



Message

TRADE FAIRS | CONGRESSES | EVENTS

03 | 2016

Experience technology live

INTERVITIS INTERFRUCTA HORTITECHNICA

Innovations for wine, juice and special crops



IT & Business
Showcases for
Industry and Office 4.0

Motek
For process competence –
against show event

SEMF
Mega techno party
at Messe Stuttgart

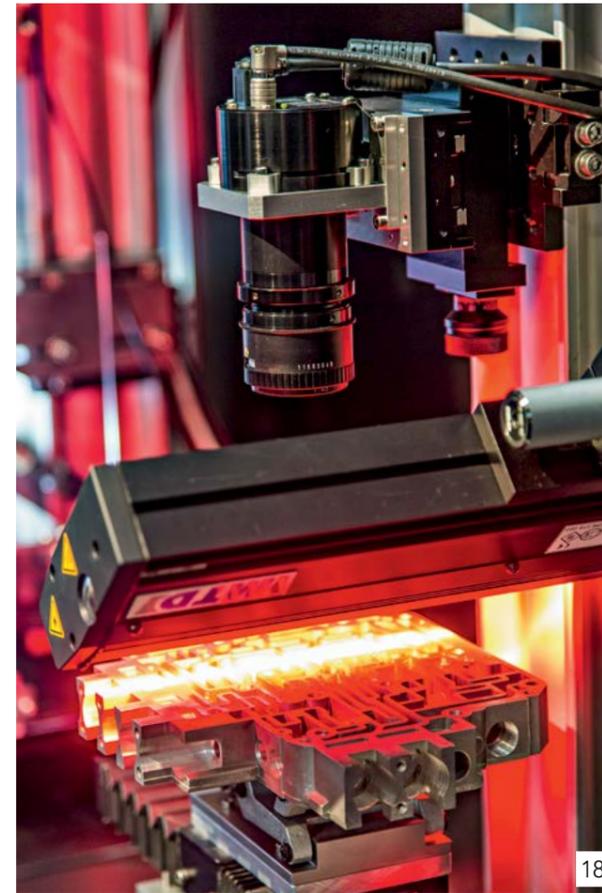
In the phrase „service partner“ there are two words that we are particularly fond of: „service“ and „partner“



Whether you want to hold a unique corporate event or you wish to have perfect lighting for your trade fair stand: we deploy our extensive know-how and high-quality equipment to develop tailor-made services perfectly shaped to your requirements. What is more, we have been a partner of Messe Stuttgart for many years now and have an office right here on site. Our services cover the whole range of event needs in the fields of rigging and media technology – provided by a highly qualified team of professionals.



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The shell of the new Paul Horn Hall and West Entrance is due for completion at the end of 2016.

Major headway on construction

Work on the Paul Horn Hall (Hall 10) at Messe Stuttgart is proceeding at full steam. It will be completed in time for the super trade fair year of 2018.

Building is in full swing during the holiday period at the Paul Horn Hall (Hall 10) construction site five days a week from 7 a.m. to 8 p.m. In fact, some of the 100 site workers even do Saturdays.

The result is impressive: the larger part of the massive steel structure for Hall 10 is already standing. The dynamic wooden beams of the striking roof structure, each 66 metres long, tower above the site, weighing a total of 800 tons. The brick shell of the lower floors with supply and media ducts is finished, eight ventilation systems for the future hall air conditioning system are installed. The new West Entrance is already taking shape.



Watch film clips on the new building in the Messe Multimedia Bus.

As Peter Mattes, Head of Building & Facility Management, Messe Stuttgart, explains: "The shell of the Paul Horn Hall and new West Entrance will be finished at the end of 2016." This is an important prerequisite for continuing construction during the winter.

According to Mattes work at the site will continue even during the cold season. "Once the outer façade and roof are closed, we can run lines even when the temperatures drop below minus." Before then, the remaining wood beams and roof substructure need to be mounted and then the actual roof cladding. Work is also proceeding quickly in the outdoor area of the Paul Horn Hall. Some of the pavements are finished and the bed of the roadways is ready for bituminisation.

READY AT THE LATEST BY THE CMT 2018

Interior work in the Paul Horn Hall and at the new West Entrance will be on the agenda in 2017. "At the latest by the CMT 2018 and thus in time for the start of the super trade fair year, construction work will be completed and the Messe Stuttgart extension ready for service", comments



John van der Falk and Anne Schumacher (UBM EMEA) with Ulrich Kromer and Stefan Lohnert (Messe Stuttgart, left to right).

Medtec Europe

Loyal partners

Medtec Europe, the international trade fair and congress for the European medical equipment industry has taken place at Messe Stuttgart annually since 2002. A cause for celebration on the part of international organiser UBM EMEA, headquartered in Amsterdam and Messe Stuttgart. In 2016 around 630 exhibitors presented their equipment, products and services in an area of 30,000 square metres at the trade fair.



Thomas Glawa, Vice President of Event Operation, Building & Facility Management of Landesmesse Stuttgart GmbH and authorised representative of the Projektgesellschaft Neue Messe GmbH & Co. KG.

By then around 1,700 tons of steel and 20,000 cubic metres of concrete will have been installed. With the 14,600 square metres of exhibition space in the new Hall 10, Messe Stuttgart will then cover a total surface area of around 120,000 square metres – providing more room for more growth.

In the meantime groups can sign up for an half-hourly tour of the construction site, prefaced by films in the Messe Multimedia Bus and find out about the new building in the "Infobox" at the temporary West Entrance. Please sign up in good time, call Kristin Eissa, Tel. 0711/18560-2177 or send her an email at kristin.eissa@messe-stuttgart.de



EDITORIAL

Markus Vogt,
Company Spokesman Landes-
messe Stuttgart GmbH.



Digitisation as mega trend

The trade fair industry is in the grip of digital transformation. In fact, there are hardly any trade fair organisers who are not currently devoting all their attention to the subject, and this at several levels at once. The focus is on digitising their own processes and marketing, developing new business fields, the importance of digitisation for the relevant trade fair markets and the trade fair industry as such.

Messe Stuttgart has established an in-house task force for the purpose. Colleagues from a wide variety of departments will cooperate to unlock the possibilities of digitisation. Message will keep you abreast of developments and results.

We are confident about one thing, though, the mega trend of digitisation will not reduce the importance of trade fairs in the future. On the contrary, it will open up new opportunities for Messe Stuttgart and for our customers. Trade fairs are and will remain a key component of the corporate marketing mix.

A fact that is confirmed by a current study of the Frankfurt LinkInstitute. Which info channels and tools are used by decision-makers to pave the way to investment and what is the role assumed by trade fairs? At the behest of AUMA the Hessian market researcher posed these questions to 1,000 decision-makers in German industry. The study shows that 83 percent of the interviewees use trade fairs. An even more popular information source are personal contacts (94 percent).

Messe Stuttgart is launching into the final leg of the year. In the autumn one event follows hot on the heels of the next. At the end of November the INTERVITIS INTERFRUCTA HORTITECHNICA, the international technology fair for wine, juice and – for the first time in 2016 – special crops opens its doors with a new name and content. Find out all about the trade fair in the cover story of this Message issue. We hope you enjoy reading the magazine.

Messe Stuttgart



Up to 30 WLAN aerials can now be installed in one trade fair hall.

Network technology 4.0

Messe Stuttgart has been offering customers, visitors and employees a new path-breaking ICT infrastructure since the beginning of 2016. It is operated and managed by Berner Elektrotechnik GmbH. The Stuttgart company has been a service partner of Messe Stuttgart since 1989 and has its own business centre at the site.

"With our new WLAN, LAN and Internet technology we are not only leaders in the trade fair industry", remarks Dipl.-Ing. (FH) Rudolf Anders, Chief Information Officer, Messe Stuttgart. "It is ultra-fast, sustainable, service- and solution-focused", emphasises Anders. "Advanced technology for people – and not the other way round."

Messe Stuttgart has opted for a 4th generation wireless network structure for its new WLAN system. As Anders explains: "The new central channel technology to AC

standard guarantees real data transmission speeds of 1,300 MBit per second. More is not technically feasible by today's standards."

With this WLAN 4.0 system up to 30 aerials per trade fair hall can be installed with no negative reciprocal impact. On the contrary: thanks to the new central channel technology the aerial complement one another.

Benefits for exhibitors and visitors: ultra-fast WLAN for far more same-time users, no connection issues when moving around and between halls and optimum integration of exhibitors' own equipment into Messe's WLAN structure. A "WLAN for free" service is also available at the East and West entrances of Messe Stuttgart.

Its new LAN structure is also state-of-the-art. "The system has a fully redundant backbone, 52 hall and 7,680 service distributors, it is cascable and upgradable" adds Anders. Load balancing is automatic. The IT pro continues: "For instance, if the bandwidth is not used in one hall, the system automatically optimises data transmission speed in occupied halls.

Put into actual figures, this means data rates of 10 to 360 GBit per second." Every system is also redundantly accessible via two routes. An early warning device automatically identifies problems far in advance, thus always guaranteeing fail-proof operation.

Besides maximum security, Messe Stuttgart also focuses on top speed for its new Internet with a scalable bandwidth of three to ten GBit per second. The external ports are for safety reasons redundantly connected to two local networks with four-stage protection to effectively ward off hacker attacks.

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



Official opening (from left to right): Dr. Marion Leuze-Mohr, Principal, Esslingen District, Dr. Martin Schairer, Mayor of Stuttgart, Walter Schoefer, Managing Director Flughafen Stuttgart GmbH, Eva Noller, Mayoress Leinfelden-Echterdingen, Prof. Georg Fundel, Managing Director Flughafen Stuttgart GmbH, Karsten Lenz, Deutsche Touring GmbH.

Stuttgart Airport Bus Terminal

Attractive interface

Stuttgart's long-distance bus terminal is in operation: from Stuttgart Airport Bus Terminal (SAB) services to more than 20 different destinations in Germany and around 50 in the rest of Europe are available.

The current timetable lists an average of 200 departures daily, around one million passengers are expected to board or alight annually at the SAB.

Walter Schoefer, CEO of Flughafen Stuttgart GmbH comments: "The SAB brings many new passengers to the airport as it represents an attractive interchange especially for price-conscious travellers." The long-distance bus terminal is located on the ground floor of the P14 covered car park at the Arrivals level, directly next to Terminal 4.

 More info: www.stuttgart-airport-busterminal.com/de

Künstlervermittlung Stuttgart



Künstlervermittlung Stuttgart turns every corporate occasion into an event.

Artists wanted?

No matter whether you are staging an event, a concert, special programme for a company anniversary or simple background music, the artist agency of mh-stuttgart GmbH, a subsidiary of the University of Music and the Performing Arts Stuttgart, offers companies of all sizes a wide selection of qualified performers in the areas of classical music, jazz, pop, dancing music, theatre and spoken arts for their events. The artist agency team is also on hand to advise and assist customers in staging impressive performances at a wide variety of events.

 More info: www.kuenstlervermittlung-stuttgart.de

Messe Stuttgart

Double pack

The EVS 30 – Electric Vehicle Symposium & Exhibition – which takes place from 9. – 11.10.2017 at Messe Stuttgart is the leading international trade fair and congress event for electric vehicles and electric drive technologies. Organised by the World Electric Vehicle Association (WEVA) researchers, government representatives and industrial experts are expected from all over the world. Coinciding with the EVS 30, the World of Energy Solutions, International Trade Fair and Conference opens its doors at Messe Stuttgart from 10. – 12.10.2017.

TRADE FAIR HIGHLIGHTS

Ulrich Kromer,
CEO of Landesmesse Stuttgart GmbH.



"A bit of bubbly"

Success is sweet, but as the saying goes, you mustn't let it go to your head: the past year was an excellent one for the German trade fair industry. All key figures (square metres of space, visitors, exhibitors) have gone up – for international trade fairs in Germany and for trade fairs organised by German operators abroad, thus confirming Germany's pole position in the trade fair industry.

The figures for Messe Stuttgart are equally impressive. With group revenues of EUR 120 million (of which Messe Stuttgart around EUR 110 million) we successfully concluded a so-called 'weak' odd-numbered year. We are confident that we will also be able to report a promising result for 2016, despite the many trouble spots worldwide and some disruptions like Brexit and developments in Turkey. Our first AMB Iran went off exceedingly well. Although the local organisation team had to cope with some hitches, the exhibitors were very happy overall. We and our partner, the VDW are delighted with the very high number of intentions to exhibit again and many requests from new exhibitors for the AMB Iran 2017.

The issue of Messe 4.0 – or the hype surrounding digitisation is a different matter. Similarly to when Internet was introduced, some voices are again questioning the viability of the trade fair industry and its future development. Accordingly, German trade fair enterprises are devoting intensive attention to digitisation and its possibilities. Topping everyone's agenda is sure to be optimising existing processes and unlocking new business opportunities.

It is a pity that we have clearly failed to concert our efforts and tackle this issue together. Eugen Roth once said that "science is based on copying what other people write." It will be a similar situation in the trade fair industry as regards digitisation. Sooner or later the good ideas will be copied from one to the other. It is a shame that we could not make a common cause from the first – as they did in industry. That might also have been a job for the AUMA.

Cooperation in the trade fair industry is a chapter in itself. In some areas/issues it works very well, for instance with our Nuremberg colleagues for the R+T Brazil. Or with the EMO organiser, the VDW, at the AMB Stuttgart, the Moulding Expo and AMB Iran. In other areas such as focusing on core topics as plainly recommended by the industry and proposed to the Moulding Expo for the Formnext and Moulding Expo, our Formnext colleagues are currently going their own way and have started to poach on Moulding Expo ground again. It is all the more of a pity because the industry made their recommendation based on its past experiences. Here in Stuttgart, we are looking forward to a brisk autumn. I wish all our readers an equally successful autumn and look forward to our next issue.

Experience technology live

Innovations for wine, juice and special crops, intelligent solutions in the age of climate change and globalisation: the INTERVITIS INTERFRUCTA HORTITECHNICA in Stuttgart shows enterprises how they can equip themselves for the future.



Experience technology, taste technology: both are a focus at the INTERVITIS INTERFRUCTA HORTITECHNICA in Stuttgart.

Quality in the bottle: the INTERVITIS INTERFRUCTA HORTITECHNICA offers the necessary equipment.

Soil erosion, hail damage, heat, water shortage, innovation pressure due to globalisation, national and European legislation: today's winegrowers and farmers are faced with massive challenges. The international technology trade fair INTERVITIS INTERFRUCTA HORTITECHNICA informs producers and sellers of wine, juice and special crops of the latest trends from 27. – 30. November 2016. The organisers of Europe's key industrial event will be welcoming many national and international exhibitors and visitors. Official partner country of the trade fair is Italy – after Germany the most important exhibitor country at the INTERVITIS INTERFRUCTA HORTITECHNICA.

A new feature this year at the traditional Stuttgart trade fair in the late autumn is not only the date, but also the additional focus on special crops. Messe Stuttgart successfully won a strong expert sponsor, the German Agricultural Society (DLG). As Philipp Schulze Esking, Vice President and Chairman of the Exhibitions Division of DLG explains: "The challenges facing producers, sellers and processors of wine, juice and plants like asparagus, strawberries, hops and cabbage are often very similar. So climate change, crop protection and energy efficiency are equally relevant for all these target groups."

An important added bonus also for regular exhibitors at the INTERVITIS INTERFRUCTA HORTITECHNICA. As Karsten Köhler, Head of Event Management at Fendt agricultural machinery builder explains: "The event has been a red-letter date in our trade fair calendar for years. "We are delighted that we can now present our products for the area of winegrowing and the cultivation of special crops at a trade fair to an even wider target group."

The DLG is mounting its own special focus on the "Smart Horticulture" theme at the INTERVITIS INTERFRUCTA HORTITECHNICA in Hall 1 with intelligent solutions from the areas of software, electronics and important mechanical advances – for instance GPS-controlled tractors and attachments for what professionals known as precision farming.

In addition, renowned experts present current topics like resource-saving irrigation and fertilisation, robotics, crop protection and the necessary technical innovations thus entailed. Precision machinery navigation in the field, for instance, forms the very basis of efficient modern weed management. Positioning systems switch off the spraying jets precisely where no more herbicide is required. New precision sensor-

"WE ARE DELIGHTED THAT WE CAN NOW PRESENT OUR PRODUCTS TO AN EVEN WIDER TARGET GROUP."

Karsten Köhler, Head of Event Management Fendt/AGCO GmbH

supported weed detection further simplifies weed elimination.

Due to new legal requirements farmers must now comply to stricter threshold values when using fertilisers. A potential solution in this case is what is known as so-called targeted fertilisation. Based on up-to-date big data analyses information from soil and nutrient maps, previous years' yields and current data from biomass and remote sensors is linked to precisely determine the amount of fertiliser really required for a specific area.

Peter Grothues, DLG Managing Director explains: "According to Bavarian State Ministry for Agriculture calculations digital steering systems like ▶

Innovations for the producers of special crops are also featured on the 2016 INTERVITIS INTERFRUCTA HORTITECHNICA programme.



Also watch tractors and other agricultural technology live in action at the trade fair.

GPS reduce work time by up to twelve percent, so the amount of plant protection agents can be reduced by up to ten percent."

Water shortages are among the major challenges facing farmers and winegrowers in the age of climate change. "New drip irrigation systems are without doubt a big investment for winegrowers," says Prof. Dr. Hans-Peter Schwarz, Director of the Technology Institute at Geisenheim University. "But winegrowers must make this investment. For only then will they be able to secure the survival of their vines in the long term and achieve the desired quality."

Further challenges for winegrowers include increasing falls of heavy rain, hail and soil erosion resulting from heavy rainfalls. One possibility of beating extreme weather conditions is "smart breeding", referring to the cultivation of hardy varieties that are less vulnerable to heat and lack of water. "In particular in view of water shortages and heat, new solutions are increasingly in demand," stresses Prof. Schwarz.

The necessary technical equipment is therefore one of the focuses at this year's INTERVITIS INTERFRUCTA HORTITECHNICA and coinciding 62th German Winegrowers' Congress organised by the German Winegrowers Association (DWV). Leading theme of the event: "Shaping the future in an authentic and innovative manner Tackling climate change and globalisation".

The congress programme, like the INTERVITIS INTERFRUCTA HORTITECHNICA generally – focuses on the process chain and covers the entire spectrum from winegrowing and oenology to marketing. As DWV President Norbert Weber emphasises: "The congress addresses issues that will have a decisive impact on the future of winegrowers." The event patron is the International Organisation of Wine and Vine in Paris. "OIV patronage highlights the international character of our winegrowing congress" explains Dr. Rudolf Nickenig, DWV General Secretary.

INTERVITIS INTERFRUCTA HORTITECHNICA highlights again this year include many practical machinery demonstrations, a traditional USP of the Stuttgart trade fair. "Technology and winegrowing have always been closely intertwined at Stuttgart", comments Ulrich Kromer, CEO of Messe Stuttgart, stressing the practical symbiosis. "Stuttgart and its region not only ranks among Europe's strongest economic areas, the capital is also one of Germany's largest winegrowing communities."

"The machinery demonstrations with tractors, transporting equipment and harvesters are a hit

with visitors", says Sebastian Schmid, Project Manager of INTERVITIS INTERFRUCTA HORTITECHNICA. "The trade fair shows everything for the industry across the entire process chain. You can experience technology live here.

Schmid describes the portfolio as including cultivation and harvesting technology, processing and process control, filling and packaging technology to organisation and marketing solutions". This year trade visitors can enjoy practical first hand information and for instance watch a live demonstration of lettuce harvesting. The DLG is also showing how plant protection equipment components survive daily "rocky road" conditions.

A concept that impresses trade fair target groups. According to a current survey by the trade journal "Der Deutsche Weinbau", the DWV's official medium, the INTERVITIS INTERFRUCTA HORTITECHNICA is "the only trade fair that is attended by winegrowers from all German and German-speaking winegrowing areas". Most of whom come with definite intentions to buy.

According to the trade journal almost three quarters of winegrowers interviewed plan to invest in the near future. Around a half of all business specify that they want to invest in oenology technology and/or buildings, with investment in machinery and outdoor operations taking third and fourth place.

The amount of investment is another encouraging detail, although of course a question that many were reluctant to answer. According to the DWV more than 30 percent of interviewees plan expen-

"THE INTERVITIS INTERFRUCTA HORTITECHNICA SHOWS EVERYTHING FOR THE INDUSTRY ACROSS THE ENTIRE PROCESS CHAIN."

Sebastian Schmid, Project Manager of INTERVITIS INTERFRUCTA HORTITECHNICA

diture of EUR 100,000 and more, around 25 percent aim to invest EUR 50,000 to 100,000 in their businesses, while approx. 35 percent intend to spend between EUR 10,000 and 50,000.

Good prospects for the exhibitors at the INTERVITIS INTERFRUCTA HORTITECHNICA, who can already submit outstanding new and further developments for the DWV and DLG innovation award in the run-up to the Stuttgart trade fair. The award is bestowed by an international independent jury in four categories: Cultivation and Harvesting Technology, Processing and Process Control, ►



The INTERVITIS INTERFRUCTA HORTITECHNICA brings trade visitors up-to-date on state-of-the-art wine, juice and distillery technology.

Filling and Packaging Technology and Organisation and Marketing. The innovation award is bestowed in gold and silver at the trade fair on 27 November.

The numerous highlights of the 2016 INTERVITIS INTER-FRUCTA HORTITECHNICA at Messe Stuttgart include its extended fringe programme. Around 250 wines can be sampled in a tasting area jointly organised by all German training, testing and research institutes. "Trade fair visitors can taste on the spot how viticulture and oenology technology can influence the quality of a wine," says DWV General Secretary Dr. Nickenig. The wine get-together "Welcome to the best locations" invites an exchange of ideas over a good glass of wine. An ideal platform for talking shop for practitioners, scientists and exhibitors – with additional practically orientated organised talks and discussions.

The future prospects of the next generation are focused on at the Young Professionals Day of the German Young Farmers' Association (BDL) and sponsors DWV and DLG on 29 November. Lively

"YOUNG PROFESSIONALS DAY IS A MUST FOR ANYONE INTERESTED IN THE FUTURE OF GERMAN WINEGROWING."

Henrik Schweder, German Young Farmers' Association (BDL)

topics of discussion at the Young Winegrowers' Congress at Young Professionals Day are supplied among other by experts at a theoretical as well as a practical level.

Anyone familiar with the qualified and immensely popular German meteorologist and TV presenter Sven Plöger knows that this is not an empty promise. The BDL succeeded in engaging him as key-note speaker on the subject of "Weather and Climate Change". Other speakers include scientists like Prof. Marc Dreßler from the Neustädt Wine Campus, who addresses the strengths, opportunities and challenges on the wine market, wine buyer Andreas Zenz and young winegrowers and students from viticulture schools and universities. As Henrik Schweder from the BDL organisation team notes: "The Young Professionals Day is a must for anyone interested in the future of German winegrowing." And of course so is the INTERVITIS INTERFRUCTA HORTITECHNICA.

More info: www.messe-stuttgart.de/
 intervitis-interfructa
 Twitter: #ivifho16

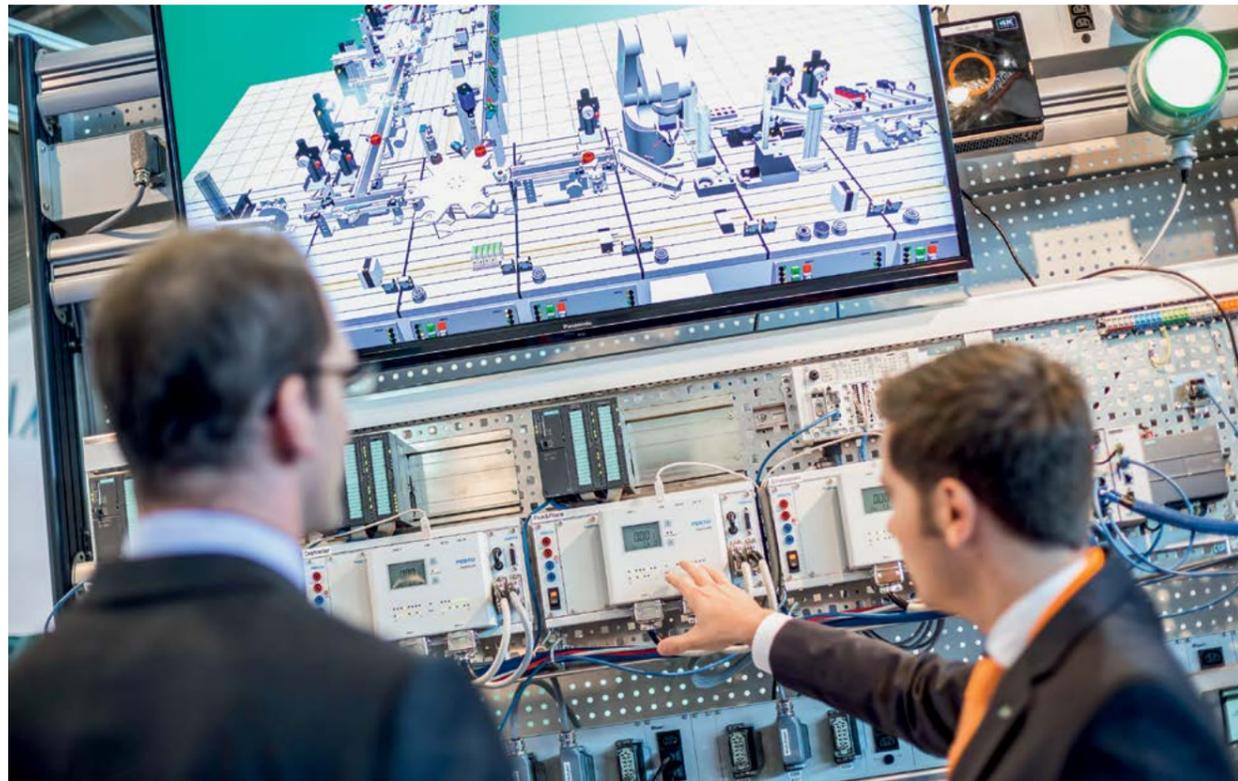


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organise.
 emphasise.
 fascinate.





Optimally digital: Stuttgart and its region are among Germany's ten digital transformation hotspots.

Five stars for Stuttgart and its region

Digitisation currently numbers among the crucial competitive factors. The capital Stuttgart and its region are top-ranking nationwide.

Germany boasts ten regional digitisation hotspots concludes economic research company Prognos in its current "Atlas of the Future 2016". Good news: Stuttgart and region is one of the hotspots of successful digital transformation.

In the "Digitisation compass", which Prognos co-compiled with Index Group for the Atlas of the Future this year for the first time, Stuttgart and Böblingen district ranked top with five stars. The frontrunners are followed by 15 German districts and cities, which were all rated with four stars. The Prognos survey forecasts "very good development opportunities" for the districts of Esslingen and Ludwigsburg and "good" for those of Rems-Murr and Göppingen, each with three Prognos stars.

A DYNAMIC LABOUR MARKET FOR DIGITAL PIONEERS

On the downside: according to the Prognos study the strong focus on digital hotspots is countered in Germany by vast areas, in which digitisation has still made no perceptible headway in labour markets. 224 out of 402 districts and cities, thus more than half the German regions, score

only one or at best two digital stars in the Digitisation Compass 2016.

Five star locations like Stuttgart or Böblingen combine several success factors even: a dynamic labour market for digital pioneers like IT experts, designers and engineers in automation technology, a high start-up rate for IT enterprises and a high density of established IT professions.

STRONG INDUSTRY ATTRACTS DIGITAL INITIATORS

Reflecting the existing industrial structure in Germany, the centres with a high number of IT jobs are found in Southern Germany, and also particularly in Baden-Württemberg, for of course a strong industry also attracts a lot of digital initiators. In the Stuttgart region this traditionally includes the automotive industry with big players like Daimler and Porsche and many suppliers, including Bosch and Mahle. And it is precisely in the automotive and traditionally strong engineering sector that the need for IT solutions is constantly growing.

The importance of the Stuttgart region as an outstanding IT location is also confirmed by an up-to-date Eurostat survey:

THREE QUESTIONS FOR:



Prof. Dr. med. Diethelm Wallwiener,
Medical Director of the Tübingen
University Hospital for Women

1 | The 61st Congress of the German Society of Obstetrics and Gynaecology (DGGG) takes place at Messe Stuttgart from 19 to 22 October 2016. Which topics are focused on at the event?

The congress is the main event in Germany for anyone involved in gynaecology at scientific, hospital or surgery level. The event therefore covers the entire spectrum of medical activities, from patient care and research, treatment standards and guidelines to the increasingly important topic of public awareness. Our motto "Women's health: Responsibility – Prospects" shows that our main concern is women's health and all its aspects. We have invited top international experts, whose keynote lectures provide scientific and clinical impulses with a global reach. Another particularly interesting event is our live surgeries, live broadcasts from the operating theat-

re to the congress hall, commented by experts and discussed with participants.

2 | Why does this prestigious major event with around 3,500 participants take place at Messe Stuttgart?

A congress of our scale with such a complex offering calls for outstanding logistics. In addition, participants come from all over Germany so travel connections and hotel accommodation are very important. As a resident of Tübingen by choice, it is also important to me that the Stuttgart region offers sufficient opportunities for an attractive fringe programme.

3 | Why are such congresses particularly important in the Internet age?

As a professional society the DGGG closely cooperates with other associations and organisations forming a wide network that decisively influences our congress. Modern media can be very helpful for the communication of such a network. However, they cannot replace a direct personal exchange of ideas between professional colleagues. We aim to shape the future of gynaecology. To do so, we need a competition of ideas, debate and lively incentives to inspire us in our daily work.

nowhere else in Europe does such a high percentage of employees work in high tech sectors. It is the site of the German or the European headquarters of Hewlett-Packard, IBM and Alcatel-Lucent.

SME SECTOR AS AN ECONOMIC BASIS OF SUCCESS

In addition, and this is also typical of the Stuttgart business community, a very strong sector of medium-sized companies (SME) constitutes a sound basis for economic success. Well over 6,000 small- and medium-sized IT enterprises offer their mainly industry-focused services.

"IT meets Industry": nowhere else is the slogan better matched than to the Stuttgart business community. And the appropriate trade fair platform is there, too: the IT & Business for corporate digital processes and solutions. It brings together the entire spectrum of corporate IT under a single see also page 20 in this Message issue).

**IHR VORSPRUNG
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Bettina Fuchs, City Manager,
City-Initiative Stuttgart e.V. (CIS)

“Diversity is the key”

I enjoy shopping in Stuttgart. And it is not at all because I feel it is my patriotic and professional duty to do so as a native of Stuttgart and city manager. Going for coffee with friends in town, then enjoying shopping together is simply much more fun than sitting alone in front of a screen clicking through online stores.

And, of course, Stuttgart is a highly attractive shopping centre. Königstraße as strolling promenade, the Gerberviertel, Eberhardstraße, the Bohnenviertel with its unique mix of artisan businesses, little shops, cafés, the Calwer Passage and Calwer Straße: it is precisely all these many areas with their various products that makes Stuttgart so attractive. The

new Milaneo, Gerber and soon also the Dorotheenquartier shopping malls have also greatly enhanced Stuttgart's charisma in the region. Crowd pullers like them are important and help market the city at national level. This special mix also helps Stuttgart enormously in positioning itself in terms of online competition.

The appeal of a shopping centre depends on the diversity of shopping possibilities, and in turn on many original owner-run shops. This is why we founded the “Stuttgart Traditional Businesses” association as part of the Stuttgart City Initiative to give exactly these businesses with their many regular customers and high quality of advice more clout.

How to further optimise Stuttgart's quality as a shopping destination? For instance, by further improving the city's recreational quality, with more attractive public leisure areas where there is no obligation to buy refreshments.

And through the conscious decision by property owners not to rent space that becomes vacant only to large chains, but also to give small enterprises a chance, who by nature have a lower surface area productivity and cannot afford top rents. In Stuttgart we need experience and not purely shopping worlds: diversity is the key, not size alone.



With its super computer CRAY XC 40 Hazel Hen (below) Stuttgart University's high performance computing centre ranks among the leading institutes for simulation technology in Germany and Europe.

Innovative region Stuttgart

The Stuttgart region boasts excellent universities and academic research institutions. In this issue: HLRS High Performance Computing Centre Stuttgart.

Europe's fastest super computer is sited in Stuttgart in the High Performance Computing Centre of Stuttgart University (HLRS). The CRAY XC 40-System Hazel Hen achieves a maximum computing performance of 7.4 petaflops – 7.4 billion computing operations per second – making it twice as fast as its predecessor.

“Using our technologies is top priority for us”, says Prof. Michael Resch, HLRS Director. “There are not many universities worldwide who manage to establish such a close link between leading research and services for the industry as in Stuttgart.” A benefit for the business community. For the importance of computer simulations is becoming a key competitive factor in industry. The technologies and services offered by HLRS allow users from the science world and industry – large companies and SMEs alike – to use the performance capability of the HLRS computer for their own purposes on a convenient pay-per-use basis.

In October 2016 the new teaching and training centre at the HLRS is finally due to go into operation. As Prof. Wolfram Ressel, Rector of Stuttgart University comments: “With its enhanced computing capacity and training centre for high performance computing, Stuttgart University has once again further consolidated its important position as the leading competence centre for simulation technology in Germany and in Europe.”

More info: www.hlrs.de

MESSAGE SERIES: After-work

WXYZ Hotel Bar Stuttgart

Where to go after the trade fair or congress? In this series, Message selects attractive bars and event locations in the Stuttgart region.



Drinks, DJs, Events: WXYZ Hotel Bar Stuttgart at Mailänder Platz is one of the city's hip locations.

Hip event location, stylish bar: the WXYZ Hotel Bar Stuttgart is everything rolled into one. The heart of the Aloft Hotel in the Stuttgart Milaneo Mall at Mailänder Platz offers guests an attractive mix of music and cocktails, fine wines, regional beers, signature drinks like gin tonic, other spirits and delicious snacks.

The bar staff is happy to give personal drink recommendations. For instance, anyone who enjoys tomato juice on the plane, can try “Mary's Smoky BBQ” – the Stuttgart version of the classic Bloody Mary.

In addition, two to three times a week the cocktail bar, which is around 800 metres from Stuttgart's main railway station turns into a stage billing local and international stars, newcomer bands, singer-songwriters and DJs, inviting guests to enjoy all kinds of music live – from classic rock and Indie to quiet guitar strums.

All of which located in an urban loft in the heart of Stuttgart with a chic industrial atmosphere. Information on the current music programme is available online on the hotel website.

Address: WXYZ Hotel Bar Stuttgart, Heilbronner Str. 70, 70191 Stuttgart, Tel. 0711/87875000.

More info: www.aloftstuttgarthotel.com/wxyzbar

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The success story continues

New top companies, innovative products, more than 400 exhibitors, share of international sales over 50 percent: VISION has again confirmed its status as a leading world trade fair.



Manufacturing without machine vision is no longer imaginable.

High-technology and machine vision go hand-in-hand: networked and fully automated manufacturing concepts can no longer ignore machine vision systems. According to a current study from VDMA Machine Vision, a subgroup within the Mechanical Engineering Industry Association (VDMA IBV), companies in the German machine vision industry are anticipating a growth of seven to eight percent this year.

Market leaders will be gathering at VISION, the leading world trade fair for machine vision, from 8 to 10 November 2016. "Many exhibitors synchronise their product development with VISION," explains Florian Niethammer, Team Director at the Stuttgart trade fair. "We are already looking forward to the innovative ideas that will be presented at the event, and are expecting more than 400 exhibitors to attend this year." There is a major demand for machine vision systems. "It's not surprising that companies whose core business lies elsewhere have been making greater investments in machine vision in recent years," says Niethammer, referring to the current market situation. "VISION will thus be welcoming new faces in 2016. These are companies who are new to the machine vision sector, or wish to strengthen their position on this platform."

GAUGING TRENDS FOR THE INDUSTRY

Newcomers to VISION 2016 include the ifm Group with its subsidiary pmdtechnologies ag, whose portfolio comprises 2D cameras, 3D cameras and the corresponding accessories. "We are expecting top-class decision-makers at VISION, who will be coming from the most varied of industries," says Mike Gonschior, Product Manager for Object Recognition, Camera Systems and PDM at ifm. "We are mainly interested in the large share of visitors coming from outside Germany, as we are looking to expand our international network of system providers and integrators."

While machine vision is nothing new for Robert Bosch GmbH, a trip to the VISION trade fair in Stuttgart certainly is. "Our solutions for a networked Industry 4.0 are already employed in production at Bosch," explains Volker Hartmann, Deputy Product Manager for Assembly Systems and Special Machinery at Robert Bosch GmbH. "Users outside the Bosch Group use them too. We consider VISION to be a very interesting event for trade visitors, an event in which we are happy to participate."

A theme currently trending is "Embedded Vision" and this will be one of the many highlights at VISION 2016. "There is just so much happening right now in this segment," says Team Director Niethammer. "Machinery that not only perceives its surroundings, but understands it too. Something that was only ever tested in research centres is now pushing its way to the forefront of the market." And can also be seen at VISION. Exactly where it belongs: at the leading world trade fair for machine vision.

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

TRADE FAIR CALENDAR

- ▶ 04.–06.10. **IT & Business**
Trade fair for digital processes and Solutions
- ▶ 10.10. **World of Energy Solutions**
Int. Trade Fair and Congress
- ▶ 10.–13.10. **Bondexpo**
Int. trade fair for industrial bonding technology
- ▶ 10.–13.10. **Motek**
Int. trade fair for production and assembly automation
- ▶ 22.–25.10. **Fachdenttal Südwest**
Most important trade fair for dentistry in Southern Germany
- ▶ 22.–25.10. **südback**
Trade fair for the bakery and confectionery trades
- ▶ 26.–27.10. **GlobalConnect**
Forum for export and internationalisation
- ▶ 05.–06.11. **wir heiraten!**
The wedding fair
- ▶ 08.–10.11. **VISION**
Leading world trade fair for machine vision
- ▶ 11.–13.11. **Green Festival San Francisco**
America's largest & longest running sustainability & green living event
- ▶ 11.–20.11. **Stuttgarter Messe-Herbst**
With: Mineralien, Fossilien, Schmuck (11.–13.11.), Animal (12.–13.11.), Familie & Heim (12.–20.11.), Die Besten Jahre (14.–15.11.), Hobby & Elektronik, Modell Süd, Kreativ, Spielmesse (17.–20.11.), Babywelt, eat & Style, veggie & frei von (18.–20.11.)
- ▶ 18.–20.11. **Slow Food Market (Zurich)**
The trade fair for good taste
- ▶ 27.–30.11. **INTERVITIS INTER-FRUCTA HORTITECHNICA**
Technology for wine, juice and special crops
- ▶ 07.–08.12. **ARCHITECT@WORK**
- ▶ 09.–11.12. **Green Festival Portland**
America's largest & longest running sustainability & green living event
- ▶ 14.–22.01. **CMT 2017**
The world's largest public trade fair for leisure-time and tourism. With: Fahrrad- & ErlebnisReisen (14.–15.01.2017), Golf- & WellnessReisen, Kreuzfahrt- und SchiffsReisen (19.–22.01.2017)



Stuttgart's IT & Business trade fair for digital processes and solutions supports small and medium-sized businesses as they navigate Industry 4.0.

IT & Business 2016: Digitalised 4.0 processes live

Trade fair visitors will be presented with the latest and most important innovations for Industry 4.0 and Office 4.0 using specific examples.

Can the benefits of highly complex, digitalised production processes be presented in such a way that they are properly understood? In a trade fair hall? It's possible! IT & Business, the trade fair for digital processes and solutions, will be showcasing digital processes along the entire value chain from 4 to 6 October. Here, visitors will have the opportunity to experience the interaction of these components live – from the machinery to the necessary IT systems. "Many of the ideas are being showcased for the first time and are a real win for the IT & Business event," explains Project Manager Martin Schidlo. "Whether you are head of the company, or hold a managerial position in Product Management, Marketing, IT or Organisation and Administration, everyone will find the material they need to expand their knowledge, optimise processes or develop new business models."

ACTION, INTERACTION AND CREATIVE EXCHANGE

The University of Potsdam and its Industry 4.0 Application Centre will be making its debut at the event, using a model factory to demonstrate both three-dimensional and real pro-

cesses. This can be used by trade visitors to determine the best Industry 4.0 solutions for their production processes, and to verify the benefits for their own companies. Verband Organisations- und Informationssysteme e.V. (VOI - Association of Organisation and Information Systems) will be participating in IT & Business 2016, showcasing an aspect of Office 4.0. Visitors will gain definitive insights here into the optimisation of administrative processes using sustainable digitalisation during this fourth industrial revolution. Returning to the event is the (even bigger) Smart Factory from Elabo, which will be demonstrating the entire production process for individually designable watches in a company. Visitors have the opportunity here to experience the role of the production employee, buyer and customer first-hand.

Another new feature at IT & Business is the Connect Area – a room for promoting communication in the midst of the busy trade fair business. Exhibitors and trade visitors will have the opportunity here to discuss business away from their trade fair stands and actively network with others.

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



GlobalConnect

New forum for entrepreneurs

GlobalConnect, forum for export and internationalisation, further establishes its standing on 26 and 27 October 2016 as a platform for companies active outside Germany. One topic explored in the new forum: "The role of digitalisation in global competition." On 26 October, Dr. Eberhard Veit, Ex-Chairman of FESTO AG and management member of the Industry 4.0 platform of the German Federal Government, discusses this topic with other company representatives. The Chamber of Industry and Commerce in Baden-Württemberg organises the "Russian Business Day" (see page 26).

More info: www.global-connect.de
Twitter: #GlobalConnect16

RETRO CLASSICS BAVARIA

Premier in Nuremberg

From 9 to 11 December 2016, the classic car scene meets for the first time at RETRO CLASSICS BAVARIA at Nuremberg trade fair. The concept for this new consumer show will follow the well-known and increasingly successful RETRO CLASSICS in Stuttgart. Classic car enthusiasts in Nuremberg will also find plenty of information regarding the culture of driving throughout the ages: manufacturers and dealers, restorers, collectors, replacement parts and accessories, two-wheelers and memorable special shows. One such show will be dedicated to the HORCH brand, for example.



More info: www.retro-classics-bavaria.de
Twitter: #RetroClassicsBavaria

The role of digitalisation in one of the main themes of Global Connect 2016.

TRADE FAIR REVIEW

► 31.03.–03.4. Stuttgart spring trade fair line-up
A record 95,000 visitors and 1,427 exhibitors attended the Stuttgart spring trade fair line-up. "All eight events have come on in leaps and bounds," says Roland Bleinroth, President of Messe Stuttgart. "They have proven once again that there is no other event in Germany, looking at sustainability, that comes even close."

► 14.–17.04. IBATECH Istanbul
74,563 visitors from 114 countries – the highest number yet – attended the largest international technology trade fair in Turkey for the baking and confectionery industries on the Bosphorus. This represents an increase of 17 percent compared to 2014.

► 31.05.–02.06. LASYS
The fifth outing of the international trade fair for laser material processing drew more than 6,000 trade visitors (ten percent increase) and 181 exhibitors from 15 countries to Stuttgart.



Ten percent more trade visitors attended LASYS 2016 than the event in 2014.

► 14.–16.06. UNITI expo
The leading trade fair for the retail petroleum and car wash sector was a resounding success. Organised according to themed worlds, trade visitors were presented with new ideas from 425 exhibitors from 35 countries on 35,000 square metres of exhibition space.

► 25.–26.06. Comic Con Germany
The trade fair for pop culture had plenty to offer the approximately 50,000 comic, series and games fans who attended the event's first outing in Stuttgart: an extensive array of actors, dealers, cos players and games spread out over the 45,000 square metre space. The next Comic Con Germany will be taking place on 1 and 2 July 2017.

Last highlight to mention: With the new RETRO CLASSICS BAVARIA, the classic car year 2016 will come to an end in Nuremberg for the first time.



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Stuttgart's
Modell Süd
2016 has
something for
everyone, not
only fans of
model
railways.



Fascination model-making

Modell Süd 2016 presents latest highlights and the entire spectrum of new products.

Join in, buy something, find out more: Modell Süd 2016 will have a varied programme of events for fans of model-making and model trains. Exhibitors from the model-making and model train sector will be showcasing the entire spectrum of products: from model aircraft, model ships, RC cars and mini trucks to trains, tracks, landscaping items and model train tools.

In addition to the products from renowned exhibitors, a varied programme of events awaits visitors: this includes, among others, the unusual dioramas from the N-Scale Convention, organised by N-Club International e.V. with members coming from over ten countries. The Junior College Europa of the Bundesverband Deutscher Eisenbahn-Freunde (BDEF- German Association of German Railway Friends) will be attracting younger visitors with a fun competition.

In the Model-Making area, pilots will use air shows to demonstrate the various manoeuvres possible with helicopters, model planes and unusual flying objects. Miniature, true-scale models will cross over the 220 square metre water tank. There will also be boat races, contests and activities where visitors are encouraged to grab a remote control and join in.

Another highlight: In collaboration with the societies and associations for model ships, as well as known manufacturers, visitors will have the chance to apply for the "ship master's certificate". And for fans of cars and motorsports, the big Carrera Challenge Tour final will be taking place on 19 November.



Bits for a better bite

Digital technology in the dental practice: exploring innovative ideas at Fachdental Südwest in Stuttgart.

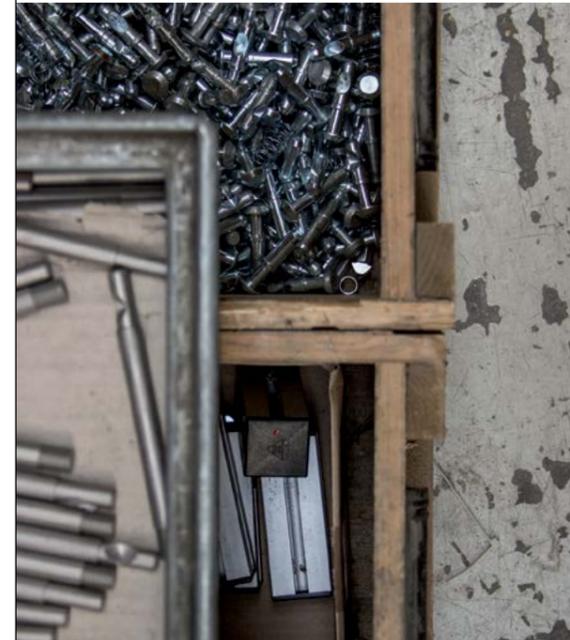
Computers, CAD, CAM: Digital technology is increasingly determining work processes in dental practices and everyday laboratory work. Fachdental Südwest, taking place from 21 to 22 October, will thus be turning the spotlight on this exciting approach. Because the "Digital Workflow from Scan to Dental Prostheses" enables dentists and technicians to collaborate even quicker. The new technologies are leading to more efficient processes, greater safety thanks to continuous monitoring, to shorter delivery times and a better production quality.

PRACTICAL TIPS FOR DAY-TO-DAY WORK

During the Dental Tribune Study Club Forum, visitors will have the opportunity to find out more about the latest areas of interest to the sector, such as new CAD/CAM material, alternative options for practice and laboratory, as well as the added value of digital technology for patients and dentists. A certified advanced training programme is also planned, as well as the exploration of special topics such as "Hygiene in the Practice and the Lab", not to mention practical suggestions and tips for day-to-day work. Fachdental Südwest's recipe for success? Incorporating big industry players such as KaVo, Sirona and IVOCALR Vivadent, as well as a close cooperation between industry, dental laboratories and partners such as the Dental Association of Baden-Württemberg and the Württemberg dental technicians.



Digital technology has since become standard for many dental practices.



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High-tech robots can do more than just welding and painting. Their manufacturers benefit from new application possibilities.

For process competence – against show event

In 2016, the 35th Motek, the international trade fair for automation in production and assembly, showcases robot system integration for all conceivable areas of industry.

Modern robotics is finding new applications in more and more sectors and processes, far beyond the traditional areas of application such as in the automotive industry and in welding and painting technology. For the robotics sector, this means new sales markets and increasing turnover. The 35th Motek, the international trade fair for automation in production and assembly, of guest event organiser P. E. Schall GmbH & Co. KG, will present robot system integration of international quality to specialist visitors from 10 to 13



A pointer for the robotics sector: At Motek, over 150 special machine and robot manufacturers will showcase their products.

October 2016. Over 150 manufacturers of special machines and robots, as well as robot system integrators, will present their innovations. This includes top-quality exhibitors such as Robert Bosch GmbH, Denso Robotics Europe, Güdel, HIWIN, Universal Robotics, Yamaha Robotics and Yaskawa Europe GmbH. Robots from numerous other manufacturers whose products are integrated into turnkey automation and installation systems will round off the portfolio.

APPLICATION ROAD FOR A PRACTICAL EXPERIENCE

The Fraunhofer Institute for Manufacturing Engineering and Automation (IPA) will be represented with two areas in Hall 7 of Messe Stuttgart. In accordance with the Application Road concept of Motek, visitors will find the relevant special machine and robot manufacturers in the direct vicinity. "Here too, Motek will send a clear signal for process competence and against a show event," says Project Manager Rainer Bachert from P. E. Schall GmbH & Co. KG. "Show alone is not enough to conquer new sales markets, but applications relevant to practice can do so. This is the purpose of the Application Road at Motek 2016."

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

Die Besten Jahre

Fitness and health in old age

Everything for generation 50 plus: At the consumer show "Die Besten Jahre" (The Best Years) during the Stuttgart trade fair autumn on 14 and 15 November 2016, everything revolves around active lifestyles in the second half of life. The main focus is on "fit and healthy in old age". Over 100 exhibitors present their sports and exercise offers, fashion and cosmetic tips, numerous other products and consultation offers. You can get away from the busy trade fair activity by taking part in yoga, meditation and relaxation workshops. Stuttgart theatre groups present their programmes. The "Culture meets Technology" special provides all-round information on the Internet, smartphones and tablet PCs.



On the active stage at "Die Besten Jahre" trade fair, visitors can test their fitness.

More info: www.messe-stuttgart.de/diebestenjahre
Twitter: #MesseHerbst

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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

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Leinfelden-Echterdingen – where else.



At GlobalConnect, partners and service providers will demonstrate how to successfully attract business from Chinese companies.

GlobalConnect 2016: spotlight Chinese export market

Small and medium-sized companies are often faced with big challenges when it comes to trade relations with China. This is where GlobalConnect can help.

China remains one of the most important players driving the German export economy – despite the currently unfavourable climate. Reason enough for GlobalConnect, the forum for export and internationalisation, to focus on the current economic developments of the People's Republic on 26 and 27 October 2016. During the "German-Chinese Business Day" on 26 October, the opportunities and risks for small and medium-sized companies in the second-largest economy in the world will be discussed. In the exhibition area of



Experts will be providing small and medium-sized companies who wish to expand abroad for the first time with important advice.

GlobalConnect, partners and service providers will be on hand to provide advice and support when it comes to initiating business with China.

OPPORTUNITIES AND CHALLENGES

"The European companies need a roadmap right now," explains Jörg Wuttke, President of the European Chamber of Commerce and speaker at the opening event of GlobalConnect. "It will give them the confidence they need to contribute to the future development of China in these economically challenging times." Messe Stuttgart was able to secure the participation of the German-Chinese Bureau of Economic Research (GCB) (Deutsch-Chinesische Wirtschaftsvereinigung e.V. (DCW)) in the conference. More than 30 speakers from Europe and China will be discussing the opportunities and challenges to bilateral economic relations with China over six expert symposia during the Business Day's main programme. During the GlobalConnect Forums, important statutory provisions when dealing with China will be one of the topics addressed. For example, during the Customs Forum and the Qualification Conference.

More info: www.messe-stuttgart.de/global-connect
Twitter: #GlobalConnect16

Familie & Heim

A world of shopping and adventure for the whole family

Products and entertainment: Stuttgart's Familie & Heim, the largest shopping and adventure trade fair in southern Germany, provides visitors with a home and lifestyle programme from 12 to 20 November. The focus will be on building and renovation in Hall 4. There, specialist retailers from kitchen expert DER KREIS are showcasing latest trends from their sector. In Hall 6, exhibitors present the latest products from the world of kitchen utensils and household items. There will also be of companies representing the "economic oasis" Leinfelden-Echterdingen. In the Alfred Kärcher Hall (Hall 8), visitors will be presented with products and services relating to living, ambience and wellness.



Retailers from kitchen expert DER KREIS provide visitors with advice at Familie & Heim.

More info: www.messe-stuttgart.de/familie
Twitter: #MesseHerbst

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Bakers and confectioners are finding it difficult to compete against the discount chains. Setting up additional businesses is the latest trend.

Cross-selling – Making the cash tills ring twice

The bakery trade is currently facing stiff competition in several areas. südback 2016 will be showing bakers and confectioners the other business options out there.

The bakery trade now means more than just bread, rolls and cakes. And a confectioner who only focuses on gateaux and pralines is not thinking far enough outside the box. Competition from the discount chains, supermarket forgers and petrol stations is just too strong. Anyone looking to stay in the race thus needs to offer additional, customer-friendly products alongside quality baked goods. For example, a beverage with the filled sandwich, a doughnut or pretzel with a takeaway coffee, or fresh cream

to accompany the fruit slice. This approach is also known as “cross-selling”. It extends from a bakery breakfast and trendy snack ideas, to vegan meals and convenience take-aways. The cross-selling trend is also having an impact on the technical equipment used. Machinery manufacturers are developing small, multifunctional ovens for stores that provide warm baked snacks. Shopfitters are installing modern flatscreens for displaying the daily or even hourly product specials.

Anyone looking to find out more about the latest trends won't be disappointed by südback, taking place from 22 to 25 October 2016. The trade fair is one of the most important events for bakers and confectioners in the German-speaking region and neighbouring countries. Across four trade fair halls and approximately 55,000 square metres of space, Messe Stuttgart will be hosting, in cooperation with its partners BÄKO-Zentrale Süddeutschland eG (baking cooperative), Landesinnungsverband für das Württembergische Bäckerhandwerk e.V. (bakery state guild) and Landesinnungsverband des Konditorenhandwerks Baden-Württemberg (confectionery state guild), more than 650 exhibitors from the baking trade with their latest products and ideas.



State-of-the-art technology: more than 650 suppliers will present their innovative ideas at südback.

More info: www.messe-stuttgart.de/suedback
Twitter: #suedback16

Energy for the future

World of Energy Solutions establishing ties between mobility and energy.



Stuttgart's World of Energy Solutions is an innovation forum for new storage technologies, e-mobility and alternative drives.

Japan and China are currently leading the way when it comes to electromobility. For the Olympic Games taking place in Tokyo in 2020, there will be 40,000 fuel cell vehicles registered and 160 hydrogen filling stations in operation. In the People's Republic of China, the first four months of this year saw 78,000 “new energy vehicles”, i.e. battery and fuel cell electric vehicles and plug-in hybrids, roll off the production line. The production ramp-up will be accompanied, among other things, by a further development of the charging structure, as well as incentive programmes for municipal fleet operators and private buyers.

“The combination of stricter pollutant guidelines and attractive incentives is required in order to meet the specifications set out by the world climate agreement signed in Paris,” explains Dr. Klaus Bonhof from the National Organisation for Hydrogen and Fuel Cell Technology. “This is the approach increasingly being taken in the leading markets of Europe, Asia and the US. And it is having a considerable impact on the competitiveness of the respective industry.” The different requirements to be met by vehicle manufacturers, suppliers and mechanical engineers around the world are explored at World of Energy Solutions 2016 by renowned industry players during the “International Markets” conference. Ties between mobility and energy are established at the conference trade fair with exhibitors from all the relevant industries, 21 themed conference sessions and 113 presentations by international speakers on topics such as storage technologies, e-mobility, alternative drives, smart cities and production processes for batteries and fuel cells.

More info: www.messe-stuttgart.de/wes
Twitter: #WES16

TRADE FAIR COMPACT

► **On course for continued growth**
The plans for the next Eltefa, the trade fair for electrical engineering and electronics, are in full swing. For the 19th Eltefa from 29 to 31 March 2017, Messe Stuttgart is expecting a total of 500 exhibitors and 25,000 visitors. The concept for this trade fair has proved to be a winner. With an ideal mix of visitors from trade, industry and business, as well as architects and planners, exhibition areas tailored to target groups and a strong presence of manufacturers, the 19th Eltefa event will continue to set new standards.

► **Education of the future**
didacta – the education trade fair will take place for the ninth time from 14 to 18 February 2017 at Messe Stuttgart. As Europe's largest trade fair for education and training, products and services from approx. 900 exhibitors, as well as an extensive further training programme for teachers, educators, trainers and personnel developers, will be presented. High-ranking representatives from politics, business, science and society come to didacta to learn about new approaches to the education and training and to exchange information and ideas.



didacta, Europe's largest trade fair for education and training, will be returning to Stuttgart in 2017.

► **More space for R+T 2018**
R+T 2018, taking place from 27 February to 3 March 2018, looks set to be one of the first events at Messe Stuttgart to use the new Paul Horn Hall (Hall 10). The hall should be ready in 2018 and will be meeting the growing demands of events that are already full to capacity – above all the world's leading trade fair for roller shutters, doors/gates and sun protection. With the Paul Horn Hall, Messe Stuttgart will have more than 14,600 square metres of extra space.

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TRADE FAIRS – MARKETS

Autotage Stuttgart
New autumn trade fair

Taking place for the first time from 11 to 13 November 2016, Autotage Stuttgart provides visitors with a comprehensive look at the newest vehicles available and the chance to pick up bargains directly at the trade fair. "We are delighted to confirm that 25 brands will be represented at southern Germany's big new vehicle sales event," says Armin Domdey, Department Director for the Stuttgarter MesseHerbst. There will be more than 200 vehicles on display for visitors to admire and try out for themselves. From the sporty city car to the family SUV: there is something for everyone. The vehicles will be presented across 10,000 plus square metres of exhibition space, by regional dealerships who will provide visitors with expert advice and organise test drives directly on site.

More Info: www.autotage-stuttgart.de
Twitter: #autotage16

Animal
Sporty highlights

The dog is not only man's best friend but, according to a study carried out by the GfK market research institute in Nuremberg, also the most popular pet worldwide. For Stuttgart's Animal trade fair, dog owners are thus an important target group. From 12 to 13 November 2016, they can expect a whole host of sporting highlights for their four-legged friends, in addition to the pedigree dog presentations, the cross-dogging course and the German Dogdance Championships (already booked out!) The Animal Cup will take place for the first time in 2016, when pugs and bulldogs of all shapes and sizes will race against each other. The Best National Sniffer will be crowned during the Sniffledog Championships. A comprehensive selection of food, accessories and care products will also be presented. The event, of course, will also cater to people with cats, horses and all the other small animals we humans like to share our homes with.



The Animal Cup will see pugs and bulldogs of all shapes and sizes compete against each other.

More info: www.messe-stuttgart.de/animal
Twitter: #Animal16



In the special area "Fascinated by Photography" at Hobby & Elektronik, manufacturers will be presenting new cameras and the latest accessories in the studio space of Foto Bartmann.

Try out something new
At Hobby & Elektronik, visitors will have the opportunity to check the newest in entertainment technology.

Hobby & Elektronik 2016, taking place from 19 to 22 November, will see manufacturers, retailers, service providers and publishing companies present exciting new ideas from the worlds of computers, electronics, games, telecommunications and photography. The special area "Fascinated by Photography" enables visitors to participate in workshops and activities, and hosts product presentations for hobby and professional photographers. In the Foto Bartmann studio, manufacturers will demonstrate their latest cameras and accessories, while providing interested visitors with tips and advice. In the "Maker Space", visitors have the chance to try out new things and have a go at making something themselves. Together with the Wirtschaftsförderung Region Stuttgart this event will be demonstrating to the wider public just what Repair Cafés, Fab-labs, 3D printers, 3D scanners and hardware hacking have to offer. Further attractions at Hobby & Elektronik include the adventure world "Games for Families" with the latest consoles and games. Here, on more than 800 square metres of space, trade fair visitors can try out the latest games or discover new genres in our exciting, specially-built course. Together with its partners in industry, business, science, politics and the media, Messe Stuttgart is hoping to generate interest among the younger visitors for careers in the technological and natural science sectors with its special area "Time for Technology". New to this area is the Südwestmetall M+E InfoTruck from BBQ Berufliche Bildung gGmbH – with multimedia applications and experimentation stations for modern professions.

More info: www.messe-stuttgart.de/hobby
Twitter: #MesseHerbst

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Spielemesse 2016



Board games and parlour games remain very popular

Do the kids of today's generation only use computers or consoles when they want to play games? The sales figures of a leading German publishing company for board games and other classic parlour games indicate otherwise. The Stuttgart-based KOSMOS publishing house recorded a turnover of around 70 million Euro in 2015, half of which was attained in the area of games. At Ravensburger AG the largest business segment (three-quarters of overall turnover) of games, puzzles and handicrafts increased by 9.3 percent to 331.7 million Euro in 2015 compared with the previous year. In this segment there was strong demand in particular for parlour games, including new versions of modern game classics such as "Labyrinth" and "Ramses II".



The market for board games can withstand digitalisation. The new autumn products can be tested at the "Spielemesse".

More info: www.messe-stuttgart.de/spielemesse
Twitter: #Spielemesse16

HAPTICS ARE ESSENTIAL FOR CHILDREN

"In Germany the sales of traditional games and toys have shown stronger growth in the last five years than the sales of digital games", explains Karsten Schmidt, CEO of the Ravensburger Group. "Haptics are simply essential for children. Children need and want to touch and feel things. The rising digitalisation has therefore not damaged the classic games market." At the "Spielemesse" in Stuttgart publishing companies, authors, toy retailers and manufacturers showcase their new autumn products from 17 to 20 November 2016. In numerous play zones fans of games have the opportunity to test the individual games directly, compete against other visitors or watch individuals playing and rolling the dice. More highlights: The long games evening and the students' action days "Stuttgart plays".

KREATIV 2016



Sweet delicacies like from a professional: At the "Cake it" pavilion of Kreativ ambitious hobby confectioners find out how it's done.

"Cake it": New platform for creative cake artists

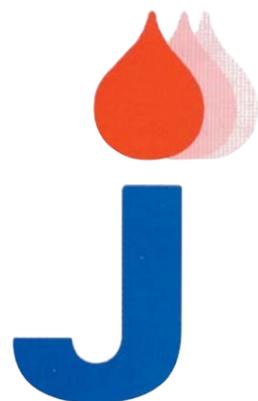
The interest in creative handicraft is bigger than ever. Current trend: Homemade, tasty works of art made from sugar and colour. With the new "Cake it" pavilion, Messe Stuttgart provides an attractive platform during the public event Kreativ from 17 to 20 November 2016 where cake artists can shop, further educate themselves and exchange information and ideas.

"Specialists in fancy decorations show visitors the art of making cakes and tarts", states Kreativ Project Manager Helga Braun. "For everyone who wants to bake these works of art at home the appropriate accessories for moulding,

cutting, decorating, packing and gifting are available." Workshops with well-known makers and doers from the "cake scene", as well as exciting competitions round off the "Cake it" pavilion.

As usual artists and handicraft enthusiasts find all the DIY heart desires at Kreativ within the framework of Messe Stuttgart's autumn line-up. DIY professional Martina Lammel, well-known from the TV programme "ARD Buffet", presents the comprehensive stage programme.

More info: www.messe-stuttgart.de/kreativ
Twitter: #Kreativ16



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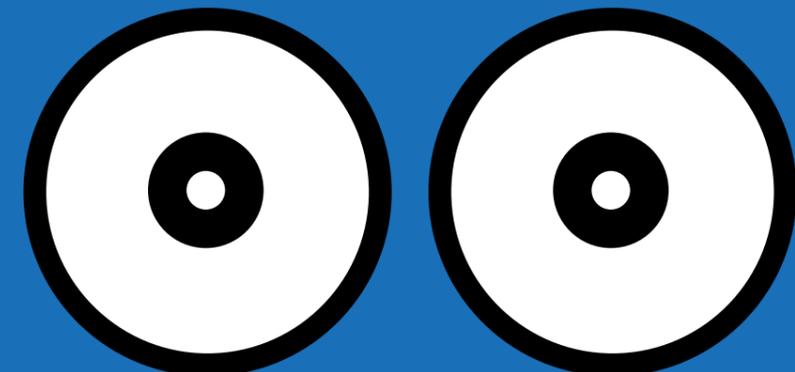
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Theory meets practice

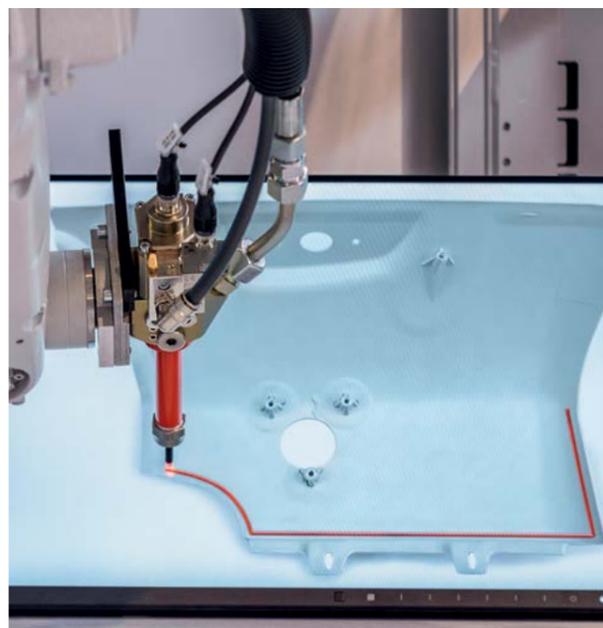
New bonding technology congress on the topic of lightweight construction at Bondexpo 2016 in Stuttgart.

Bonding technology and modern lightweight construction belong together. The 10th Bondexpo, international trade fair for bonding technology, of P. E. Schall GmbH & Co. KG, addresses the complementary areas from 10 to 13 October 2016 in the first-ever Bondexpo congress. Modern joining and bonding technologies play a huge role primarily in the hybrid lightweight construction of systems, where diverse materials have to be joined together. For example in the vehicle and automotive industry, mechanical engineering, aerospace technology, shipbuilding industry, as well as for technology solutions in robotics and automation.

EN ROUTE TO ZERO-DEFECT PRODUCTION

During the four-day congress experts from the Ostbayerische Technologie-Transfer-Institut e. V. (OTTI) provide practical tips on implementing DIN 2304 which came into force in March 2016. This standard regulates the organisational quality assurance and thus ensures the control of bonding processes en route to zero-defect production. In between the presentations and keynote addresses participants have ample opportunity to exchange information and ideas with experts and users. The other cooperation partners of Bondexpo include the lightweight construction cluster of the University of Landshut and Isgatec GmbH with its consulting and service offers on the topics of sealing, polymer and bonding technology.

State-of-the-art bonding technology plays an important role in the vehicle and automotive industry, as well as in aerospace technology.



More info: www.bondexpo-messe.de
 Twitter: #bondexpo



Wild mountain landscapes for trekking tours are just one highlight of the CMT partner country Albania which has hitherto been spared from mass tourism.



The Palais Thermal in Bad Waldbad, Germany's most sensual wellness landscape with a lavish ambience, is in the CMT caravanning partner region for 2017.

2017 CMT partners: Albania and North Black Forest

A country for explorers in the heart of Europe, a caravanning holiday region in Germany: Two ideal destinations for holidays.

Albania: This destination with very little tourism activity is a partner country of the world's largest public trade fair for holidays and leisure CMT from 14 to 22 January 2017. An insider tip for adventure tours, cultural excursions or a beach holiday. Albania offers sunny beaches with crystal-clear water on the Adriatic Coast and wild mountain landscapes for trekking tours. Berat, "The city of a 1000 windows", which has been a UNESCO World Heritage Site since 2008, is one of the most popular cultural excursion destinations. The old port city Dyrrhachium is famous for its amphitheatre and popular as a seaside resort. "Travelling in Europe involves very few surprises. It is completely different in Albania", writes Berlin-based newspaper Tagespiegel. There is nothing more to add. The North Black Forest – the caravanning partner region of CMT for 2017 – takes campers to hidden destinations for campfire fans. With its upland moors, river landscapes and thermal spas, nature and wellness fans find everything for a varied and relaxing holiday in the North Black Forest, as well as in the partner cities Karlsruhe and Pforzheim. There are around 20 campsites available to camping fans in the cities and throughout the region – most of the sites have spaces for motorhomes.

More info: www.messe-stuttgart.de/cmt
 Twitter: #CMT17

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MESSE PARTNER: DIAS Facility Management

Clean solutions at Messe Stuttgart

For 18 years now DIAS Facility Management has been ensuring Messe Stuttgart is kept in immaculate condition.



Since 1998 the employees of DIAS have been providing clean halls, stands and outdoor areas at Messe Stuttgart.

 More info: www.dias-service.de

Huge importance is attached to huge reliability at Messe Stuttgart. There can be no compromises especially when it comes to cleaning. Neat stands and fault-free hall flooring are the business card of any trade fair. That's why the trade fair company decided on DIAS Facility Management back in 1998. The trade fair specialist is represented at almost all trade fair venues in southern Germany: Stuttgart, Nuremberg, Munich and Augsburg. Over the years the duties and responsibilities of DIAS have grown with Messe Stuttgart. Whether it is hall or stand cleaning, maintenance cleaning in the administration buildings, maintenance of outdoor areas or winter service through to complete disposal services – DIAS now implements all customer requests at all times of the day and night. "We see our business as a cleaning partner of Messe Stuttgart and already propose solutions before a problem can even occur", states Markus Stich, Director of Marketing & Sales of the DIAS Cowa Group.

veggie & frei von

Vegetarian-vegan lifestyle finds its way into supermarkets

The figures speak for themselves: Approx. 7.8 million people in Germany are vegetarians, roughly 900,000 of these people are vegan. The number of vegetarian-vegan people worldwide is estimated at one billion. A few years ago vegetarian products were only available in health food stores. Today they are in every supermarket. According to the market research institute Nielsen, in 2015 the German food retail trade achieved a turnover of 150 million Euro with vegetarian-vegan sausage and meat alternatives. This is more than double the turnover compared with the previous year.

The Stuttgart-based trade fair duo veggie & frei von showcases alternative foodstuffs from 18 to 20 November 2016 – from meat-free foods to allergen-free foods.



Vegan food and dishes are enjoying increasing popularity.

 More info: www.messe-stuttgart.de/veggie
Twitter: #veggiefreivon

HIDDEN CHAMPIONS: SPEICK Naturkosmetik



SPEICK Naturkosmetik from Stuttgart has been working according to holistic principles since its foundation in 1928.

Naturally organic

SPEICK Naturkosmetik made in Stuttgart.

It all started with a fascination for a high alpine medicinal plant: In 1928 the anthroposophist Walter Rau founded the fine soap factory WALTER RAU in Stuttgart. For his product Rau uses Speick (*Valeriana celtica*), which grows wild in the Nock Mountains of Carinthia, Austria. The natural mild soap was a cosmetic revolution at that time. It is not only used for cleaning but also as a body care product. The management of Rau is also organic: Employees receive training, mothers receive corporate childcare. The medium-sized company has been working up to the present day according to holistic principles. A very large number of various body care products from the SPEICK brand are recognised by ÖKO-TEST and bear the BDHI seal for certified natural cosmetics. In the year 2013 SPEICK Naturkosmetik received the German Sustainability Award, in 2014 the CSR Award from the federal government for its particularly responsible and sustainable management.

 More info: www.speick.de

ARCHITECT@
WORK STUTT GART

Exclusive event

The trade fair ARCHITECT@WORK STUTT GART is an exclusive event for architects, engineering firms, interior designers, fitters and other clients. On 7 and 8 December 2016 at Messe Stuttgart numerous manufacturers and exclusive distributors present new and innovative products, materials, applications and services, whose innovative value was rated beforehand by a committee of renowned architects and interior designers.

A large number of short seminars during ARCHITECT@WORK STUTT GART also provide valuable practical and theoretical know-how and expertise on industry innovations. Additionally they offer all participants of the trade fair the opportunity to exchange experiences and ideas.

 More info: www.architectatwork.de
Twitter: #ATWDE



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



Since 2012 Mareike Rein has been working as a consultant in the HR Department of Messe Stuttgart.

Mareike Rein

Trade fairs are people business because trade fairs are made by people for people. As a HR consultant Mareike Rein has been responsible since 2012 for recruitment and personnel support in one of the two business units of Messe Stuttgart. From the job advertisement to the interviews through to supporting the new employees on their first day of work.

"My area of responsibility includes the divisions and departments Lifestyle & Leisure Trade Fairs, Messe Stuttgart Services & Sales, Corporate Development, Personnel & Organisation, Finance and the international division Messe Stuttgart International MSI," states Rein. She also looks after Messe

Stuttgart employees, for example, when they are moving to a different department, during restructuring processes or, if necessary, as a mediator in conflicts of interest.

The fact that the qualified industrial business management assistant had already specialised in business psychology and human resources during her degree in economics at the University of Hohenheim is optimal. "In my position one needs to be communicative and diplomatic and be able to assess people," states Rein. "This also makes the work very exciting." Rein likes to spend her spare time on the back of a horse, as a dressage rider and show jumper, a hobby which she has enjoyed since her youth.

eat&STYLE

Culinary trend topics

Sampling, exchanging information and ideas or even better getting involved: The visitors of eat&STYLE of guest organiser FLEET Events can look forward to a varied programme with special theme worlds (baking, coffee, wine and cooking), live shows and interactive workshops from 18 to 20. November 2016 within the framework of Messe Stuttgart's autumn line-up. During the live demonstrations partners and exhibitors, as well as small manufacturers from the region, invite visitors to sample and enjoy the products and show the people behind their products. Personal contact with top chefs, producers and other food enthusiasts takes centre stage during the three-day public trade fair.



Tips from professionals: Live demonstration at the culinary trade fair eat&STYLE.

More info: www.eat-and-style.de/de/stuttgart
Twitter: #eatstyle16

BABYWELT 2016

Germany's largest public trade fair for future parents



Young parents find everything for their children at BABYWELT.

Within the framework of Messe Stuttgart's autumn trade fairs, BABYWELT, Germany's largest public trade fair for future parents and young families, opens its doors once again from 18 to 20 November 2016.

The three-day event of the guest organiser FLEET Events GmbH gives visitors a comprehensive overview of everything one needs for starting into family life. In addition to competent and expert advice, the focus is also on simple comparisons between the numerous different manufacturers, an accompanying information and entertainment programme, as well as the opportunity to make direct purchases on-site at attractive trade fair prices.

SERVICES FOR A RELAXED AND STRESS-FREE TRADE FAIR VISIT

At BABYWELT young parents can not only obtain detailed information about the latest trends in the areas of mobility, furniture, toys, health, nursing, nutrition and fashion, they can also test the equipment out on-site and see live demonstrations. Attractive service areas for baby changing, breastfeeding and nursing allow visitors to enjoy a few relaxing hours at the trade fair.

More info: www.babywelt-stuttgart.de
Twitter: #babywelt16

Mineralien, Fossilien, Schmuck

Individual jewellery with heart and by hand

A comprehensive platform selling rare minerals and fossils has been attracting lovers and collectors to the Stuttgart-based public trade fair Mineralien, Fossilien, Schmuck for many years. In 2016 the event takes place from 11 to 13 November within the framework of Messe Stuttgart's autumn trade fairs.

This focus is increasingly on the topic of "jewellery". In spring 2016 the new area "Beaders Best" celebrated its successful première at the coinciding trade fair "Kreativ". At Mineralien, Fossilien, Schmuck in autumn of this year the focus is also on gold and silver jewellery. As valuables made individually by professional goldsmiths and silver-smiths in small series or as unique one-off pieces. And as a unique opportunity for trade fair visitors to make fine pieces of jewellery themselves using silver as a material.



Always customised: The exhibition items at the trade fair are unique one-off pieces or produced in small batches.

More info: www.messe-stuttgart.de/mineralien
Twitter: #MFS16



Marketing partner with international reputation: Hall 6 of Messe Stuttgart bears the name of Swabian technology inventor Oskar Lapp.

Pioneering products and services

The Stuttgart-based Lapp Group is one of the most innovative medium-sized companies in Germany. Hall 6 of Messe Stuttgart is named after its founder.

The Oskar Lapp Hall is a commitment to the location Stuttgart and to the trade fair centre", highlights Andreas Lapp, son of the company's founder and Chief Executive Officer of the Stuttgart-based Lapp Holding AG with its head office in Stuttgart-Möhringen. "Our father constantly caused a sensation with his innovations. It made sense to remember him where Baden-Württemberg industry is showcased today."



The Lapp Group currently has 17 production sites, around 3,300 employees and 39 sales outlets worldwide.

The Lapp Group was founded in 1959 by Oskar Lapp and his wife Ursula Ida. The company is still family-owned today, received the TOP 100 award in 2016 and is one of the most innovative medium-sized companies in Germany. Lapp ended the 2014/15 financial year with an increase in turnover of 8.1 percent and a turnover volume of 886 million Euro. The number of employees in the company rose to roughly 3,300 worldwide. The Lapp Group now has 17 production sites and over 39 international sales outlets. Lapp also works with partner companies in another 100 countries.

The Lapp Group is a leading provider of integrated solutions and brand products in the area of cable and connection technology. The portfolio of the company includes cables and highly flexible cables, industry connectors, screwdriving and fastening technology, automation technology and up-to-date robot solutions for Industry 4.0 and the Smart Factory. The core market of the Lapp Group is machinery and plant engineering.

 More info: www.lappkabel.de

Moulding Expo 2017

Targeted expansion of target groups

At Moulding Expo supply and demand move even closer together. The forum "Purchasing tools" of the Federal Association of Materials Management, Purchasing and Logistics (BME) takes place in 2017 at the same time as the international trade fair for tool, pattern and mould making on the trade fair grounds in close proximity to the event. "This is optimal for our exhibitors", states Florian Niethammer, Team Director of Moulding Expo, "as their customers can receive training first and then come directly to them in the trade fair halls." Chereén Semrau, Project Manager at the buyers' association BME, confirms the advantages: "This is an excellent combination for our participants." The guided tours for purchasers are also geared more specifically to their interests.



The second Moulding Expo in 2017 focuses even more on visitors' interests.

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

wir heiraten!

Perfect weddings

On 5 and 6 November 2016 "wir heiraten!", one of the largest wedding trade fairs in Baden-Württemberg, takes place in the ICS International Congress Center Stuttgart. Staying true to the motto "How to organise a wedding", around 150 exhibitors present ideas and solutions for the best day of their life - to suit every setting and every budget. Exhibitors from over 30 industries present products and concepts for an unforgettable wedding.



Beautiful touches: At "wir heiraten!" there is a great selection of accessories available.

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Green Festivals: Visions for an ecological America

Healthy eating is booming in the country of fast food chains. An increasing number of citizens in the United States are opting for regional products and organic foods.



Organic goes downtown: Green Festival at Pier 35 in San Francisco.

The demand for organic products in the USA is steadily rising. A current study conducted by the Dutch chain organisation for sustainable, organic agriculture and food Bionext has reached this conclusion. According to Bionext, sales of organic foods in the United States increased in 2014 by 5.2 billion US dollar or 21.4 percent to 29.5 billion US dollars. For 2015 the Dutch organisation estimates the sales of the US organic sector to be 32.7 billion US dollars. The market research company TechSci Research with its head office in New York city is expecting even higher figures. There sales of around

45 billion US dollars for organic foods in the USA are forecast for 2015. And there is no end in sight for the boom in the organic sector.

The increasing demand leads to a paradoxical situation in the United States. The US agricultural sector cannot keep pace with the growth, because up to now it has been primarily concentrating on conventional genetically modified cultivation. Agricultural structures are designed to a wide extent for industrial mass production. A changeover to ecological cultivation requires a massive rethink among farmers and then a three-year wait period for the organic label. Effect: The external trade balance for organic products has been negative for years; the USA must import organic products from almost 100 countries.

GREEN FESTIVALS AT OPTIMAL LOCATIONS

According to the U.S. Department of Agriculture (USDA), the demand for organic foods is greatest along the coastal regions in the north-east and west of the country, as well as the big cities of the USA. Ideal conditions for the US sustainability trade fairs of Green Festivals Inc., a subsidiary of Messe Stuttgart, with locations in New York City, Washington D.C., Los Angeles, Portland and San Francisco. The last two Green Festivals of 2016 take place from 11 to 13 November in San Francisco and from 9 to 11 December in Portland.

More info: www.greenfestivals.org
Twitter: #GreenFest



52 exhibitors, 35 of whom were from abroad, presented their products to visitors at the first R+T South America.

R+T South America

Successful première

From 8 to 11 June 2016 the first R+T South America took place in São Paulo, Brazil. Messe Stuttgart organised the South-American offshoot of the world's leading trade for roller shutters, doors/gates and sun protection systems in cooperation with NurembergMesse Brazil.

52 exhibitors, 35 of whom were from abroad, and around 6,700 professional visitors came to the première event. R+T South America occupied around 3,300 square metres of exhibition space at its successful début. "With R+T South America together with our event partner NurembergMesse Brazil we have created the ideal platform for the prospering South-American market", explains Roland Bleinroth, President of Messe Stuttgart.

More info: www.rt-expo.com
Twitter: #rtexpo



The première of AMB Iran in Teheran was an absolute success.

AMB Iran

Successful start

A successful start for AMB Iran in Teheran: From 30 May to 1 June 2016, 111 exhibitors – 68 from Germany – took part in the première event of Messe Stuttgart and the German Machine Tool Builders' Association (VDW). 2,127 professional visitors came to AMB Iran, 475 also took part in the accompanying symposium.

"The success of the first AMB Iran proves that it was a good strategy to enter the developing market of Iran with the successful brand," concluded Ulrich Kromer, CEO of Messe Stuttgart. The next AMB Iran takes place from 23 to 26 May 2017 at the newly opened trade fair grounds "Shahr-e-Aftab Complex" in Teheran.

More info: www.ambiran.com
Twitter: #AMBIran

Slow Food Market Zürich

Traditional delicacies

The sixth Slow Food Market – the trade fair for good taste – kicks off from 18 to 20 November 2016 at Messe Zurich. Last year over 11,000 consumers and professional visitors, as well as 219 exhibitors from Switzerland, Germany, Austria, France, Italy, Spain, Holland and Norway, took part in the trade fair for traditional food.

In the public forum of the Slow Food Market visitors discover interesting facts about manufacturing traditions of various products. Current themes are discussed in several presentations and podium discussions, moderated by renowned professionals and food scouts. In 2015 the exhibitors achieved a trade fair turnover of over 1.15 million Swiss francs.

More info: www.slowfoodmarket.ch
Twitter: #slowfood16



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MESSAGE PORTRAIT



And action: Messe Stuttgart TV presenter Stefanie Kromer with Star Wars clone troopers live at Comic Con Germany 2016.

“A maximum of two takes, then everything must be done.”

Innovative companies use videos for online marketing. Messe Stuttgart plays a leading role in its industry. In front of the camera: Stefanie Kromer.

Moving images content – i.e. videos – is becoming more and more important as a marketing instrument for companies: in order to communicate with current and potential customers and address specific target groups using a unique and individual approach, and at the same time to strengthen the brand identity.

Hence why since the beginning of 2016 Messe Stuttgart has been supporting its own events with informative and entertaining video clips. Created live at the respective trade fairs, with authentic voice-overs from visitors, short interviews with exhibitors and key information on the current trade fair and industry trends. Maximum, user-friendly length of contribution: two and a half minutes. The clips can currently be viewed on Facebook (www.facebook.com/MesseStuttgart) and on the company's YouTube channel (www.youtube.com/user/MesseStuttgart). Stefanie Kromer, Communication Coordinator at Messe Stuttgart, is in front of the camera. Ever since completing her studies at the University of Tübingen, the skilled rhetorician knows how to convince people both offline and online. Kromer started out as an intern and later as a working student in several departments of the company

and joined the company full-time after her studies. A logical step, because corporate communication, digital media and moderation were already key elements of her degree. She also undertook internships at SWR and a TV station in Karlsruhe. However, on those occasions she was still behind the camera.

FACTS AND FIGURES MUST AGREE

“I compile the script of a video clip ahead of a trade fair in close consultation with the respective Communication Manager”, is how Kromer explains her approach. “This ensures that all facts and figures agree.” The actual clip is created live on the first day of a trade fair, a professional operates the camera. “It all happens very quickly on site”, states Kromer. “A maximum of two takes, then everything must be done. “Then it's off to the editing suite, and the commercial is online in the early evening at the latest.” Production stress that's worth the effort. The trade fair video clips are enjoying huge popularity on Facebook and YouTube with coverage of almost half a million users to date.

SERIES: Messe Stuttgart as an employer

We train employees

The objective of professional training at Messe Stuttgart is to cover the quantitative and qualitative requirements of employees for the future. The focus here is on an excellent professional, methodical and social qualification, as well as the promotion of interdisciplinary knowledge and skills with assignments in cross-functional departments. In addition to identifying with the objectives of Messe Stuttgart, we also expect individuals to be service-oriented and adopt a flexible approach when dealing with new challenges, among other things.

For the development of comprehensive skills, Messe Stuttgart relies on holistic learning in the professional training. For example, apprentices and DHBW students form a project team every year, which organises and supports the company's annual summer party: from the idea to budget planning and preparation through to the implementation and follow-up – similar to the day-to-day organisation of trade fairs. Here the young people have the opportunity to take on responsibility for managing a project, the apprentices and DHBW students in their first year of training benefit from the knowledge and expertise of more advanced students.

Messe Stuttgart offers both IHK training courses and DHBW study programmes. So far the key course element has been

Andrea Roskosch,
Senior HR Officer
at Messe Stuttgart.



trade fair and event management. The training profession “Event Management Assistant” and the business and economics DHBW study programme specialising in trade fair, congress and event management are therefore a good opportunity for Messe Stuttgart to secure young professional talent in the internal event areas. So that the internal succession planning in other areas also benefits from the “pool of apprentices and trainees”, Messe Stuttgart is now offering additional training courses with a different focus: in autumn the DHBW study programme Business Administration – Media and Communication with the key elements corporate communication/journalism and advertising/market communication. From 2017 the IHK training course “Administrative Assistant” will be added.

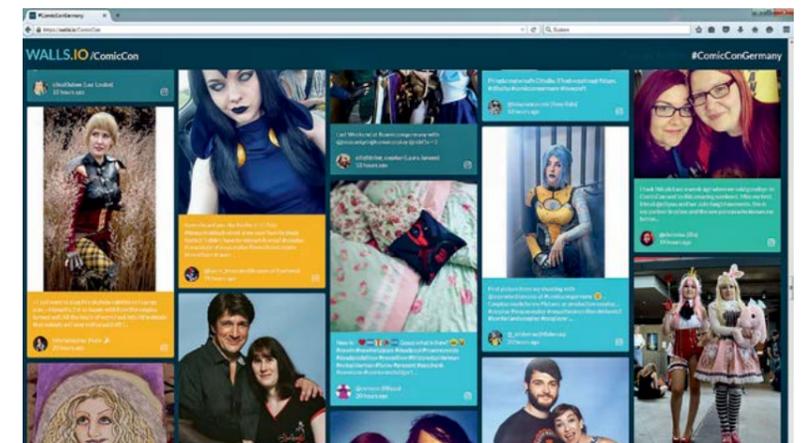
More info: www.karriere.messe-stuttgart.de
Twitter: #MesseStuttgart

Messe Stuttgart

Messe Stuttgart expands social media offers

With its own Facebook, Twitter and YouTube channels, Messe Stuttgart has been active in the online world for a long time. The company has now increased its social media presence with WhatsApp, Instagram and Snapchat services. “Within the framework of our spring trade fairs interested parties were for the first time able to have all key information sent directly to their mobile phones through WhatsApp”, states Fabian Schlabach, Digital Communication Manager, Messe Stuttgart. “The demand for the free service was huge. It is to be offered again for the autumn trade fairs, CMT and didacta.”

The Snapchat messaging service celebrated its trade fair première at Comic Con Germany in June 2016. Messe Stuttgart sought two Snapchat reporters ahead of the event. They obtained access to the press centre, free wifi in the halls and a mobile battery in order to provide the community of Snapchat followers with live images, videos and messages from the trade fair via their mobile phone. “Messe Stuttgart is planning information on the topic of training and education as another Snapchat feature”, explains



Social media wall with real-time feeds at Comic Con Germany 2016.

Schlabach. “For example with authentic contributions from Messe Stuttgart trainees and apprentices from their day-to-day work.” A social media wall with a collection of Facebook, Twitter and Instagram activities for the trade fair in real time also went live for the first time at Comic Con Germany.

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



Things will really start to rock! Over 17,000 electro music fans will again transform Messe Stuttgart into a dance floor during SEMF 2016.

SEMF 2016: Mega techno party at the Messe Stuttgart

But the best always comes last. The 2016 festival year ends at the 10th Stuttgart Electronic Music Festival (SEMF). Over 17,000 electro fans will flood the exhibition halls.

Mega dance events in exhibition halls does that work? The Stuttgart Electronic Music Festival (SEMF) proves it does. When the 10th edition of the largest indoor festival kicks off again at Messe Stuttgart with around 17,000 fans on 10 December 2016, it is the best proof that the location on the plains of Filderstadt really does work. The top techno event covers about 30,000 square metres. The line-up on the stages will include top international acts as well as "Local Heroes" and newcomers on the Stuttgart scene.

COMPLEX STAGE AND FLOOR DESIGNS

The modern architecture and infrastructure of Messe Stuttgart are a major contribution to the event's success. For example this allows complex stage and floor designs which can be suspended directly from hundreds of suspension points on the hall roof without the need for any scaffolding. At the SEMF this involves around 30 tons of lighting and audio equipment which use about 47,00 kilowatt hours during the long party night - that's as much electricity as 31 homes consume in a whole year. Messe Stuttgart is also an ideal event lo-

cation because of the great connections to public transport networks and the A8 autobahn. In the evening and at night, the Stuttgart S-Bahn (metro) will run long trains each with a capacity of 1,600 passengers.

RAPID ADMISSION AND SECURITY CHECKS

Another challenge for the SEMF is to plan the logistics on and around the exhibition grounds. As opposed to exhibitions where visitors are admitted throughout the day, thousands of electro fans swarm to the SEMF on the exhibition fairgrounds at the same time. To cater for this, over 200 employees help to make the admission and security checks run thoroughly and quickly. They are aided by roughly 1,200 SEMF partners and employees. "The run on tickets shows that the SEMF has definitely found a home at this location," says Stefan Lohnert, Vice President for Guest Events at Messe Stuttgart. "We are delighted we can show a very young public the variety of possibilities here at Messe Stuttgart in this way."

More info: www.semf.net/
Twitter: #SEMF_Stuttgart

Messe Stuttgart

Location for finance events

The metropolitan region of Stuttgart is one of the most important financial centres in Germany. In 2015, 17 credit institutions and 28 insurance companies and pension funds had their registered offices in the regional capital – including the LBBW which is the largest regional bank in Germany. The Stuttgart stock exchange is market leader in trading corporate bonds and investment funds in Germany, ranking as European leader in securitised derivatives and is the number 1 stock exchange for private investors in Germany.

The diversity of the financial centre and the ideal combination of the location's real economic and financial strengths are reflected in the events which take place at Messe Stuttgart. "The guest events sector is part of the Sales and Marketing department and services the major business sector of finance and insurance in a separate cluster. With fixed contact persons for optimal customer orientation," says Vice President for Guest Events Stefan Lohnert, explaining the Messe Stuttgart strategy.

This is a strategy that pays off. For example the LBBW regularly hosts its general staff meetings at Messe Stuttgart. About 2,700 LBBW employees have attended the event every year



LBBW is one of 17 credit institutions with head offices in Stuttgart.

since 2006. The LBBW also uses the location for other events. Other customers from the finance sector include the Südwestbank with its annual kick-off event and FRANKFURT BUSINESS MEDIA GmbH with its Structured FINANCE (23–24.11.2016), a trade fair and conference for corporate finance. A successful Messe Stuttgart event is Invest, the leading exhibition and congress for finance and investment. The largest event of its kind in the German-speaking region is taking place for the 18th time in Stuttgart on 7 and 8 April 2017 – co-organised by the Stuttgart stock exchange.

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

DHBW Bachelors' Night 2016

Graduate ceremony

On 21 November 2016, around 3,000 guests will celebrate Bachelors' Night which is taking place for the sixth time at the ICS International Congress Centre Stuttgart. On this day, around 1,000 bachelor graduates from the Baden-Wuerttemberg Cooperative State University Stuttgart (DHBW) dressed in traditional caps and gowns will be honoured for gaining their Bachelor's degree. The ceremony is a mix of academic graduate ceremony and show programme. Prof. Dr. Bernd Müllerschön, Dean of the Economics Faculty has this to say, "The complex staging of this ceremony is a further expression of the solidarity between all the teaching staff of the Economics Faculty and their students. Our wish is that the graduates will keep their bachelor's study programme and their graduation in very good memory for a long time."



Bachelors' night and show programme: Around 3,000 guests are expected in the ICS for the DHBW Bachelors' Night 2016.

More info: www.dhbw-stuttgart.de/themen/bachelor/fakultaet-wirtschaft/bachelors-night

CONGRESSES / EVENTS IN 2016/17

► 14.10. Master Craftsmen's Celebration
Organiser: Chamber of Crafts Stuttgart Region

► 19.–22.10. 61st Congress of the German Society of Obstetrics and Gynecology.
Organisers: Deutsche Gesellschaft für Gynäkologie und Geburtshilfe e.V.

► 08.–10.11. tekomp annual conference 2016 with tcworld conference and tekomp trade fair 2016
Organiser: tcworld GmbH

► 21.11. DHBW Bachelors' Night 2016
Organiser: Duale Hochschule Baden-Württemberg, Stuttgart

► 23.–24.11. Structured FINANCE 2016
Organiser: FRANKFURT BUSINESS MEDIA GmbH

► 10.12. Stuttgart Electronic Music Festival 2016 (SEMF)
Organiser: SEMF GmbH

► 08.01. 24th Youth World Mission Conference 2017
Organiser: Lebendige Gemeinde. ChristusBewegung in Württemberg e.V.

SIGHTSEEING TIP: Weissenhof housing estate

Weissenhof – World Heritage Site

After two failed attempts, UNESCO has named two Le Corbusier houses in the Stuttgart Weissenhof housing estate as World Heritage sites. A must for architecture aficionados.



Cost-effective dwellings, innovative floor plans and new materials: the Stuttgart residential buildings designed by the architect Le Corbusier are still landmarks for modern construction.



The Stuttgart Weissenhof originally had 21 buildings and was erected for the "Die Wohnung" Werkbund exhibition in 1927.

The City of Stuttgart has just added another world sensation to its list: on 17 July 2016, two houses designed by architect Le Corbusier in the Weissenhof housing estate have been recognised as World Heritage Sites by UNESCO. "This is just great for Stuttgart," says Lord Mayor Fritz Kuhn shortly after the decision was announced. "Le Corbusier's idea to build low-cost homes using innovative floor plans and new materials is still a pioneering concept and must therefore be an incentive for our architects and urban planners." All in all, the United Nations cultural organisation added buildings designed by Le Corbusier in seven countries to the World Heritage list. Aficionados of modern architecture have long regarded the Weissenhof housing estate as one of the most important examples of "Neues Bauen". Already in 1927, a template for an exemplary residential estate for modern city dwellers was created under the artistic guidance of Ludwig Mies van der Rohe. The estate was designed by 17 architects from five European countries for the Werkbundaustellung called "The Housing". Among the architects were Walter Gropius, Mies van der Rohe, Le Corbusier and Hans Scharoun. The aim of the exhibition was to pool ideas for a "New Dwelling" in terms of cost-effectiveness, functionality, technical equipment and furniture. For the first time, architects were also responsible for the interior furnishing. Experiments were made in construction using new materials and methods, for example lightweight concrete, dry construction and skeleton construction.

ICONS OF MODERN ARCHITECTURE

Opinions differed sharply right from the start where the Weissenhof housing estate was concerned. Whereas many rejected it as an "Arab village", others hailed Stuttgart as the most modern city in Germany. The Third Reich wanted to demolish the estate in 1938. During the war, bombs destroyed ten of the 21 houses, but in the 1980s, the City of Stuttgart restored the remaining buildings. Today, the double house designed by Le Corbusier – one of the icons of modern architecture – is open to the public. There, architecture fans can gain insights into the history of the Weissenhof residential estate. An exhibition in the left half of the building provides visitors with information about the construction, objectives and the famous architects involved in "Neues Bauen". The right half of the building was restored using the original floor plan and colour concept designed by Le Corbusier in a faithful reproduction of the original. The exhibits even include part of the furniture from the 1920s.

More info: www.weissenhofmuseum.de
 Twitter: #weissenhofmuseum

HOTEL TIP

Le Meridien Stuttgart

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

The luxury hotel Le Meridien Stuttgart is located directly next to the palace gardens. With the State Gallery, the Opera House, the theatre and the shopping precinct in close vicinity, it is ideal point to start an after-work adventure outing through the state capital. It takes about 20 minutes by car to drive to Messe Stuttgart and Stuttgart airport – depending on the traffic. Just as fast but much more eco-friendly is taking the S-Bahn (metro) from the main railway station.

The 293 hotel rooms and suites are air-conditioned and furnished with timeless elegance. Each room is equipped with a flat screen TV and wireless internet access, among other things. All rooms have a view of the Stuttgart city centre or the lush green hotel gardens. Access to the 850 square metre spa area is free for hotel residents. "Le Spa" has a large pool and jacuzzi, a spacious sauna area with steam room as well as infrared cabins and a fitness studio. Two restaurants cater for every taste: "Le Cassoulet" is a restaurant offering French brasserie-style haute cuisine while "Le Médoc" serves French bistro meals. After an exhausting day at the exhibition, guests can round off the evening in style at the elegant "Lillet" hotel bar or the rustic bar "Wulle Staffel".



Luxury in Stuttgart centre: Le Meridien Stuttgart with 293 rooms and suites and a large spa area.

More info: www.lemeridienstuttgart.com

RESTAURANT TIP



Mecca for meat: only US beef of the highest quality is served at ABACCO'S STEAKHOUSE.

ABACCO'S STEAKHOUSE

Restaurant for every taste: the Stuttgart region offers its guests a wide choice.

If you're into high-quality meat specialties, you'll find what you're looking for at ABACCO'S STEAKHOUSE on the Rotebühlplatz in Stuttgart. The restaurant specialises in US beef at unbeatable and affordable prices. The meat comes on a 400°C hot stone where it sizzles until it is cooked to your taste. The toppings and side dishes include home-made "drü Sössli" (Swiss

German for "three sauces") and crispy house fries – or baked potato with sour cream and salad. US beef comes from Black Angus cattle organically reared hormone-free on grasslands. The menu also includes American burgers, soups, fresh salads and yummy desserts.

More info: www.abaccos-steakhouse.de

HIGHLIGHTS 2016

► up to 18.12. **ROCKY – the musical**
 Where: Stage Palladium Theatre, Stuttgart

► until 30.12. **Antiquity – The Celts** – Art Chamber
 Where: Landesmuseum Baden-Württemberg, Stuttgart

► 07.10. – 08.01. **Francis Bacon – Invisible Rooms**
 Where: Stuttgart State Gallery

► 14. – 16.10. **38th Filderkrautfest** (cabbage festival on the Filderstadt plain)
 Where: Leinfelden-Echterdingen

► 15.10. – 23.04. **Oishii! Eating in Japan**
 Where: Linden-Museum Stuttgart

► 22.10. – 23.04. **The Swabians. Between myth and legend**
 Where: Landesmuseum Baden-Württemberg, Stuttgart

► 23.11. – 23.12. **Stuttgart Christmas Market 2016**
 Where: Stuttgart city centre

Dr. Ulrike Groos



Dr. Ulrike Groos,
Director of the Kunstmuseum Stuttgart

“The Stuttgart public is curious”

Name a city where there are so many cultural facilities in such close proximity at the high standard offered in Stuttgart! The State Theatre with its opera, ballet and stage performances, the Haus der Geschichte (House of History), State Gallery, State Museum, Linden Museum, Art Building, Art Museum – all reachable on foot from the Schlossplatz. This is a cultural district which is beyond compare, even in Germany.

Right from the start my aim as art historian and musicologist was to develop synergies within the geographical proximity. My interest lies in the interaction between the visual arts and other arts. For this reason our museum often collaborates with other institutions in the city and the region, ranging from stage plays and jazzopen through to the festivals held at the Ludwigsburg Schloss. For example, this happened during our 10th anniversary in 2015 with the jazzopen which was part of our special exhibition “I Got Rhythm. Art and Jazz since 1920”. At the initiative of the Ludwigsburg Schloss Festivals in mid-June 2016, singer Judith Holofernes, actor Robert Gwisdek aka Käptn Päng and the song poet

Gisbert zu Knyphausen all appeared together for the first time on the Kunstmuseum's stage.

We very consciously use our locational advantage in the centre of the city to open up the Kunstmuseum even more into the city, gain a new audience and make our museum into a platform for exchange and discussion between art lovers and artists. Stuttgart is a great place for this. John Cranko who was Director of the Stuttgart Ballet and Claus Peymann director of the theatre – a look back at history shows that people here were and still are open – for new and unusual things. The Stuttgart public is curious and willing to open their minds to the un-known. That is truly not the case in every city.

Together with my team I use the collection to develop carefully researched and compiled special exhibitions which are easily on a par with international standards. In addition the main duties of the museum involve researching, documenting and xpanding the collection – this is vital work which admittedly takes place behind closed doors. All of this is possible in Stuttgart. We have the backing of the City and a great public, in fact it couldn't be any better.

“DEVELOP SYNERGIES WITHIN THE GEOGRAPHICAL PROXIMITY”

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Messen und Ausstellungen 2016–2018



2016



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



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



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



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

2017



5. Faszination Modellbahn
Internationale Messe für Modelleisenbahnen, Specials & Zubehör
10.–12.03.2017 Messe Sinsheim



23. Druck+Form
Fachmesse für die druckende Industrie
11.–14.10.2017 Messe Sinsheim



16. Control Italy
Fachmesse für Qualitätssicherung
23.–25.03.2017 Messe Parma / Italien



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



16. Motek Italy
Fachmesse für Produktions- und Montageautomatisierung
23.–25.03.2017 Messe Parma / Italien



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



5. Faszination Modelltech
Internationale Messe für Flugmodelle, Cars & Trucks
24.–26.03.2017 Messe Sinsheim



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



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



14. Optatec
Internationale Fachmesse für optische Technologien, Komponenten und Systeme
15.–17.05.2018 Frankfurt / M.



3. Control India
Fachmesse für Qualitätssicherung
08.–10.06.2017 Bombay Exhibition & Convention Centre, Mumbai



6. Stanztec
Fachmesse für Stanztechnik
19.–21.06.2018 CongressCentrum Pforzheim



3. Motek India
Fachmesse für Produktions- und Montageautomatisierung
08.–10.06.2017 Bombay Exhibition & Convention Centre, Mumbai



32. Control
Internationale Fachmesse für Qualitätssicherung
24.–27.04.2018 Messe Stuttgart

2018



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"App" to date

The entire trade fair at your fingertips. Simply download the free Messe Stuttgart app to your smart-

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customised lists that include favourites, things to do and the appropriate timing. The app as your "Key to Markets" reminds you of important appointments and helps you find



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Download Android

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www.messe-stuttgart.com

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