tasks in the team as a liaison between wulf architekten, building planners and the Messe project teams. "The prime focal points here are the interests of our

events," says Raach. The interim West Entrance required during the building work was constructed entirely under his direction. Raach is also responsible for conversion and repair work at Messe Stuttgart. This primarily involves realising creative, inexpensive and pragmatic solutions for the particular building projects and permanently improving the trade fair grounds. For example for the major move to the administration building, the design of the information desks in the foyer of the ICS, the installation of an escape door required under building law in the loading yard, and much more besides. "My task is to take account of the architectural issues and the requests of exhibitors and my colle-



Thomas Raach has been an architect at Messe Stuttgart for twelve years.

agues in all building projects," explains Raach. In his private life the father of two relaxes by playing table tennis in Reutlingen Table Tennis Club, collecting stamps (trade fair slips) and listening to hard rock music.

HIDDEN CHAMPIONS: Chemoform AG

Partner for pools, whirlpools, steam baths and saunas

Innovative products for pool maintenance are just one business area of Chemoform AG.



Chemoform AG is one of the leading companies in the European pool and wellness industry, and has its head office in Wendlingen. Plant 2 is located in Köngen.

 More information: www.chemoform.com

Chemoform AG, whose head office is located in Wendlingen, has made a name for itself in the private and public swimming pool sector with a complete range of efficient and innovative products for cleanliness, hygiene and maintenance. Since it was established in 1962, Chemoform has applied the guiding principles of "safety" in every production step – from product development through to the application. The company is now one of the major suppliers in Germany and Europe. Chemoform AG owns a number of other companies which are active in the market segments of swimming pool water treatment, saunas/wellness, pools and accessories. These companies not only develop and manufacture products for treating swimming pool water, but also complete swimming pool systems and the related technology. The product range also now includes fragrances for saunas, steam baths and whirlpools, as well as cosmetic products. Chemoform AG is one of the few exhibitors which has grown up with the Stuttgart trade fair interbad. And the company still exhibits today at interbad.

2016 European MINT Convention:

Professional platform for MINT talents

Small and medium-sized enterprises often have difficulties in recruiting specialists with qualifications in the fields of mathematics, IT, natural science and technology (MINT). The European MINT Convention on 16 and 17 September 2016 will provide them with a professional platform for personnel search and job hunting. The first day of the Conference MINT@ Europe will feature keynote speeches by international speakers and intensive discussions on current MINT and labour market topics. The concurrent MINT-community and the Careers Fair on both event days will be an ideal forum to address top executives, young professionals and job beginners holding MINT qualifications. National and international MINT networks, projects and initiatives will find ideal opportunities there to exchange experiences.



2016 European MINT Convention: the job bourse for natural science specialists.

 More information: www.mintcon.eu
Twitter: #mintcon



Full house: around 14,000 visitors attended the last Stuttgart Festival at Messe Stuttgart despite bad weather at times.

2016 Stuttgart Festival: Woodstock feeling on the Fildern

First-class infrastructure, ideal connections to public transport: a party mood is also created during open-air events on the outdoor area of Messe Stuttgart.

Alternative music, art, lifestyle: the Stuttgart Festival offers the best of everything. Around 60 internationally renowned bands and DJs from music genres such as alternative, electro pop, indie, singer/songwriter, folk and urban will perform on five outdoor stages at Messe Stuttgart on 29 and 30 July 2016. The second edition of the open-air spectacle will also provide ambitious newcomer bands with the opportunity to play to a large audience. In addition to the varied

music programme, there will be many other attractions on the festival site. During the "Art Market" around 100 selected young designers, creative minds and artists will present and sell, for example, items from the areas of fashion, jewellery and product design, art, photography, graphics, comics and literature. The "World of Art" will feature performances by young artists and artist collectives from different areas – including music, dance and visual art with the focal points of subculture and urban art.

SUCCESSFUL FESTIVAL PREMIERE DESPITE ERRATIC WEATHER CONDITIONS

The successful première of the 2015 Stuttgart Festival at Messe Stuttgart was attended by around 14,000 visitors despite, at times, adverse weather conditions with storms and heavy rain. "At this year's event we are again hoping for a fantastic open-air atmosphere, but this time without any bad weather," says Roland Bleinroth, President of Messe Stuttgart.



Fantastic atmosphere: There is traditionally a lot going on in front of the stages at the Stuttgart Festival.

More information: www.stuttgartfestival.de
Twitter: #StuttgartFestival

Messe Stuttgart:

Messe Stuttgart supporting a sustainability initiative

Landesmesse Stuttgart GmbH is a signatory to the WIN Charter of the federal state of Baden-Württemberg. The company has therefore voluntarily pledged to comply with the twelve guiding principles and objectives of sustainable management stipulated in the Charter. "With the WIN Charter, Baden-Württemberg has developed as part of its sustainability strategy a model for companies already practising sustainable management," says Ulrich Kromer, President of Messe Stuttgart. "The WIN-Charter therefore ideally matches our commitment which we have been demonstrating since the opening of the Stuttgart Trade Fair Centre, for example with the Green Statement pointing the way for our industry." Messe Stuttgart has also implemented a company-specific compliance management system for complying with legal provisions and internal regulations, and for fulfilling key ethical standards. This system is continually optimised and extended. The company can therefore comply, for example, with the guiding principles of "anti-corruption" and "human and employment rights" contained in the WIN Charter. "In future Messe



Franz Untersteller, Baden-Württemberg Minister of the Environment, Climate Protection and the Energy Sector (left) hands over the WIN Charter certificate to the Presidents of Messe Stuttgart.

Stuttgart will also primarily promote the objectives of the WIN Charter in its function as a multiplier for sustainability topics," says Roland Bleinroth, President of Messe Stuttgart. "For example with a WIN Forum for customers invited to our sustainability trade fairs in spring. These events provide small and medium-sized enterprises with important incentives for sustainable business practices."

More information: www.messe-stuttgart.de
Twitter: #MesseStuttgart

Moulding Expo 2017:

Focus on Europe

Messe Stuttgart is the new partner of the International Special Tooling & Machining Association (ISTMA). Moulding Expo, the still young Trade Fair for Tool, Pattern and Mould Making can benefit, in particular, from this co-operation after it celebrated a highly successful première in Stuttgart in May 2015.

GREAT POTENTIAL FOR TOOL MAKING

"19 associations and over 8,000 companies from throughout the world are organised in ISTMA," says Gunnar Mey, Department Director Industry at Messe Stuttgart. "ISTMA is an ideal partner in our efforts to make Moulding Expo even better known throughout Europe and attract other top companies to Stuttgart."

ISTMA has recognised Moulding Expo as the most important industry meeting point for tool, pattern and mould making in Europe, and will support us both before and during the trade fair. "This is a great compliment to our competence and rewards our intensive commitment," says a delighted Mey.

According to ISTMA, the cooperation with Moulding Expo offers great potential for the tool making industry. "Our



Moulding Expo is benefiting from the new partnership with ISTMA.

industry plays a key role in different areas in the conception and development of new products, for example in the aerospace industry, motor vehicle construction, medical technology and the packaging industry," says Manuel Oliveira, General Secretary of ISTMA. "We are convinced that the co-operation between ISTMA and Moulding Expo will help to create even more public awareness of our industry." The next Moulding Expo will be held at Messe Stuttgart from 30 May to 2 June 2017.

More information: www.messe-stuttgart.de/moulding-expo
Twitter: #MoExpo17



Coating processes for metal, plastic, glass and ceramics: O&S is geared towards decision-makers in many different industries.

The entire spectrum of surface technology

Decision-makers from all over the world come to O&S, International Trade Fair for Surface Treatments and Coatings, to obtain information on the most important technology trends for their industries.

One major advantage of O&S is that it presents solutions from surface technology and electroplating technology in Stuttgart in the immediate vicinity of their user industries," says Olaf Daebler, O&S Manager at Deutsche Messe AG. This successful guest event will be held on the Filder from 31 May to 2 June 2016 and will cover all areas of surface technology. It will present coating processes for metal, plastic, glass and ceramics. The most widely represented topics primarily include electroplating technology, industrial plasma surface treatment and micro-material processing. O&S is the largest industry event for electroplating technology.

"In its function as a trade fair for decision-makers, O&S is geared towards visitors such as managing directors, buyers, developers and operations managers from the mechanical engineering and plant construction industry, the automotive and automotive component supplier industry, the metal working industry, the electrical engineering and electronics industry, and the medical technology industry," says Daebler defining the target groups of O&S.

The trade fair will set positive examples this year with the new guided tours and a larger special show "World of sur-

face treatment". The topics of the two new guided tours will be "Surfaces for the future – REACH-compliant and multi-functional coatings" and "Machines and systems for maximizing process reliability and quality". Twice a day, trained guides will take groups of trade visitors for each key topic through O&S and stop at different companies. The advantage for trade visitors: a focused and highly varied overview of answers to their questions.

TOP-CLASS USER FORUM

The "World of surface treatment", a joint stand of the Central Association for Surface Technology (ZVO), will feature 67 co-exhibitors who will present their processes, products and services on a total area of 3,000 square metres. The technical talks in the cross-industry User Forum are also a magnet for visitors to O&S. The talks by first-rate experts are simultaneously interpreted into German and English. In 2014 around 1,000 trade visitors made use of the Forum as a source of information and a place to exchange experiences.

 More information: www.ounds-messe.de

FOCUS 24 Hours of Stuttgart epowered by Bosch

24-hour MTB race enters the second round

After the successful première in 2015, a NON-STOP MTB race will again be held at Messe Stuttgart on 27 and 28 August 2016. The offroad wheels never stop turning during the "FOCUS 24 Hours of Stuttgart epowered by Bosch". The participants in 1-, 2-, 4- and 8-man teams are continually on the move on a 7-kilometre-long-circular course with the start and finish at Messe Stuttgart. The rider/the team completing the highest number of laps or the longest distance travelled (in km) is crowned the winner. The framework for the race is formed by the extraordinary atmosphere at Stuttgart Airport, at Messe Stuttgart and under and over the A8 motorway. The start and finish is located in an exhibition hall at Messe Stuttgart. With a fantastic party atmosphere – naturally also 24 hours non-stop.



Peddalling around the clock: in the FOCUS 24 Hours of Stuttgart epowered by Bosch.

 More information: www.24race-stuttgart.de

50 years of FKM

Creating confidence

The Society for Voluntary Control of Trade Fair and Exhibition Statistics (FKM), which has its head office in Berlin, is celebrating its 50th anniversary in 2016. FKM now has 54 shareholders and annually certifies around 200 trade fairs and exhibitions in Germany through the accounting firm Ernst & Young. "Messe Stuttgart provides its customers, partners, trade associations and multipliers with all relevant facts and figures relating to its own events," says Roland Bleinroth, President of Messe Stuttgart. "All information is certified by FKM." Guest events held at Messe Stuttgart – e.g. the intralogistics trade fair LogiMAT, Composites Europe or wetec, Trade Fair for Signmaking, Digital Printing, Illuminated Signs and Digital Signage, is also certified by FKM.

 More information: www.fkm.de

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Messe Stuttgart Ares Fuarcilik Ltd. Şti



High demand: Turkey is currently one of the world's most promising growth markets for solar energy.

Messe Stuttgart establishes SOLAR Plus in Ankara

The Trade Fair for Solar Energy offers exhibitors and visitors from all over the world a new professional platform on the rapidly expanding Turkish market for alternative energies.

The Turkish subsidiary of Messe Stuttgart, Messe Stuttgart Ares Fuarcilik Ltd. Şti, is starting a new technology trade fair for solar energy in cooperation with GENSED, the Turkish Association of the Solar Industry, in Ankara. SOLAR Plus will be held for the first time from 22 to 24 September 2016.

The location was chosen specifically because the Turkish capital is the pivot and focal point for the rapid development of the domestic energy market. The declared aim of the Turkish government is to reduce energy imports to zero



Roland Bleinroth, President of Messe Stuttgart, is starting a professional solar trade fair for the first time in Turkey with SOLAR Plus.

by 2023. "This ambitious plan is being supported by SOLAR Plus as a new trade fair for solar technologies," says Roland Bleinroth, President of Messe Stuttgart. "It covers the entire product range from solar thermal energy through to photovoltaics."

Manufacturers, dealers, suppliers and project developers exhibiting at SOLAR Plus will be in the right place. With regard to visitors the trade fair is aimed primarily at investors, project planners and installation engineers who will be able to obtain information directly about the latest technical innovations and further developments, as well as specifications in the Turkish solar industry. "Another interesting fact for exhibitors is that Turkey forms the gateway to markets in the Middle East, Russia and North Africa. Visitors from these countries are regular guests at Turkish trade fair centres," says Bleinroth. "The strong location in Ankara also guarantees proximity to the political decision-makers for whom renewable energy is very high on their agenda."

Parallel to the exhibition, the concurrent international "SOLAR Plus Summit" will provide additional know-how for the industry. "With this event, Messe Stuttgart is creating a professional platform for the exchange of know-how in the industry in Turkey," says Bleinroth.

More information: www.solarplusankara.com
Twitter: #SolarPlus

Green Festival Inc.

Green Festivals: living healthy and more sustainably

What is the connection between global climate change and our food? A great deal. This is the reason why the American sustainability exhibitions of Green Festival Inc., a subsidiary of Messe Stuttgart, will deal more intensively than is otherwise the case with this highly topical subject in 2016. "During our Green Festivals we show visitors what they can do as consumers to slow down climate change," says Dr. Corinna Basler, President of Green Festivals Inc. "With new brands, partners and experts, we present the latest products and services at the public exhibitions."

INDUSTRIAL ANIMAL HUSBANDRY AND CLIMATE CHANGE

One of the media attractions at every Green Festival in 2016 will be screenings of the documentary film "Cowspiracy" by Kip Anderson, which was produced in its updated version by Oscar prize winner Leonardo DiCaprio. The documentary film, which is broadcast exclusively on Netflix, demonstrates the extent to which industrial animal husbandry is responsible for climate change, deforestation, the increasing water shortage and other environmental problems. At the same time, the American sustainability exhibitions in New York City, Washington D.C., Los Angeles, Portland and San Francisco will present, for example, thousands of non-meat products together with gastronomic landscapes containing vegetarian and vegan offers. The other innovations in the Green Festivals include, for example, a social commerce platform in the Internet for year-round transactions.

More information: www.greenfestivals.org



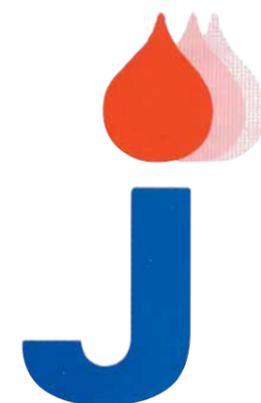
Green Festival (16 to 18 September 2016) in Los Angeles.



Show your colours: with a suitable Green-Festival T-shirt.



Organic food is gaining more and more market shares in the USA.



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MESSAGE PORTRAIT



Ufuk Altintop represents the interests of the Turkish subsidiary of Messe Stuttgart in his home country and the MENA region.

“Further extending the trade fair portfolio in Turkey”

Ufuk Altintop is the Deputy Managing Director of Messe Stuttgart Ares Fuarcilik Ltd. Şti. in Istanbul. An exciting job on a growing market.

The trade fair market in Turkey is booming: Messe Stuttgart has therefore been active in Turkey since 2010 with its own subsidiary – Messe Stuttgart Ares Fuarcilik Ltd. Şti. whose head office is located in Istanbul. Since September 2015, Ufuk Altintop (46) has been responsible there for the destinies of the successful joint venture in his capacity as Deputy Managing Director. A task that is both wide-ranging and exciting. The graduate business economist with a Master's degree in International Business Administration acts there as a link between the activities of the Turkish joint venture, Messe Stuttgart and the representatives of Messe Stuttgart throughout the world. Altintop is also active for Messe Stuttgart as the Area Manager in the so-called MENA region. In specific terms, this means that he represents the interests of his employer in countries in the Middle East and North Africa. “Another of my tasks is to continually extend and optimise the portfolio of Messe Stuttgart Ares Fuarcilik Ltd. Şti. through new trade fair projects,” says Altintop. At present, the portfolio of the Turkish subsidiary already includes a large number of successful trade fairs, for ex-

ample IBATECH Istanbul, the largest international technology trade fair in Turkey for bakers, the bakery industry and confectioners, with an offshoot in Ankara. Secondly, R+T Turkey, Trade Fair for Roller Shutters, Doors, Gates and Sun Protection as the central platform of its industry in Turkey, Eastern Europe and the Middle East. And – most recently – SOLAR Plus, a new technology trade fair for solar energy, which will be held for the first time in 2016 (see Page 42). “In the short and medium term we want, for example, to further extend the segment of industrial trade fairs in Turkey,” says Altintop describing the plans of the subsidiary. “In particular with international offshoots of successful trade fair topics in Stuttgart.” It is clear that Altintop is also making it attractive for his Turkish partners in industry and trade associations to take part in trade fairs in Stuttgart. For example in Moulding Expo, which has proved a success right from the start. And what does Altintop do in his free time? Reading, swimming regularly and travelling. He has already chosen his next holiday destinations: Japan and Canada.

SERIES: Messe Stuttgart as an employer

Always up to date

As an internationally operating service company, Messe Stuttgart relies on the optimum development of its existing skilled and managerial staff in the competition for qualified personnel. That's because the success and attractiveness of an employer are directly connected to the qualifications of its employees – and the ability to improve them permanently. For this purpose, employees and executives jointly identify individual development needs. The training centre of Messe Stuttgart then provides a wide range of internal and external personnel development measures. The optimum personnel development measures are planned and selected based on specific employees. The module “Basic training” is open to all employees. It is used to impart, refresh and extend business, foreign language and IT skills. In the module “Advanced training” character-building and subject-specific qualifications are developed by means of internal or external seminars. The main focal points here are the social, technical and methodical skills of the employees in a complete and permanently developing work environment. The module “Management development” con-



Karin Engel, Senior Personnel Coordinator in the Personnel and Organisation Department of Messe Stuttgart.

tains internal and external measures which ensure that executives possess social and methodical competencies to manage employees. This module is backed up by a special mentor programme. In this programme experienced executives coach “junior staff” at a technical and personal level. At Messe Stuttgart it is established practice to fill vacant management positions with employees from within the company. This calls for early and purposeful promotion of potential candidates. Messe Stuttgart has therefore implemented a “Talent-Management” programme for this purpose – for targeted control and as a transparent decision-making basis for filling vacant management positions.

More information: www.messe-stuttgart.de/das-unternehmen/jobs-und-karriere
Twitter: #MesseStuttgart

Messe Stuttgart

Innovation forum intranet

The traditional company Intranet is an obsolescent model. “Employees are demanding a solution which supports the open exchange of information and enables them to independently contribute new ideas,” says Stefanie Kromer, Communication Coordinator at Messe Stuttgart. “With our new social intranet, a perfect combination of a traditional intranet and a modern social network, we have found this solution at Messe Stuttgart.”



People in dialogue: the key visual of the new social intranet of Messe Stuttgart.

The new company intranet will go online in summer 2016. It enables, for example, interdisciplinary work groups to interactively exchange information in project rooms. It also makes access to internal expert know-how easier, facilitates joint editing of documents and acts as a standard platform for communication in the company. Result: fewer e-mails in the post box.

More information: www.messe-stuttgart.de
Twitter: #MesseStuttgart

MESSE INTERNAL

► Claudia Döttinger has been since the start of 2016 the Head of the five-strong Sales & Marketing Team in the Guest Event Division of Messe Stuttgart. The graduate in business administration is therefore responsible for all sales and marketing activities, as well as for the most important key accounts. She also assists Vice President Stefan Lohnert in the strategic development of the Guest Event Division. Döttinger's motto: “My team and I are 150 % behind the events of our customers.”



The native of Reutlingen started in April 2006 as the Marketing & Sales Manager in the Division ICS International Congress Center Stuttgart where she and other employees were jointly responsible for national and international sales, as well as marketing and PR for the ICS International Congress Center Stuttgart.



Pure energy: Jamie Cullum, the British exceptional artist, will again be one of the main acts on the Schlossplatz in Stuttgart in 2016.

Music festival with international flair

International stars from jazz, blues, soul and pop at the jazzopen 2016 in Stuttgart from 8 to 17 July. Around 30 concerts on five stages in ten days.

From 8 to 17 July 2016, the Stuttgart jazzopen will transform the state capital of Baden-Württemberg into a hotspot for music fans. The organisers, Opus Festival-, Veranstaltungs- und Management GmbH, have succeeded in landing a fantastic highlight to appear on the Schlossplatz: David Gilmour, guitarist and singer of the cult band Pink Floyd, will appear there in a three-hour concert (with break) on 14 July during his world tour: a cross section of the titles from this successful solo albums and – in the second part – a cross section from the works of Pink Floyd.

LOCATION WITH INTERNATIONAL RENOWN

Besides the famous Irish Blues legend Van Morrison, the Latin rocker Santana, Cro meets Jazz MTV unplugged and the British Jamie Cullum, David Gilmour is the last confirmed main act on the Schlossplatz. Other festival highlights this year include the long jazz night with Chick Corea Quintet and the Branford Marsalis Quartet with Kurt Elling in the Stuttgart Liederhalle. A new feature in 2016 is the festival stage in the Scala in Ludwigsburg where

Blues and Rock musician Keb' Mo' and The Stanley Clark Band will appear.

There will also be four concert evenings in the SpardaWelt Event Centre. The German jazz legend Klaus Doldinger opens the festival. He will be awarded with the German Jazz Trophy for his life's work at the start of the festival on 8 July. Doldinger will be followed on 9 July by the "Eleventh House" Reunited, one of the pioneer bands in the field of jazz rock/fusion in 1970s. This is followed on 11 July by the Avishai Cohen Trio from Israel and on 15 July, the Turtle Island Quartet. The string quartet combines the aesthetics of classical chamber music with modern American stylistic elements.

The BIX Jazzclub will again host the Stuttgart jazzopen in 2016. Live bands will appear on the club stage on seven of the ten festival days. The stage offers an intimate atmosphere for stars such as Norwegian trumpeter Nils Petter Molvaer, Israeli singer Ester Rada and British funk and R'n'B artist Jon Cleary with his band The Absolute Monster Gentlemen.

 More information: www.jazzopen.com

Messe Stuttgart Guest Events Division:

Top customer satisfaction

The results of the latest customer survey organised by the Guest Events Division of Messe Stuttgart could not have been better. "Among the replies there was not a single guest event organiser that would not book us again," says Stefan Lohnert, Head of the Guest Events Division of Messe Stuttgart with obvious delight. "No matter whether it is an exhibition in our exhibition halls or a congress at the ICS International Congress Center Stuttgart."

This superb result again proves how important it is for organisers to implement previously agreed success strategies one to one on site professionally and reliably. "This is the only way to achieve maximum customer satisfaction and maximum customer loyalty," says Lohnert. About 10,550 exhibitors were represented at the 145 guest events of Messe Stuttgart in 2015. Over 392,600 visitors came last year to the trade fairs, company events, conferences, congresses and events handled by the Guest Events Division. Flexible premises in the ICS, trade fair halls built to the latest standards with daylight, an excellent unique pan-European infrastructure and very good hotel offers are contributory factors which make success-based organisers opt more and more frequently in favour of



Live canvassing: Stefan Lohnert and team at IMEX in Frankfurt/Main.

the Stuttgart exhibition centre. Almost every third guest organiser returns. "The new customer rate is about 27 percent," calculates Lohnert. "In addition we are also present at all the main industry events. For example, together with the Stuttgart Convention Bureau we are at the Associations World Congress (AWC) in Berlin at the beginning of April 2016. This is the most important networking event for international associations. Or at the middle of April 2016, we are in Hall 8, Stand F020 at IMEX, the International Trade Fair for Meetings, Incentives, Conferences and Events."

 More information: www.mitten-im-markt.de
Twitter: #MesseStuttgart

ICS International Congress Center Stuttgart

Microsoft Business Users

The 8th Annual Congress of the Microsoft Business User Forum takes place at the ICS International Congress Center Stuttgart on 9 and 10 May 2016, concurrently with the European Summit of the Dynamics User Groups AXUG, NAVUG and CRMUG. Around 1,000 visitors are expected to attend the events which will include technical papers and an exhibition of Microsoft business products.

The Microsoft Business User Forum e.V. is the only worldwide independent user group at decision-maker level which dialogues directly with Microsoft on strategies and business orientation. The main aim of the forum is "to optimise the software infrastructure components which are vital for many companies – besides SAP – in direct dialogue with Microsoft for professional use in large-scale environments".



The Annual Congress of Microsoft Business User Forums will convene in 2016 for the first time at the ICS.

 More information: www.mbuf.de

CONGRESSES / EVENTS IN 2016

- ▶ 8.5. Bikers' Day 2016
Organiser: Ministry of the Interior Baden-Württemberg
- ▶ 9.–10.05. 2016 Annual Congress of the Microsoft Business User Forum
Organiser: Microsoft Business User Forum e.V. (mbuf) in collaboration with Dynamic Communities Inc.
- ▶ 21.05. The Spirit of Lifeplus 2016
Organiser: Nest Studios UK
- ▶ 7.06. Hybrid Lightweight Construction Technology Day
Organiser: Leichtbau BW GmbH
- ▶ 9.–11.06. Int. Congress for Integrative Health & Medicine
Organiser: Academy of Integrative Health & Medicine (AIHM) and Umbrella Association for Anthroposophic Medicine in Germany (DAMiD)
- ▶ 21.07. Medium-sized Company Forum Baden-Württemberg 2016
Organiser: ConVent Kongresse GmbH
- ▶ 27.–28.08. FOCUS 24h MTB of Stuttgart empowered by Bosch
Organiser: SKYDER SPORT-PROMOTION e.K.
- ▶ 16.–17.09. European MINT Convention 2015
Organiser: GMINT GmbH

SIGHTSEEING TIP: Stuttgart TV tower



The 217 metre high Stuttgart TV tower is again open to the public in time for its anniversary year.

60 years: landmark with a panoramic view

There is no place in Stuttgart that has a more impressive view of the city, the Neckar Valley, the Alb, the Black Forest and Odenwald than the TV tower. Depending on the visibility.

It was highly contested at the start, but today it has long become a visitor magnet and a city landmark: the Stuttgart TV tower. When it was opened in 1956, it had no supporters. 60 years later, the people in Stuttgart have long become reconciled with their landmark. When the 217 metre high reinforced concrete construction 2013 had to be closed for fire protection reasons at the behest of the city, the dismay was enormous. Now at last, the tourist attraction

has been reopened to the public – safer and more attractive than ever before.

In addition to optimised fire protection measures, visitors can expect a completely renovated entrance and shop area with more service offers, the latest technical equipment, modern design as well as a monitor and touch screens displaying information on tourist highlights in the state capital and the surrounding region. There is also a unique offer of souvenirs and merchandise which all have one thing in common – the TV tower. Embroidered or stick-ons, or in the form of a trophy or bottle opener, T-shirt or postcard.

The TV tower, the visitor platform at a height of 150 metres and the Panorama Café at an height of 147 metres are accessible barrier-free. The Leonhardts restaurant at the foot of the TV tower offers visitors modern Swabian cuisine – by the way, the restaurant gets its name from the builder of the Stuttgart landmark, Fritz Leonhardt. But since 2006, there is only one thing that the TV tower is no longer – a TV tower. Today, it sends only SWR radio channels.



Fascinating design: View of the foundations of the TV tower.

 More information: www.fernsehturm-stuttgart.de

HOTEL TIP

Mövenpick Hotel Stuttgart Airport & Messe

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

Messe Stuttgart 200 metres, Stuttgart Airport 50 metres: there is no hotel in the state capital that has shorter routes for trade fair visitors and exhibitors. The modern Mövenpick Hotel Stuttgart Airport & Messe offers its guests the luxury or a four star superior business hotel – not to mention its optimum location. Each of the 326 comfortable superior rooms has sound-proof windows, free WLAN web access, a minibar, facilities to make tea and coffee and an HD-LCD TV with numerous channels – including Sky Sports. Access to the spa and fitness centre is free of charge. Those who prefer even more comfort at the Mövenpick Hotel Stuttgart Airport & Messe can choose from premium rooms, twelve junior suites and – on the sixth floor – large suites measuring 71 square metres with a separate lounge. The team in the “Trollinger” restaurant invites you to enjoy a business lunch or a romantic evening meal: with Swiss specialities as well as regional and international dishes. For smaller meetings, there is the “Message Café”, which is a popular address. The “Message Bar” lets you bring a trade fair day to a close in stylish atmosphere with a large choice of cocktails. More information: www.movenpick.com/de/europe/germany/stuttgart/hotel-stuttgart-airport/uebersicht/



Mövenpick Hotel Stuttgart Airport & Messe: 326 hotel rooms and suites.

RESTAURANT TIP

Goldberg restaurant and wine lounge

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

Modern but still timeless; elegant, but still a place of well-being: the “Goldberg” in Fellbach spoils its guests with contemporary fine dining and top service in an atmosphere of harmony. At the end of 2015, master chef Philipp Kovacs and his team were also awarded a Michelin star for their extra-ordinary culinary skills.

Under Kovacs’ management, the Goldberg kitchen team presents creations from an aromatic “cross-culture cuisine”, combining the world’s definitive cuisine styles and subtly adapting them to the regional palate. The Wine Lounge – not to be confused with a normal wine tavern – offers top wines from international leading vineyards and

exquisite varieties made by well-known local wine-growers. We definitely advise you to book your table at the Goldberg in advance. More information: Goldberg Restaurant & Wine Lounge, Tel. +49 711/57561666. Internet: www.goldberg-restaurant.de



Modern award-winning restaurant: the “Goldberg” in Fellbach near Stuttgart.

HIGHLIGHTS 2016

- ▶ 21.06. 2016 – 30.12. 2018
Real treasures. Antiquity, the Celts and art chamber
Where: State Museum of Württemberg, Stuttgart
- ▶ 04. – 12.06. Mercedes-Cup Stuttgart
Where: Tennis Club Weissenhof Stuttgart e.V., Stuttgart
- ▶ 07. – 17.07. Hamburg Fish Market 2016
Where: Karlsplatz, Stuttgart
- ▶ 08. – 17.07. jazzopen Stuttgart
Where: various event venues, Stuttgart
- ▶ 04. – 07.08. Stuttgart Summer Festival 2016
Where: Stuttgart city centre
- ▶ 24.08. – 04.09. Stuttgart Weindorf (Stuttgart Wine Festival) 2016
Where: Stuttgart city centre
- ▶ 23.09. – 09.10. Cannstatt Folk Festival 2016
Where: Cannstatter Wasen, Stuttgart

Michael Wilhelmer



Michael Wilhelmer (46), host, restaurateur and festival tent operator.

"Culinary concepts for every taste"

The times when Stuttgart was ignored as the grey mouse among destinations in Germany are thankfully long gone. The equally applies to its cultural and culinary offerings. Stuttgart today is a major German city that is still manageable in size with a unique flair, a high quality of life and a culinary diversity which can compare with any other travel destination in Germany.

Quite the contrary: today, the gastronomy scene in Stuttgart is vibrant, offering services catering for every taste and budget. Ranging from scene and trend gastronomy, which have enjoyed quite a dynamic growth over the past few years, and system gastronomy with its big players in the genre, through to gourmet temples. And all this in a relatively small area.

Nowhere else in Germany is the density of award-winning restaurants greater than in Stuttgart and its surrounding region. Personally I started at the School of Hotel Management in Bad Reichenhall at the age of 20 and after I completed my training with Chef Siegfried Keck at the Hotel Stuttgart International, I joined my parents' restaurant. So I have been able to follow very closely the developments in the city and

our industry for the past 30 years or so. Today, we run many other restaurants besides our main restaurant, which is the Stuttgart Stäffele. We are present at city festivals such as the Stuttgart Wine Village (Stuttgarter Weindorf), the City Festival and the Christmas market. In 2009, we also opened the largest beer tent on the Cannstatter Wasen, the Schwabenbräu festival tent called "Wilhelmer's Schwabenwelt". Our portfolio ranges from a simple bratwurst through to VIP catering. This is a gastronomic variety that has grown over the years. It has also allowed us to react quickly to the changing needs of the market and out guests.

But we have never forgotten where we come from. When you are a restaurateur – hopefully a creative one – and you turn your ideas into reality with hard work, ambition and care at reliable prices, and if you have a great amount of honest Swabian hospitality, you will have much success at the location of Stuttgart and beyond.

This is why we work very closely with the City marketing department and with Messe Stuttgart. The aim is to attract more and more national and international guests to Stuttgart through even more international trade fairs, congresses and events. This can only be achieved by joint effort.

"TODAY, THE GASTRONOMY SCENE IN STUTTGART IS VIBRANT."

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Messen und Ausstellungen 2016-2017



2016



13. Optatec
Internationale Fachmesse für optische
Technologien, Komponenten und Systeme
07.-09.06.2016 Frankfurt / M.



5. Stanztec
Fachmesse für Stanztechnik
21.-23.06.2016
CongressCentrum Pforzheim



35. Motek
Internationale Fachmesse für
Produktions- und Montageautomatisierung
10.-13.10.2016 Messe Stuttgart



10. Bondexpo
Internationale Fachmesse
für Klebtechnologie
10.-13.10.2016 Messe Stuttgart



22. Druck+Form
Fachmesse für die
grafische Industrie
12.-15.10.2016 Messe Sinsheim



15. Faszination Modellbau
FRIEDRICHSHAFEN
Int. Messe für Modellbahnen und Modellbau
28.-30.10.2016 Messe Friedrichshafen



33. Modellbahn
Internationale Ausstellung
für Modellbahn und -zubehör
17.-20.11.2016 Koelnmesse



3. Control India
Fachmesse für
Qualitätssicherung
Frühjahr 2017 Gandhinagar, India



3. Motek India
Fachmesse für Produktions-
und Montageautomatisierung
Frühjahr 2017 Gandhinagar, India



16. Control Italy
Fachmesse für
Qualitätssicherung
März 2017 Messe Parma / Italien



16. Motek Italy
Fachmesse für Produktions-
und Montageautomatisierung
März 2017 Messe Parma / Italien



5. Faszination Modellbahn
Internationale Messe für Modell-
eisenbahnen, Specials & Zubehör
März 2017 Messe Sinsheim



5. Faszination Modelltech
Internationale Messe für
Flugmodelle, Cars & Trucks
März 2017 Messe Sinsheim



31. Control
Internationale Fachmesse
für Qualitätssicherung
09.-12.05.2017 Messe Stuttgart



36. Motek
Internationale Fachmesse für
Produktions- und Montageautomatisierung
09.-12.10.2017 Messe Stuttgart



11. Bondexpo
Internationale Fachmesse
für Klebtechnologie
09.-12.10.2017 Messe Stuttgart



25. Fakuma
Internationale Fachmesse
für Kunststoffverarbeitung
17.-21.10.2017 Messe Friedrichshafen



13. Blechexpo
Internationale Fachmesse
für Blechbearbeitung
07.-10.11.2017 Messe Stuttgart



6. Schweisstec
Internationale Fachmesse
für Fügetechnologie
07.-10.11.2017 Messe Stuttgart

2017



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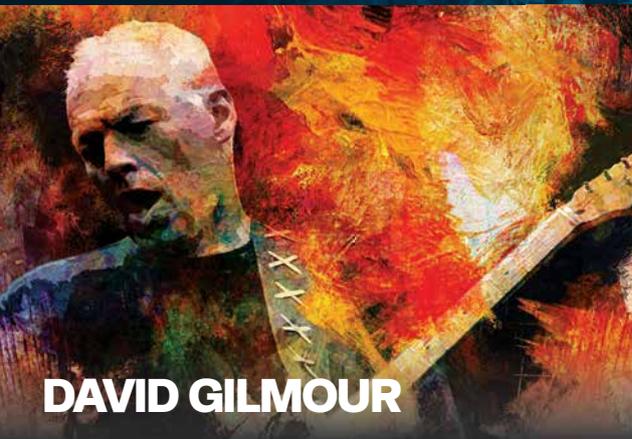


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DR. LONNIE SMITH**

and many more...