



Message

TRADE FAIRS | CONGRESSES | EVENTS

02 | 2017



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with quality

EVS30
International
electro mobility event

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Presidents of Messe Stuttgart Ulrich Kromer (left) and Roland Bleinroth can look back on a successful 2016.

With record result in anniversary year

In 2016, Landesmesse Stuttgart GmbH achieved the highest total return in the company's history. Never before were there so many exhibitors in the Filder region.

These figures are truly impressive. Approximately 147 million Euro in total turnover, 21,718 exhibitors, hall turnover rate of 15.7: Never before in the company's history was Messe Stuttgart able to deliver such a record result. Customer satisfaction was high and the number of international visitors and exhibitors at trade fairs in Stuttgart peaked – 23 percent for exhibitors.

“Since our move to the new trade fair grounds, we have doubled sales and quadrupled profit performance. An extraordinary development”, states Ulrich Kromer, CEO. “2016 was also the most profitable year in our company's history”, adds Kromer. “Messe Stuttgart is anticipating a record figure to the tune of 28 million Euro, before rent and tax.”

Guarantees for the success in 2016 were both the Stuttgart-based flagship trade fairs such as the machine tools event AMB, the world's largest public exhibition for leisure and tourism CMT, the most important trend trade fair for the bakery and confectionery trade südback, the spring trade fairs, as well as the Stuttgart-based autumn trade fairs.

Some of the successfully positioned new products in 2016 included, for example, the pop culture trade fair Comic Con and the car show Autotage Stuttgart. Altogether, 68 trade

fairs were held on the grounds of Messe Stuttgart in 2016 (compared to 57 the previous year). More than 1.35 million visitors attended the events in the trade fair halls and in the ICS International Congress Center Stuttgart with 106,000 coming from abroad. 20 events were held by Messe Stuttgart at other locations, 17 of these outside Germany. The ICS was occupied on 236 days in 2016 with 123 events (2015: 117).

International business was one of the other growth drivers in 2016. The company organised 17 of its own events abroad. Two very popular launches included R+T South America in Brazil (in cooperation with Messe Nuremberg) and AMB Iran. One of the exciting Stuttgart-based events this year will be EVS30, the central meeting place for the entire global industry of electromobility (see page 41).

More details about the successful development of Messe Stuttgart on the new trade fair grounds can be found in the cover story of this edition of *Message* on pages 8 to 23.

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



Classic cars against a classic backdrop: RETRO CLASSICS meets Barock in front of Ludwigsburg Palace.

RETRO CLASSICS meets Barock

Genuine classics

RETRO CLASSICS meets Barock attracts around 20,000 visitors every year. On 17 and 18 June 2017, fans of historic and classic cars can once again marvel at automobile treasures against the backdrop of Ludwigsburg Palace. The most attractive historic vehicles are awarded a prize by an expert jury. Two special shows are dedicated to important brands in automotive history. RETRO CLASSICS meets Barock honours the 60th anniversary of the Isabella Coupé with an anniversary exhibition.

More info: www.retro-classics-meets-barock.de

Messe Stuttgart

Right setting

Motor Presse Stuttgart hosted a special event in the ICS International Congress Center Stuttgart. Within the framework of a morning gala the Readers' Choice Award “Best Cars” of the magazine *auto motor und sport* was awarded. Some of the around 400 guests included top managers and employers from the automotive and supplier industry, as well as numerous media representatives. “Top events such as Best Cars show that we can realise much more than trade fairs and congresses”, explains Stefan Lohnert, Vice President of Guest Events. “Our rooms always offer the right setting.”

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

EDITORIAL

Markus Vogt,
Company Spokesman
Landesmesse Stuttgart GmbH.



“Enormous momentum”

No bestselling author could write this success story better. Coinciding with the tenth “birthday” of the new Messe Stuttgart, the company once again sets records: the highest turnover in the company's history, substantial profits, records in terms of exhibitor figures, utilisation intensity and customer satisfaction ... (see page 4). Messe Stuttgart has got off to a flying start since its relocation to the Filder region – with enormous momentum. The cover story of this edition of *Message* (pages 8 to 23) allows readers to look back on the key moments of the last ten years and gives an outlook of the future of the company.

Another milestone in Messe Stuttgart's history is planned for around six months. The new Paul Horn Hall (Hall 10) goes into operation in January 2018 for CMT. The construction is on schedule and within budget – not necessarily a foregone conclusion for large construction projects in Germany. The new hall gives the Stuttgart-based trade fairs more – urgently required – room for growth.

Messe Stuttgart is not only expanding in Germany. At the end of May 2017, AMB Iran takes place for the second time. The exhibition for metalworking will be significantly larger and more international in character than the première event. With more than 170 exhibitors from 16 countries the number of participants in 2016 (111 exhibitors, 12 countries) is greatly exceeded, the occupied hall area of 10,000 square metres (gross) (2016: 4,176 square metres (gross)) also promises a successful event in the new Shar-e-Aftab Complex in Teheran.

Messe Stuttgart is thus paving the way for German manufacturers in the booming Iranian market with its immense need to catch up in terms of investments in modern production technology. Read more about this on page 42 of this edition of *Message*. We hope you enjoy reading the magazine.

Messe Stuttgart



Podium talk with Messe Presidents and prominent politicians.



"Mir im Süden": Stuttgart A-Cappella Quintet "Die Fünen".

Festive New Year reception of Messe Stuttgart

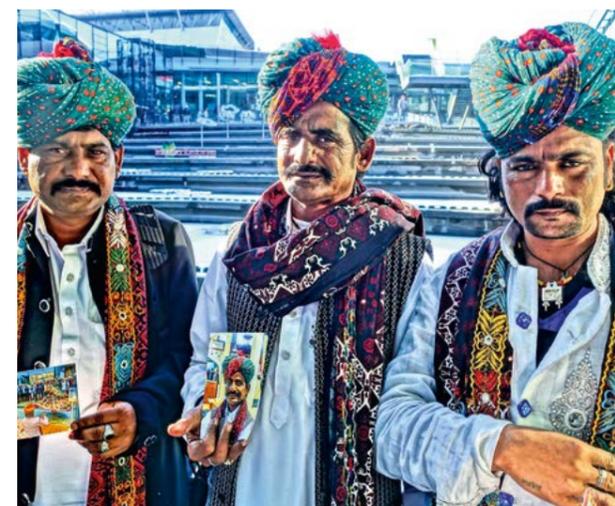
Around 1,800 guests from business, politics and society, a spectacular entertainment programme, and a party lasting into the early hours: The festive New Year reception of Messe Stuttgart in the ICS International Congress Center Stuttgart is one of the biggest social events in the Baden-Württemberg state capital and also lived up to its reputation on 12 January 2017.

Nicole Hoffmeister-Kraut, Minister of Economic Affairs, Labour and Housing and Chairwoman of the Board of Landesmesse Stuttgart GmbH, highlighted the significance of Messe Stuttgart as an important location factor for the state of Baden-Württemberg in the podium talk with the Presidents of Messe Stuttgart Ulrich Kromer and Roland Bleinroth and the Mayor of Stuttgart Michael Föll. "The new trade fair centre in the Filder region has sent positive signals

in the last ten years", stated Hoffmeister-Kraut. "On the one hand, it showcases our local economy, on the other hand, it also carries successful structures abroad." Michael Föll described the new trade fair centre as a "huge success for Stuttgart, the region and the country". The good economic figures are not only an indicator that Messe Stuttgart functions as a platform for the economy.

Some of the show highlights of the successful evening included, among other things, the "Artist of Light" Oleg Basanov, who paints atmospheric works of art on a white canvas using a flashlight, the Stuttgart A-Cappella Quintet "Die Fünen" with their hit "Mir im Süden", as well as the Swabian comedian Bernd Kohlhepp.

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



Eye-catching trade fair centre: The Stuttgart-based photodesigner Frank M. Orel has a soft spot for unusual people and moments.

Messe Stuttgart

Experience for the senses

Stuttgart-based photodesigner Frank M. Orel has his own view of Messe Stuttgart. For around five years now he has been using his camera to transform it into a place full of magic. A selection of his most impressive photos was on display in the Stuttgart town hall until the middle of March 2017 to mark the occasion of the ten-year anniversary of Messe Stuttgart in the Filder region. "With his special imagery Orel shows what makes trade fairs and exhibitions so fascinating", states Ulrich Kromer, CEO of Messe Stuttgart. "At our events it is not just about exchanging information, but primarily about the manner in how only there one can experience something new: from person to person and using all the senses."

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

TRADE FAIR HIGHLIGHTS

Ulrich Kromer,
CEO of Landesmesse
Stuttgart GmbH.



"Thank you"

In a general historical context ten years is quite insignificant, but ten years ago Messe Stuttgart succeeded in making a quantum leap. With the partial opening of the new trade fair centre in July 2007 with Blechexpo of P. E. Schall GmbH and the opening event with the Federal President at the time Horst Köhler in October 2007, a new piece of trade fair history was written in Stuttgart.

Since then the trade fairs – self-organised and guest events – have successfully developed almost without exception, some of which are leading national or international events in their market segment. A success which can be attributed to the dedication and loyalty of valued exhibitors and customers, and the commitment of our staff. I would like to express my heartfelt thanks to you all for your contribution – and also a big thank you to our shareholders, Stadt Stuttgart and Land Baden-Württemberg. The shareholders have accompanied and supported us over the years and most recently approved the further expansion of the trade fair centre with the Paul Horn Hall (Hall 10).

Last, but not least, I would like to thank our service partners, who have also played their part in the success. It is also important for us that the community of Leinfelden-Echterdingen has accepted the trade fair centre following initial doubts and is also referred to today as an exhibition town.

Of course, there were also obstacles along the way. Although we have surpassed the target for all key performance indicators, in particular turnover and profit, one or two projects crumbled. We even had to abandon one or two ideas, which is also part and parcel of our business. All this is an incentive for us to continue along this successful path with you.

During this time there were also some bizarre developments. Sometimes trade fair companies also tend to expect a great deal from exhibitors. This is reflected in the current development of Euromold and Moulding Expo. As you may know, we were able to broach the topic of a trade fair for tool, pattern and mould making – Moulding Expo – at the suggestion of the industry. The première event in 2015 was brilliant. Euromold rotated from Frankfurt to Düsseldorf, from there to Munich. The second Moulding Expo with over 700 exhibitors is just around the corner, Euromold is obviously looking for a new trade fair location. At the same time, a new additional trade fair in Munich popped up in the trade fair calendar under the name ExpoMOLD. In our opinion, the name ExpoMOLD is too close to our brand, the organiser was convinced and gave up the name ExpoMOLD (perhaps also the idea of an additional trade fair).

Considering that in addition to Moulding Expo and Euromold, which has still not nominated a location, there is METAV in Düsseldorf which examines this topic, as well as RapidTech in Erfurt and the WFB events in Siegen and Augsburg, the question arises as to how many trade fairs does this very specialised area actually need. We are able to say that industry and associations are firmly committed to Moulding Expo and everyone is working together on its further development. We are therefore looking forward to the second event – in our anniversary year.

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10 Years New Messe Stuttgart

Internationalisation, digitalisation, sustainability: The new trade fair centre in the Filder region has developed significantly since its opening in 2007. With crisis-proof future topics at the Stuttgart venue and worldwide. There is no end in sight to this ten-year success story. On the contrary: Messe Stuttgart continues to grow.



Grand opening: On 19 October 2007 Messe Stuttgart was officially opened at a ceremony attended by many prominent politicians.



Relocation, turnover doubled, profit performance quadrupled: The change of venue to the Filder region has definitely paid off for Messe Stuttgart. The company is reporting new records just in time for the ten-year anniversary: the highest total earnings in the company's history, records in terms of exhibitor figures, utilisation intensity, customer satisfaction and international character (read more about this on page 4). The next big event is already happening one year after the ten-year anniversary: the opening of the new Paul Horn Hall (Hall 10) with the extension of the West



"I congratulate Messe Stuttgart on the 10-year anniversary. I wish the management, as well as all the employees of the company, every success for the future."

Winfried Kretschmann, Minister-President of the Federal State of Baden-Württemberg

entrance of Messe Stuttgart in 2018. An extraordinary development that began in 2007. With enormous potential for the coming decade. However, one thing at a time ...

14 September 2004: The first sod is turned in the presence of Minister President Erwin Teufel, Mayor of Stuttgart Dr. Wolfgang Schuster and many other VIPs. The years of the so-called trade fair contro-

versy are now behind everyone involved. There are no more obstacles standing in the way of the new trade fair centre, Germany's largest construction project gets underway. Over 10,000 workers are employed in the Filder region, 1.8 million cubic metres of earth are moved. By 2007 seven trade fair halls each with a gross exhibition space of 10,500 square metres with curved roofs are to be developed in the Filder region. And opposite the East entrance Hall 1, the L-Bank Forum. The ICS International Congress Center Stuttgart functions as a communication and event centre with its transparent façade facing the Messepiazza.

The Stuttgart-based architecture firm wulf & partner also design the green area in the middle of the trade fair centre: the 2.8 hectare Rothaus Park. It runs from the West entrance right up to the roof of the Bosch car park over the A8 motorway – as a symbol of the award-winning trade fair architecture. The costs of the mammoth project are estimated at around 816 million Euro as planned. No trace of the Elbe Philharmonic Hall and Berlin Airport in the Filder region.

25 September 2006: Around 3,000 guests from politics, business and culture celebrate the roofing ceremony with workers, engineers, planners and construction personnel.

12 to 16 June 2007: The first two trade fairs take place with Minat and Blechexpo. Blechexpo by guest event organiser Paul E. Schall on the not yet

fully completed trade fair grounds. Regular trade fair operations start in September 2007.

19 October 2007: At the official opening of Messe Stuttgart, Federal President Horst Köhler poetically describes the trade fair architecture as a "landscape of buoyant roofs" in his speech before 2,500 invited guests from business, politics and media. Minister President Günther H. Oettinger celebrates the 19 October as an "important day for Baden-Württemberg". The Mayor of Stuttgart at the time, Dr. Wolfgang Schuster, one of the fathers of the centennial project, praises the new construction as a "place which reflects the international character of our state capital". The celebration for the general public follows at the official ceremony: 180,000 people witness the opening exhibition "Innovation meets Emotion" – and thus the new trade fair centre and the state of Baden-Württemberg as a home of creative minds, thinkers, inventors and successful global players.

"The new trade fair centre in Stuttgart is revolutionising the market" was the headline in Handelsblatt on 31 October 2007. And rightly so. From the striking headline came the measurable reality in the course of 2008. Europe's state-of-the-art trade fair and congress centre develops significantly right from the outset. "With 17 new trade fair and exhibition topics in 2007 and 2008, we came up with a glittering array of innovations which was exemplary in the German trade fair industry," enthuses Roland

Bleinroth, President of Messe Stuttgart. "There were also 13 new guest events which we were able to acquire during this time." Some of the newcomers included, for example, the high-tech event Lasys, O&S – surface treatments & coatings, the Thyssen-Krupp Ideas Park and the exports trade fair Global Connect.

High-tech and sustainability: Messe Stuttgart's portfolio reflects the change in traditional social values – even more so since the relocation to the exemplary new trade fair grounds which set an example in ecological terms. The organic boom which began in



"With Messe Stuttgart, Baden-Württemberg has a platform for small and medium-sized companies to leap into new, international markets."

Dr. Nicole Hoffmeister-Kraut, Minister for Economic Affairs, Labour and Housing in the state of Baden-Württemberg/Chairwoman of the Board of Landesmesse Stuttgart GmbH

2007 has become a mass phenomenon. Sustainability and corporate responsibility are social and corporate consensus: a trend that continues to this day, has extended to almost all industries and also plays a central role at Messe Stuttgart. In the area of public trade fairs, for example with the novel Slowfood trade fair "The Market for Good Taste", which has been taking place in Stuttgart since 2007. Other ▶

Filder prospects: Messe Stuttgart from photo-designer Frank M. Orel's point of view.



Sustainable right from the start: Photovoltaic system on the roofs of the trade fair halls.



“Messe Stuttgart is a forum for innovative products. It brings more than 21,000 exhibitors and over one million visitors from within Germany and abroad to Stuttgart every year. A big bonus for our location!”

Fritz Kuhn, Mayor of Stuttgart

» 10 years news trade fair grounds «
We would like to congratulate
Messe Stuttgart on this anniversary.



Official partner of Messe Stuttgart



Wir nennen es Rohstoff.

RECYCLING

CLEANING

sustainability trade fairs came on board over the coming years. For example, Fair Handeln (2009), auto motor and sport i-Mobility (2010), Slow Food Zürich (2011) and Slow Food Bern (2016), Battery & Storage, f-cell (2012), veggie & frei von ... (2015) and Green Festivals in the USA (2013).

“The eight Stuttgart-based spring trade fairs focussing on healthy eating, fair trade, intelligent mobility and ecological construction are also characterised by sustainability and thus represent a gesture in terms of political content”, explains President of Messe Stuttgart Bleinroth. The topic also takes centre stage at the Messe Stuttgart flagship events AMB, R+T and the many events of the ICS International Congress Center Stuttgart.

NATURALLY SUSTAINABLE

“Messe Stuttgart already established a forward-looking standard for the entire industry back in 2010 with its Green Statement”, explains Ulrich Kromer, CEO. This was followed in 2012 by accession to the industry code “fairpflichtet” which was established by the European Association of Event Centres and the German Convention Bureau. “Since 2015 we have been involved in a solidarity pact with our exhibitors in matters relating to sustainability and are thus jointly facing up to our corporate responsibility”, adds Kromer. “To be able to finance current and future sustainability measures and thereby secure significant competitive advantages for the Stuttgart trade fair venue and its exhibitors, Messe Stuttgart now has a small eco-surcharge per square metre of exhibition space.”

This surcharge is used to further increase the standards for ecology and sustainability. “In practice, this means lower electricity costs as a result of less consumption, less water use, savings in disposal, one hundred percent green electricity”, are some of the details mentioned by Bleinroth, President of Messe Stuttgart. “For our customers, it means feeling good about not wasting resources and doing the environment a service.”

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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With the signing of the WIN-Charta in 2016, Messe Stuttgart undertakes to further increase sustainability.

The next step in terms of sustainability followed in 2016: Messe Stuttgart signed the WIN-Charta of the state of Baden-Württemberg and with this declared its support to further increase sustainability in the company. At the same time as the construction of the new Paul Horn Hall (Hall 10) and the extension of the West entrance of the trade fair grounds, Messe Stuttgart is installing a gas-fired combined heat and power plant (CHPP) in the basement of the ICS. A new photovoltaic system with an area of approx. 8,000 square metres is expected to be installed at the end of this year following the planned completion of the Paul Horn Hall. Both measures reduce the annual CO₂ emissions of Messe Stuttgart by around 1,400 tonnes. It is fitting that in 2016 at the Stuttgart autumn trade fairs exhibitors were for the first time able to



Charging station at the East entrance: three charging poles from EnBW for electric cars and bikes.



"For the globally networked, export-oriented members of the Chamber of Industry and Commerce, Messe Stuttgart is an indispensable meeting place for international business."
 Marjoke Breuning, President of the Chamber of Industry and Commerce of the Stuttgart Region

stock up on paper "trade fair bags" produced in an environmentally friendly manner. The ambitious goal: Public trade fairs without plastic bags.
 Back to 2008: At the end of this year Messe Stuttgart reports a record turnover of 118.4 million Euro, over 24 million Euro above the planned target. With around 1.9 million square metres of occupied space, more than double the exhibition space compared with the old grounds on Killesberg, right from the start the company has a hall turnover rate which puts Messe Stuttgart in a leading position in the German utilisation ranking. "All capacities were fully utilised on the new grounds in the first full year of operation", remembers Bleinroth.

"Even the ambitious planners of the new trade fair centre hadn't expected this. All predictions that the new trade fair grounds would be too big fell silent in one fell swoop." And then the economic crisis happened. It struck the export state of Baden-Württemberg at full force in the last quarter of 2008. For 2009 the State Statistical Office predicts few pleasant developments. According to the State Statistical Office, "the economy will pick up again briefly around the turn of the year. The recession is over, but the upswing is not self-sustaining."
 And what about Messe Stuttgart? Following the flurry of innovations in 2007/2008, the traditionally weaker uneven year of 2009 and the omnipresent crisis sentiment still yielded just under 80 million Euro in turnover – and at a some-



"With Messe Stuttgart the trade and crafts in the region and beyond have a perfect showcase for quality "Made in Germany."
 Rainer Reichhold, President of the Chamber of Crafts, Stuttgart region

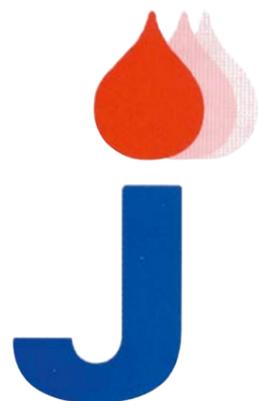
what slower pace in terms of growth. Four new trade fairs are in the starting blocks: Fair Handeln, Cosmetics, IT & Business and Babywelt. A total of 52 trade fairs take place – 34 in-house events and 18 guest events; 16 fewer trade fairs than in the "first exceptional year" of 2008. The Stuttgart-based R+T, the world's leading trade fair for roller shutters, doors/gates and sun protection systems, exceeds all expectations and occupies the entire grounds. 65 percent of international exhibitors and just under 50 percent of foreign visitors ensure a new record.
 "The current economic situation will leave its mark in the trade fair business", President Kromer was certain of this ▶



Since 2015, at "veggie & frei von..." it is all about vegetarian and vegan nutrition without additives.



The "Market for Good Taste – the Slow Food trade fair" made the launch in 2007 a real pleasure.



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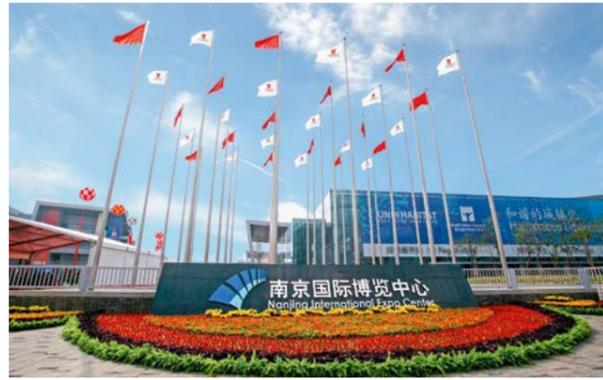
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In 2011 Messe Stuttgart established the joint venture "Messe Nanjing" with the operating company of the trade fair grounds in Nanjing.



Together with NürnbergMesse Brasil, Messe Stuttgart organised R+T South America in Sao Paulo in 2016.



fact. When the economy slowly began to recover at the end of 2009, Kromer and his colleague Bleinroth once again saw affirmation of the company's strategy. "One of the strengths of Messe Stuttgart is the wide range of themes in its portfolio", is how Kromer summarises the experiences of the crisis year. Bleinroth adds: "We can compensate for downturns in trade fairs with a growth in public events. And vice versa. The many new in-house and guest events, as well as our successful congress division, also contributed to stable development." The export-driven state of Baden-Württemberg had

relevant trade fairs", states President Bleinroth. Almost ten years later these figures are even more impressive. In the 2015/2016 business year, 10,583 international exhibitors came to Stuttgart. In comparison, in 2009/2010 there were 7,414. In the same period Messe Stuttgart was also able to increase the number of international visitors from 127,860 to 214,000. Parallel to this, Messe Stuttgart expands its network of foreign representatives. At the moment it is present in 50 countries with representatives or subsidiaries around the globe.



"The airport and Messe Stuttgart grew together. They form an infrastructure unique to Europe. Together we have huge opportunities on the market in the future."

Walter Schoefer, President,
Stuttgart Flughafen GmbH

to face massive slumps as a result of the economic crisis – and recovered quickly. In comparison with the national average, even "exceptionally quick", according to the State Statistical Office. An important development for Messe Stuttgart and its customers in the era of globalisation. On both sides ambitious goals were set in terms of international character. "With the relocation to the new trade fair grounds, we were able to boost the number of foreign exhibitors at the

GIANT STEPS TOWARDS INTERNATIONALISATION

Messe Stuttgart is also powering ahead in terms of outbound business, organising or generating new trade fairs abroad. "The portfolio of foreign trade fairs has grown massively in the last ten years", states Bernhard Müller, Vice President of Messe Stuttgart International (MSI). "We currently have a presence abroad with 18 trade fairs. Including successful exports of Stuttgart-based in-house events such as R+T Turkey, R+T Asia, an oldie among the foreign trade fairs which took place for the first time in 2005, and R+T South America in Brazil." Some of the newer "Made in Stuttgart" exports are AMB Iran in Teheran. The AMB offshoot in the future market of Iran was launched in 2016 and is a success from the outset. For the second event in the middle of May 2017, over 125 companies from ten countries have already registered their participation at the new trade fair grounds in Teheran, the



Ein sicherer Grund zum Feiern: 10 Jahre neues Messegelände

Herzlichen Glückwunsch vom Sicherheitsteam der S.O.B. Objektschutz, einer Tochter der Securitas. Wir sind von Anfang an dabei und danken für 10 Jahre Vertrauen in Stuttgart.

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Since 2013 R+T Turkey has been a successful offshoot of the trade fair for roller shutters, doors/gates and sun protection systems.

Shahr-e-Aftab Complex (read more about this on page 42). "Despite the current difficult political situation we are convinced of the potential of the market in the Near and Middle East and want to further extend our involvement here", is how President of Messe Stuttgart Bleinroth explains the corporate strategy.

In 2009 Messe Stuttgart broke new ground in terms of internationalisation: It founded its first foreign subsidiary, ac-



"The new trade fair centre is a huge success for the city of Stuttgart, the region and the state of Baden-Württemberg."

Michael Föll, Mayor of Stuttgart/Vice Chairman of the Board of Landesmesse Stuttgart GmbH

quired a majority shareholding in the trade fair organiser Ares Fuarçılık Ltd. in Istanbul, Turkey and with it implemented two events: lbatech as the most important trade fair for the bakery and confectionery trade in Turkey and Photo Digital. In 2014 the success story continued with the addition of R+T Turkey. lbatech in Istanbul is now the leading trade fair for the bakery and confectionery trade for the Turkish mar-

ket and the neighbouring states of Turkey and has offshoots in Ankara and Izmir. At the start of 2017 Messe Stuttgart acquired the remaining shares in the Turkish subsidiary (read more about this on page 42). "Owing to the intensive economic ties between Baden Württemberg and Turkey it was a logical step for Messe Stuttgart to become actively involved in Turkey, and thus increase the number of Turkish exhibitors and visitors at the Stuttgart-based trade fairs", is how Blein-



"The need for expansion after just ten years is proof of the success of Messe Stuttgart. Hall 10 enables growth and new trade fair structures."

Thomas S. Bopp, President, Stuttgart Region Association

roth explains the logical consistency of the early involvement on the Bosphorus. "We are convinced that the region, as a strong and important economic area, will also continue to be an important source market for our trade fairs in Stuttgart." In the future market of China, Messe Stuttgart founded a new joint venture company with a Chinese partner at the start of 2010. The first project was the agricultural trade fair



Following its successful première in 2016 (below), AMB Iran 2017 is moving to the new trade fair grounds in Teheran.



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Agmet near Beijing, which enjoyed a formidable début in cooperation with the University of Hohenheim. "We were probably too successful", is how Bleinroth describes a special feature of the Chinese market. "A licence to continue the project failed to materialise. Local providers probably feared the competition." Nevertheless, over the following years Messe Stuttgart continued to expand its commitment in China. At the start of 2011 it established a joint venture "Messe Nanjing" with the operating company of the trade fair grounds in Nanjing. Today the portfolio of the subsidiary Messe Stuttgart Nanjing Ltd. currently includes the tourism trade fair CMT



"Today Messe Stuttgart and Leinfelden-Echterdingen maintain an excellent cooperative relationship."

Roland Klenk, Mayor of Leinfelden-Echterdingen

China, the construction fair Jiangsu Building Fair – and the logistics trade fair LogiMAT China. "With LogiMAT China for the first time we are implementing a guest trade fair from Stuttgart jointly in China", states Bleinroth. "A novelty for Messe Stuttgart and a milestone for the German trade fair business."

A new in-house event hit the starting blocks in the Nanjing International Expo Centre in the middle of October 2016. "Education+ intends to establish itself in the Chinese growth market for professional development – inspired by the world's largest trade fair for education didacta", states MSI Vice President Müller. Since August 2013, Messe Stuttgart has also been active in the USA with the subsidiary company Messe Stuttgart Inc. and Green Festivals, a series of events in the area of sustainability in several US cities. The development, successful positioning and consolidation of other trade fair topics at all three locations of the subsidiaries are on the agenda", explains President of Messe Stuttgart Bleinroth. "In no way will we neglect the other important markets in the world."

As a location Stuttgart also benefits from the above-average growth of the foreign

THREE QUESTIONS TO:



Ulrich Kromer, CEO of Messe Stuttgart (left) and Roland Bleinroth, President of Messe Stuttgart.

1 | The first ten years of Messe Stuttgart in the Filder region have been a success. What is to happen now in political and economical terms in order for this success to continue?

Bleinroth: The economy should also invest in research and development in the future and further increase the innovative strength of Baden-Württemberg as a production location. We already have support and assistance for medium-sized companies in Stuttgart, the region and in the state. Messe Stuttgart offers industry and trade a modern trade fair centre with excellent transport connections, which will be improved with the station for the U 6 subway and in the future with the ICE train station at Messe Stuttgart.

2 | Why are the new Paul Horn Hall (Hall 10) and the West entrance so important in this context?

Kromer: Numerous in-house and guest events have already reached or exceeded the capacity limits on the new trade fair grounds and urgently require more space. In 2018 the Paul Horn Hall (Hall 10) will allow us to further increase our exhibition space by around ten percent. The upgrading of the West entrance brings additional, multifunctional congress and seminar rooms, which our successful Guest Events Division also urgently needs. The expansion of Messe Stuttgart thus meets the needs of the market.

3 | What plans will you pursue in the further internationalisation of Messe Stuttgart?

Bleinroth: Because we are successfully exporting our trade fair themes to foreign growth markets, we can also attract international buyers and exhibitors to trade fairs in Stuttgart. Our subsidiaries in China, Turkey and the USA play an important role in this regard. Because every trade fair must have an international exhibitor and visitor structure as otherwise we cannot adequately present the market opportunities that are relevant to our customers in the era of globalisation.

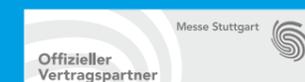
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The digitalisation of processes is the future topic for trade fairs and companies.



The new Paul Horn Hall and the extended West entrance will be completed for CMT 2018.

business – and on first glance perhaps surprisingly – the community of Leinfelden-Echterdingen, the district which has been home to Messe Stuttgart since 2007. The initially vehement opponents of the construction of a new trade fair centre are now very proud of the exhibition town. “Messe Stuttgart and Leinfelden-Echterdingen maintain an excellent cooperative relationship”, says Mayor Roland Klenk happily. “Since the launch of Messe Stuttgart in 2007 the number of overnight stays has tripled, also thanks to the many international trade fair visitors. Numerous new hotels have been built, we have an average of around 25,000 tourists in our town every month.” The positive development of Messe Stuttgart: a win-win situation for both partners, like from a storybook.

FUTURE CHALLENGE MESSE STUTTGART 4.0

Ten years of the new trade fair centre in the Filder region: It reads like a classic success story – and rightly so. However, the challenges facing the company are not diminishing. For example, the mega trend digitalisation: The trade fair industry is in the grip of digital transformation. And on several levels. “It is about the digitalisation of in-house processes and marketing”, states Messe Stuttgart boss Kromer. “The development of new business segments, the importance of digitalisation for the markets of trade fairs and for the trade fair business in general.” Messe Stuttgart has established a task force for this purpose. “Colleagues from different departments are working on using the opportunities, with the aim of generating significant revenues for the company over the next five years using our digital and multimedia offers”, states Kromer. For 2018 the plans are for further growth. The new Paul Horn Hall will open in January for CMT. Around 165 million in total earnings is planned for the coming year. A strong start to the next decade of Messe Stuttgart in the Filder region.

More info: www.messe-stuttgart.de
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With the Cyber Valley research initiative, Baden-Württemberg wants to lay important technological foundations for the digital future.

New hotspot for artificial intelligence

Partners from science and industry create the Cyber Valley in the Stuttgart-Tübingen region. A centre of scientific excellence for the world's best minds.

Our aim is to not only build the best, but also the most intelligent machines." With these words, Minister President Winfried Kretschmann gave the starting signal in Stuttgart for the Cyber Valley research initiative. The Max Planck Institute for Intelligent Systems with its two locations in Stuttgart and Tübingen, the University of Tübingen and the University of Stuttgart, as well as six partners



Minister President Winfried Kretschmann signs Cyber Valley cooperative venture agreement in the Neues Schloss Stuttgart.

from industry: BMW AG, Daimler AG, Facebook, Porsche AG, Robert Bosch GmbH and ZF Friedrichshafen AG, are some of the players involved in Europe's largest research cooperative venture in the area of artificial intelligence. The state of Baden-Württemberg is sponsoring Cyber Valley over the coming years with more than 50 million Euro.

"Cyber Valley should be a place where the technological foundations are laid for our digital future", explains Martin Stratmann, President of the Max Planck Society. "Not only do we want to be a magnet and talent factory for the best young professionals, but we also want to create spaces for dialogue with the individuals. Because the digital future affects us all."

Cyber Valley should therefore not only be an international centre for research in intelligent systems, but it should also promote start-ups in this field. The stated goal is to quickly arrive at marketable applications from basic research. A significant element of the project is also the training of up to 100 doctoral students.

In an initial step nine and later five more Cyber Valley research groups are being established, which are financed by the state, the core partners, and a consortium of Baden-

THREE QUESTIONS FOR



Holger Knieling,
Managing Director,
BÄKO-Zentrale Süddeutschland eG.

1 | In your opinion, what current trends are influencing the bakery and confectionery trade?

The service-oriented offer structures, particularly in the snack and eating-out area, continue to offer huge growth potential for bakers and confectioners. At the moment there are three decisive product characteristics in bakery goods: It is about products or concepts which accommodate current consumption habits, have impressive artisan quality and whose character customers are happy to identify with. I also think the celebrated coffee bars will continue to boom.

2 | How does the steadily growing organic market influence your industry?

Organic is and remains a topical issue, also for bakers and confectioners. However, there are also numerous other trends

in product lines. For example, the trend towards lifestyle food remains unbroken. Whether it is original ingredients such as ancient grains or the so-called superfoods which are nutritional additives such as chia, quinoa or golden linseed, raw materials and ingredients which allow bakeries to stand out from the monotony of food discounters are paramount.

3 | What role does the Stuttgart-based trade fair südback play for your industry?

I am already looking forward to the next südback from 23 to 26. September. As a highlight of 2017, the trade fair will once again show many promising concepts. We are currently in the midst of planning our presentation programme. We are tending towards offering more and more combinations of products which are in a specific thematic needs network for bakeries. For instance, for the upcoming südback we are preparing a product package for a professional, comprehensive and varied new snack offering, combined from all product areas from technology to raw materials through to promotional packaging.

Württemberg foundations. Ten professors at the University of Stuttgart and University of Tübingen shall give Cyber Valley additional weight on an international comparison: The universities are each lining up two professors as dual professorships for the Max Planck Institute for Intelligent Systems and are thus making a long-term contribution. The state is complementing these efforts with the financing of two additional professorships each. Furthermore, the companies are committed with a total of two endowed professorships in Stuttgart and Tübingen. In addition, in summer 2017 a joint graduate school (International Max Planck Research School Intelligent Systems) of the Max Planck Institute for Intelligent Systems, as well as the University of Stuttgart and University of Tübingen, is being established. In the second expansion stage the state is providing special purpose funding for a joint new-build project as a physics centre of Cyber Valley.

More info: www.cyber-valley.de

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Dr. Thomas Kölpin,
Director of
Wilhelma Stuttgart.

“Special place for relaxation”

Wilhelma is just as much a part of Stuttgart as the Schlossplatz and the TV tower. As the only zoological and botanical garden in Germany, with over one million visitors every year it is firmly rooted in the city, the region and above all with the people. It is primarily the high abundance of species in the zoo – we are currently No. 2 in Europe with around 1,200 different types of animals – and the approximately 7,000 plant genera, types and species which attract people to Wilhelma. However, its special charm undoubtedly lies in the unique interaction of animals, plants and the historical buildings of the facility. A unique ensemble which also poses particular challenges for us time and again. Some facilities for animal husbandry are outdated and must be refurbished or reconstructed. For example,

we urgently require a new elephant enclosure. Two construction projects which started in 2016 are due to be completed in 2017: the new building for small mammals, birds and carnivorous plants and the new construction of the outdoor enclosure for snow leopards, which is four times the size of the previous enclosure. We have compiled other projects in a masterplan. The masterplan is currently with the Ministry of Finance awaiting final approval, for which we are responsible as an in-house operation of the state of Baden-Württemberg.

Leading a zoological and botanical garden like Wilhelma into the future is a great challenge. Before moving to Stuttgart at the start of 2014, in my previous role as Director of the Thüringen Zoo in Erfurt, I already designed and built new enclosures and facilities. But the challenge is also a huge responsibility: towards the Wilhelma institution and above all the visitors, the majority of whom were already fascinated by their Wilhelma as children and now spend their time there with their children or even grandchildren. For them Wilhelma is also a place to relax, a green oasis in the middle of the big city, where one can easily put the mobile phone down for a while without feeling guilty and instead experience animals, plants and human interaction with all their senses. Perhaps we need more places like this today than before.

MESSAGE SERIES: After-Work



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Those seeking higher ground on a night out in Stuttgart should definitely put VOIR SKYBAR on their shortlist. On the eighth floor of the tower at Stuttgart's central station one enjoys a superb view of the shopping street Königstrasse, the vineyards and the TV tower. Classic cocktails such as Mojito, Manhattan or Old Fashioned and a variety of in-house creations – from temperamental and luxurious to tangy – are served here in an elegant ambience. The luxurious ambience also continues into the restaurant area of the SKYBAR. For example, the starters on the menu include a superfood salad, with three types of quinoa and Hijiki seaweed, or a super- sashimi tuna tartar. In the SKYBAR there are main courses such as cod with wok vegetables, tournedos rossini (beef fillet, foie gras, spinach and a summer truffle sauce) or Kobe-style burger made from 100 per cent Wagyu beef in many different varieties. By the way, your outfit should also match the high-class standard of the food and beverages.



Full house: At the University of Applied Sciences Stuttgart currently around 125 professors lecture approximately 4,000 students.

Innovative region Stuttgart

The Stuttgart region boasts excellent universities and research institutions: University of Applied Sciences Stuttgart.

Tradition and innovation – this is what characterises the University of Applied Sciences Stuttgart. Founded in 1832 as a winter school for the building trade, today the University of Applied Sciences Stuttgart offers a broad range of bachelor and master degree programmes. The main university campus is located in the centre of Stuttgart.

Architecture and design, civil engineering, building physics, business management, surveying, computer science and mathematics are the current fields of study. Around 125 professors currently lecture approximately 4,000 students. In addition to classic occupations such as architecture, interior design, civil engineering, business management, computer science, surveying, geoinformatics and applied maths, the University of Applied Sciences Stuttgart is the only university throughout Germany to offer bachelor degree programmes in building physics and information logistics. The bachelor degree programmes climate engineering, information systems, infrastructure management, industrial engineering and business psychology are also new. Full-time or part-time consecutive master degree programmes follow the undergraduate courses. In addition, the University of Applied Sciences Stuttgart offers cooperative master degree programmes, including SENCE (Sustainable Energy Competence) and environment protection, internationally oriented programmes such as Interior Architectural Design, as well as the Masters in Photogrammetry and Geoinformatics, Project Management and Software Technology, which is taught in English. The Institute for Applied Research (IAF) is the contact point for research activities of the University of Applied Sciences Stuttgart.

More info: www.hft-stuttgart.de

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Moulding Expo expands – with quality

A trade fair designed by the industry for the industry: This is how Moulding Expo started in 2015. The Stuttgart-based product is now “Key to Markets”.



In Stuttgart Moulding Expo showcases top trends from tool, pattern and mould making.

It is a great pleasure to see how Moulding Expo is expanding and how well it is accepted by tool, pattern and mould manufacturers”, says Project Manager Florian Niethammer. 620 exhibitors and around 14,000 trade visitors came to Stuttgart for the première in 2015. In 2017 over 720 exhibitors from 30 countries are expected at the international trade fair from 30 May to 2 June.

The international trade fair for tool, pattern and mould making is not only growing in size, but the quality is also increasing too. A look at the exhibitor list is strong proof of this. With Hummel-Formen, a subsidiary of ElringKlinger AG, Moulding Expo has, for example, acquired one of the most prominent companies in the industry in Germany. Eugen Kübler, Head of the Lenningen plant: “Better networking with motor vehicle manufacturers and customers is extremely important for our company. With Moulding Expo a targeted trade fair has developed where the specialists and customers get together. This is why we decided to become an actual exhibitor in 2017.”

The second Moulding Expo will also be more international. The exhibitors include companies from nearly every European country together with firms from the USA, Canada and the rest of the world. “We presented Moulding Expo in the most important European tool making clusters and impressed many of the national associations, as well as their members,” says Project Manager Niethammer. “It is a highlight that Moulding Expo 2017 has acquired the international tool manufacturers' association, i.e. the International Special Tooling & Machining Association (ISTMA), as a global partner.” ISTMA represents 30 national industry associations and therefore around 8,000 member companies worldwide. “It is fantastic to see such close cooperation between the German industrial associations – German Association of Tool and Mould Manufacturers (VDWF), German Engineering Federation (VDMA), German Machine Tool Builders' Association (VDW) and German Association of Pattern and Mould Making (BVMF) – at Moulding Expo”, states the European President of ISTMA, Jari Saarinen. “Tool manufacturers must increasingly work as part of a global network. The trade fair can fill the gap here and act as a communication platform for visitors and exhibitors from many countries.” The association presents itself with the ISTMA Lounge in Hall 4.

There is a strong focus on the topic of training and education at Moulding Expo 2017. “Under the motto 'Get your Future into Shape', we will present the key training professions of tool, pattern and mould making with our partner associations in Hall 4”, explains Project Manager Niethammer. In order to organise everything with a practical element, there are guided tours around the trade fair. Interesting university programmes are also represented at Moulding Expo. For example, the Schmalkalden University of Applied Sciences. There engineers and technicians can enrol in the course for additive manufacturing and rapid technologies while in employment. The new course of studies combines the experiences from the teachings of three universities with input from the industry.

More info: www.messe-stuttgart.de/moulding-expo
Twitter: #MEX2017

TRADE FAIR CALENDAR

- ▶ 09.–12.05. *Control*
International trade fair for quality assurance
- ▶ 09.–10.05. *PERSONALSüd 2017*
Trade fair for human resources management
- ▶ 09.–10.05. *Corporate Health Convention 2017*
7th European trade fair for corporate health promotion and demography
- ▶ 17.–18.05. *maintenance Stuttgart*
Trade fair for industrial maintenance
- ▶ 20.–21.05. *COSMETICA Stuttgart*
- ▶ 20.–21.05. *GUT zu FUSS Stuttgart*
- ▶ 23.–26.05. *AMB Iran*
Exhibition for Metalworking
- ▶ 27.–29.05. *CMT China*
- ▶ 30.–31.05. *LASYS meets Central Europe*
- ▶ 30.05.–02.06. *Moulding Expo*
International trade fair for tool, pattern and mould making
- ▶ 20.–22.06. *Engine Expo*
with: Autonomous Vehicle Test and Development Symposium, Autonomous Vehicle Technology World Expo, Autonomous Vehicle Interior Design and Technology Symposium, Autonomous Vehicle Software Symposium, Automotive Interiors Expo, Global Automotive Components and Suppliers Expo, Automotive Testing Expo, Int. Engine of the Year Awards
- ▶ 01.–02.07. *Comic Con Germany*
- ▶ 19.–21.09. *COMPOSITES EUROPE*
12th European Trade Fair & Forum for Composites, Technology and Applications
- ▶ 22.–23.09. *Fachdental Leipzig*
Trade fair for dentistry and dental technology
- ▶ 23.–24.09. *Green Festival Los Angeles*
- ▶ 23.–26.09. *südback*
Trade fair for the bakery and confectionery trade
- ▶ 09.–11.10. *EVS30*
with: BATTERY & STORAGE and f-cell

TRADE FAIR REVIEW

► 14.–22.01. CMT

Exactly 2,052 satisfied exhibitors, over 235,000 happy visitors: CMT, the world's largest public exhibition for tourism and leisure, closed its doors having achieved top marks and excellent sales figures. The subsidiary exhibitions of the CMT "Cycling & Adventure Holidays with Hiking", "Golf & Wellness Holidays", and "Cruises & Ship Travel" also developed magnificently.

► 27.–29.01. MEDIZIN/TheraPro

The trade fair duo for doctors and therapists set a new record with 276 exhibitors. Over 10,000 trade visitors came to the stands to obtain information from the exhibitors about the latest products and trends in the health care delivery system.

► 10.–12.02. MOTORRAD live

Around 34,000 visitors came to the first MOTORRAD live in Stuttgart. According to the organiser TWIN Veranstaltungs GmbH, the exhibition will be held regularly from now on every year in February.

► 14.–18.02. didacta

During the world's largest trade fair for education and training, 860 exhibitors from 47 countries presented the latest trends for schools, universities and extracurricular education to more than 85,000 satisfied trade visitors.



didacta 2017 focused entirely on digital change.

► 02.–05.03. RETRO CLASSICS

"We are proud that RETRO CLASSICS is continuing to develop at a high level," said Karl Ulrich Herrmann, Managing Director of RETRO Messen GmbH, commenting on the stable growth and the high degree of customer satisfaction. The 2017 show ended with a new visitor record. Over 90,000 lovers of old cars came to Europe's greatest classic car exhibition.

Over 900 exhibitors will present the international spectrum of current hardware and software for quality assurance to trade visitors during the 31st edition of Control.



State-of-the-art technology

Everyone of note in the world of quality assurance meets at Control in Stuttgart.

Measuring systems, material testing, analysis systems, optoelectronics, machine vision and vision systems, quality assurance in hardware and software: The 31st Control, International Trade Fair for Quality Assurance, will present the latest state of the art from 9 to 12 May 2017. In addition to developers and manufacturers of corresponding hardware and software, the main drivers of innovative developments include research institutes, university laboratories, institutions, associations and scientific organisations. Control also features all the key players in this field: with more than 900 exhibitors showcasing the international spectrum of QA hardware and software, and cooperation with leading institutions and opinion leaders from all segments of industrial quality assurance. The long-standing cooperation partners of the trade fair include the Fraunhofer Institute for Manufacturing Engineering and Automation (IPA) with the "Event Forum" and the Fraunhofer Alliance Vision with its special show entitled "Contactless mechanics". Since 2016, the partners of Control have also included the European Machine Vision Association (EMVA) with the "Control Vision Talks". Another cooperation partner of Control 2017 is the company xpertgate which is responsible for research and formulation of the special Control trade fair guide "Machine Vision", which is being published for the fourth time. And last, but not least the TQU GROUP, with the guest organiser P. E. Schall GmbH & Co. KG under the patronage of the Steinbeis Foundation in Stuttgart, which has organised the staging and presentation of the Baden-Württemberg Competence Prize since 2008.

More info: www.control-messe.de
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MESSE COMPACT

► **Fulfilling the desire for growth**
 “AMB 2018 in Stuttgart will – as things stand at present – occupy the entire area of the trade fair grounds right from the start,” says Ulrich Kromer, President of Messe Stuttgart. “Thanks to the construction of the Paul Horn Hall (Hall 10), we can finally respond to our exhibitors’ desire for growth.” AMB 2018 will also feature more exhibition space and focus on metal cutting processes using machine tools and precision tools. One important innovation: the “Digital Way” in the ICS International Congress Center Stuttgart with specific application examples and best practice in the congress programme.

► **SÜFFA to start on Saturday**
 SÜFFA 2017 will start on Saturday, 21 October and end on Monday, 23 October. The opening hours have also been changed. The trade fair will not start until 13.00 on Saturday, 21 October 2017. On Sunday and Monday SÜFFA will be open as usual from 10.00 to 18.00. Due to the identical duration of the trade fair, i.e. 3 days, the Tuesday has been dropped. The traditional vocational school competitions on the last day of the trade fair will be held in future on Monday. This has an advantage: school students can also use the Day of Butchers’ Wives and dedicate themselves to the offers after the competitions.



Hand-made ice cream: Gelatissimo creates desire for something cold.

► **More space for the trade fair duo**
 The new Paul Horn Hall (Hall 10) makes it possible: Gelatissimo and Intergastra will be held from 3 to 7 February 2018 on a total area of 115,000 square metres.

During COMPOSITES EUROPE everything revolves around the development, production and use of modern fibre composites.



Exclusively in Stuttgart

COMPOSITES EUROPE will be held from now on in the key to markets.

The trend towards weight reduction in motor vehicle construction, aerospace and the construction industry is promoting the development of fibre composites. According to the industry association AVK, the production volume of glass fibre-reinforced plastics in Europe will also rise this year by 2.5 per cent. Hybrid lightweight construction is becoming increasingly more important. This topic will therefore again be the focal point of interest during COMPOSITES EUROPE, European Trade Fair and Forum for Composites, Technology and Applications, from 19 to 21 September 2017. COMPOSITES EUROPE 2016 had already examined this trend during the première of the Lightweight Technologies Forum and the “Lightweight Construction Strategy Day”. This year, practical experts will give talks on current questions concerning material composites in the automotive industry, the aerospace industry and architecture in application-oriented topic blocks during the Lightweight Technologies Forum. Interdisciplinary talks on manufacturing and production engineering will also be on the agenda. COMPOSITES EUROPE, an event of the guest organiser Reed Exhibitions, will be held every year exclusively in Stuttgart with effect from 2017. This change by the organiser takes account of the request by exhibitors and a unanimous vote by the advisory committee. “The Stuttgart region and Baden-Württemberg are innovation drivers in many application industries,” says Olaf Frier, Event Director of COMPOSITES EUROPE. “It is one of the most important locations for production and technology in Europe.”

 More info: www.composites-europe.com



The 4th Technology Day for Hybrid Lightweight Construction in the ICS International Congress Center Stuttgart will present every facet of the future market.

Even greater focus on internationality in 2017

Minimum weight, maximum conservation of material and resources: hybrid lightweight construction is a technology with a future. Experts will meet at the ICS in May 2017.

More informative, innovative, international: the 4th Technology Day for Hybrid Lightweight Construction will offer visitors even more advantages in the ICS International Congress Center on 30 and 31 May 2017. For this purpose, the Conference has been extended to include an extra event day together with an expert forum, B2B matching and an investment forum. In 2017, the Conference will also again have a partner country and will attract a large number of international visitors. The key topics of the event will be production technologies and production. Companies and research institutes will present their products and services during an accompanying trade fair on the first day. The organisers and participants can look back on a record event in 2016. 250

visitors attended the event, the highest number ever. The previous year’s results were exceeded by 20 per cent. 15 per cent of the participants came from abroad. The Technology Day had a partner country, i.e. Austria, for the first time last year, which was represented by a joint stand during the trade fair and an economic delegation. The technology event is being organised by the Baden-Württemberg State Agency for Lightweight Construction together with the Baden-Württemberg Alliance for Fibre-Based Materials (AFBW), Carbon Composites Baden-Württemberg (CCBW) and the Baden-Württemberg Lightweight Construction Centre (LBZ).

 More info: www.leichtbau-bw.de/aktuelles/technologietag-2017.html

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The beauty sector presents itself with its latest products and trends at COSMETICA Stuttgart.



Beauty and Wellness

COSMETICA Stuttgart and GUT zu FUSS Stuttgart: Two trade fairs for experts.

A whole weekend revolving around beauty, health and wellness: At COSMETICA Stuttgart on 20 and 21 May, around 640 exhibiting companies and brands will present all the diversity of the beauty sector. Exclusive further training and advanced training options for beauty professionals in informative, practice-oriented workshops are a regular feature at the trade fair of the guest event organiser KOSMETIK international Messe GmbH. Parallel to COSMETICA Stuttgart, the specialist trade fair for podologists and chiropodists GUT zu FUSS Stuttgart will take place. The accompanying congress will also be holding workshops and expert presentations, some of which will gain points for participants. At the "Aktionspunkt Fuss" (action point for feet), additional technical presentations and discussion opportunities will be provided.

Podologists and chiropodists will exchange ideas and opinions on current developments in their field at the guest trade fair GUT zu FUSS.



More info: www.cosmetica.de/cosmetica-stuttgart
COSMETICA/GUT zu FUSS Stuttgart
Twitter: #CosmeticaStuttgart; #GutZuFussStuttgart



Platform for HR professionals

At PERSONAL2017 Süd, everything revolves around exemplary personnel management.

Social media show how networking in the digital age functions – with far-reaching consequences for the world of work. How companies successfully bring together employees of all ages online and offline will be made clear at the PERSONAL2017 Süd trade fair from 9 to 10 May 2017. Together with the Corporate Health Convention, both events organised by spring Messe Management GmbH, south Germany's leading event for personnel management will draw people to the large Hall 1 at the Stuttgart Trade Fair Centre. PERSONAL2017 Süd is thus moving even closer to the Corporate Health Convention – for example, with regard to the start-up areas. Over 300 top exhibitors and around 4,800 HR experts will make PERSONAL2017 Süd an exhibition at the highest level: from organisational development and management, personnel software, recruiting and further training, to labour law and new personnel services in the digital age. With around 160 contributions and interactive formats, the accompanying programme will offer first-hand knowledge.

The parallel Corporate Health Convention is the largest trade fair platform on the theme of health at the workplace in Germany. Its themes range from company health management, ergonomics and addiction prevention, to nutrition, healthy sport, workplace safety and further training. With over 80 presentations, interactive formats, best-practice examples and podium discussions, the accompanying programme offers many opportunities for further training.

More info: www.personal-sued.de
www.corporate-health-convention.de
Twitter: PSued17; #CHCD17

Personnel management in times of social media & co. is a main focus at PERSONAL2017 Süd.

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TRADE FAIRS – MARKETS

Diverse hand-crafts: The specialist trade fair *südback* is one of the most important events for bakers and confectioners from the German-speaking region.



New records

südback is one of the most important events for the bakery and confectionery trades.

There is a great sense of anticipation surrounding *südback* 2017 from 23 to 26 September. The planning of the trade fair is already well-advanced. Anyone wishing to take part as an exhibitor must hurry – which proves the growing significance of the most important trade fair for the bakery and confectionery trades this year. The international interest in the Stuttgart event has also increased substantially. The catchment area for visitors to *südback* has likewise been expanding continuously for years. *südback* is one of the most important events for bakers and confectioners in the German-speaking region and neighbouring countries. The successful mix of a classic trade fair and framework programme in 2016 again broke all records with 691 exhibitors and 38,651 specialist visitors from home and abroad. When *südback* is held for the 27th time, Messe Stuttgart and its partners – the Bäko Head Office of Southern Germany, the Regional Association of Guilds of Württemberg Bakers and the Baden-Württemberg Regional Association of Guilds of Confectioners – will also aim to top the records from the previous event.

More info: www.messe-stuttgart.de/suedback
 Twitter: #Suedback17



Pop culture trade fair

When *Captain America*, *Catwoman* and *Spider-Man* come to Messe Stuttgart, the *Comic Con Germany* is on.

Bigger, more exciting, more diverse: After the completely sold-out debut with over 50,000 visitors in June last year, *Comic Con Germany* 2017 is growing again. The second edition of the pop culture spectacle on 1 and 2 July will expand the various entertainment areas. These include the large event stage, the exhibitor and attraction area, the Game Zone and the areas for comic illustrators, dealers and publishers. There will also again be a giant Lego diorama, a Cosplay Kingdom and autograph and photo sessions with film and TV stars.

The numerous attractions at *Comic Con Germany* 2017 will be spread over Halls 1 and 3 at Messe Stuttgart. On the ground floor in Hall 1, comic fans should above all not miss the Comic Area with the illustrators' alley, comic stage (comic zone) and the Cosplay Kingdom – also with its own stage. Anyone wishing to take home a piece of the fascination will be well served in the large merchandise area. Additional attractions round off the programme in Hall 1. Visitors will find everything to do with film, TV and gaming in Hall 3: World-famous star guests at autograph and photo sessions and – for the first time – also a gaming area, where the latest video games can be tried out. In the front part of the hall, exhibitors will show the latest from films and TV. Exclusive merchandising on the same themes will be available opposite. On the stage in the rear part of Hall 3, famous actors will answer fans' questions on a special stage with over 1,000 seats.

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

See and be seen: The Rothauspark at Messe Stuttgart is a popular meeting point for cosplayers during *Comic Con Germany*.

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The team at VISUELL is fearless and has fun with every new challenge.

 More info: www.visuell.de

Actually, they are old hands. But the team of media engineers, media designers and media makers stays as young as ever. This must be the result of the unrestrained curiosity. VISUELL experiments, goes beyond limits, keeps finding new approaches and creates individual solutions that touch the senses, for example the adventure bus on the 75th anniversary of Messe Stuttgart. As concept developers, they are generalists and specialists at the same time. They listen, share ideas, analyse, focus, conceptualise and orchestrate complex communication strategies. Each customer speaks directly with the employees working on the project. The message thus becomes clearer, more direct and – yes – more joyful. This must be because they have been supporting Messe Stuttgart for many years, project for project. Whether südback, Sachsenback, SÜFFA or, the image advertising for Messe Stuttgart itself.

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



Wilfried Pompe, Project Manager at Messe Stuttgart International (MSI).

Wilfried Pompe

Wilfried Pompe (64) has known the international trade fair world back to front for 28 years. As a Project Manager in the Foreign Section of Messe Stuttgart International (MSI), he is responsible for the company's implementation business, and in this function he smooths the way above all for small and medium-sized German exhibitors into attractive foreign markets. "For the German Ministry of Economics and Energy and various German states, our team organises joint stands abroad, which are also important for the further internationalisation of our own portfolio," explains Pompe. "For example, as a marketing platform for our leading trade fairs in Stuttgart." In the name of Baden-Würt-

temberg International, Pompe organises BW pavilions for companies from Baden-Württemberg at leading events such as the mechanical engineering trade fair IMTEX in Bangalore, India. "This way we also carry out the mission of Messe Stuttgart as a business developer for the region," explains Pompe. He has supported the internationalisation of Messe Stuttgart from the beginning, assists exhibitors with – really – all the details concerning its appearances abroad: from stand planning to the right power connection on location. In this respect, the pragmatic Swabian motto of the amateur guitar player is appropriate: "It's not the same everywhere else as here. In extreme cases, everything's different."

Engine Expo 2017

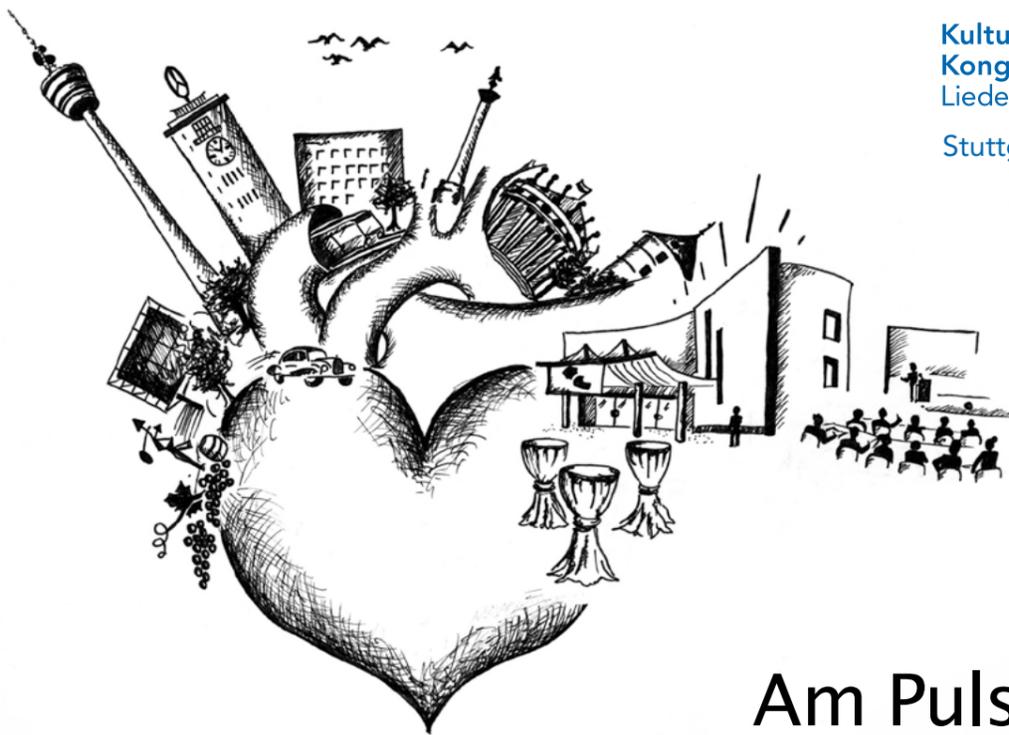
Must-attend event for engine developers



The V8-Biturbo of the Ferrari 488 GTB won the International Engine of the Year Award in 2016.

 More info: www.engine-expo.com

For engine developers and marketing managers from the international automobile industry, there is no more exciting event than when the Engine of the Year Award is presented on the second day of Engine Expo in Stuttgart. The winners for 2017 will be announced on 21 June. The engines will be judged by a jury comprising 62 specialist journalists from 31 countries. The winner of the International Engine of the Year Award 2016 was the 3.9-litre-V8-Biturbo of the Ferrari 488 GTB. Engine Expo, held by the British guest event organiser UKIP Media & Events, is an international trade fair for engine design, engine technology and engine components, test procedures and development. The open technology forum of Engine Expo offers specialist visitors presentations on the latest innovative technologies, concepts and company issues.



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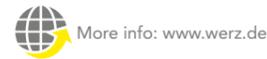


The special hardening company WERZ GmbH has its head office in Gammertingen-Harthausen on the Swabian Alb.

Hard and heartfelt

Innovations from the Swabian Alb.

Is there a more suitable location for a special hardening company for tools and mould making than Harthausen? Hardly. Based in that town, WERZ GmbH has been serving its around 750 customers in the many different areas of metal working and processing since 2008. Under the joint management of Bernhard, Henry and Frank Werz, the family-run business on the Swabian Alb currently has a workforce of 43 full-time employees and six apprentices. It all started in 1991 in a cellar in Trochtelfingen. Bernhard Werz, founder of the company, was convinced about his environmentally friendly hardening process using a vacuum oven and became self-employed. The medium-sized company, which will exhibit at Moulding Expo, now has nine vacuum hardening furnaces, five micropulse plasma nitriding systems, one PA-CVD coating machine and its own in-house laboratory for top products and service – with a heart.



EVS30

ICS hosts the international electro mobility event in 2017

Stuttgart will be the world capital of electro mobility from 9 to 11 October 2017. EVS30, the “International Electric Vehicle Symposium and Exhibition” will then take place in the ICS International Congress Center Stuttgart. EVS is being hosted by the World Electric Vehicle Association (WEVA) and the European Association for Battery, Hybrid and Fuel Cell Electric Vehicles (AVERE). As the central meeting point for the entire electro mobility industry, EVS attracts thousands of visitors from all over the world to the exhibition and symposium. The location for the event rotates annually between North America, Europe and Asia.



First-class discussion with top-class participants during the preview of EVS30 held at Messe Stuttgart at the end of February 2017.

GREAT INTERNATIONAL APPEAL

“EVS is an event with great international appeal,” says Ulrich Kromer, President of Messe Stuttgart, during the preview event at the end of February 2017. “It therefore gives us great pleasure to stage EVS30 at Messe Stuttgart in the heart of a pulsating automotive and high-tech region. We are also highly delighted with the sponsorship from Bosch, Daimler, ENBW, Mahle, Porsche, Renault and Swarco, and would like to thank them for their commitment.” “EVS represents a milestone for electro mobility ‘Made in Baden-Württemberg’,” says Franz Loogen, Managing Director of the Baden-Württemberg State Agency for Electro Mobility and Fuel Cell Technology. “As the most important international event for electro mobility, it is an ideal platform for small and medium-sized companies to gain access to the latest research results from all over the world and open up new business opportunities for these companies.” BATTERY & STORAGE and f-cell will be held concurrently with EVS30 at Messe Stuttgart. The two guest events of the Stuttgart-based company Peter Sauber Agentur Messen und Kongresse GmbH will supplement EVS30 by showing the energy management dimensions of the transformation of transport.



Fachdental Leipzig

Practice-oriented information

During Fachdental Leipzig, the most important meeting point for the dental trade and the dental industry in East and Central Germany, around 250 exhibitors will present their product innovations and services from the areas of dental technology, laboratories and dental medicine on 22 and 23 September 2017. The free advanced training symposium of the Dental Tribune Study Club will supplement the practice-oriented concept of the trade fair.



Fachdental Leipzig 2017: state-of-the-art dental medicine and dental technology .

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AMB Iran 2017: Technology leaders will be present

Participation in the second AMB Iran is a must for many exhibitors. The new special section entitled "Automation Iran" will open up additional potential on this growth market.

There is great interest in the second AMB Iran from 23 to 26 May 2017. Over 170 exhibitors from 16 countries have already booked their stand at the new Shar-e-Aftab Trade Fair Centre in Tehran. Both world market leaders and smaller medium-sized companies have already announced their participation. "The high level of interest proves that the move to a larger venue was the correct decision by the organisers, i.e. Messe Stuttgart and the German Machine Tool Builders' Association (VDW)," says Ulrich Kromer, President of Messe Stuttgart. AMB Iran enables companies to enter this attractive market again



The second AMB Iran will take place at the new trade fair centre in Tehran due to the high level of interest.

after the lifting of the sanctions against Iran. "EMCO would like to reactivate the existing business relations from the past as quickly as possible," says, for example, Dr. Stefan Hansch, Managing Director of the EMCO Group. "AMB Iran promises to be a successful platform in this respect."

THE GERMAN FEDERAL GOVERNMENT FINANCIALLY SUPPORTS EXHIBITORS AT AMB IRAN

The German Pavilion, for which the German Machine Tool Builders' Association (VDW) submitted an application to the German Ministry of Economics and Energy for 2017, will be a total success with over 50 companies. AMB Iran will be part of the official foreign exhibition programme of the German federal government for the first time. The German Pavilion will cover an area of more than 1,000 square metres (net) straight-away. Registrations for AMB Iran 2017 have been received from companies from Brazil, China, Germany, France, India, Iran, Italy, Korea, Luxembourg, the Netherlands, Austria, Switzerland, Spain, Taiwan, the Czech Republic and Turkey. The new features of AMB Iran 2017 include, for example, the special section "Automation Iran – The International Showcase for Industrial Automation and Smart Technologies". "We have recognised the potential of the market in Iran and will bring exhibitors and users together in this new event," says Ulrich Kromer, President of Messe Stuttgart.

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



Ufuk Altintop is the new Managing Director of the Turkish subsidiary Messe Stuttgart Ares Fuarçılık in Istanbul.

Messe Stuttgart Ares Fuarçılık Takeover of Turkish subsidiary

At the start of the year, Messe Stuttgart took over the remaining shares in its Turkish subsidiary Messe Stuttgart Ares Fuarçılık, whose head office is in Istanbul. The new Managing Director of the Turkish subsidiary is Ufuk Altintop. The 45-year-old has been acting as Deputy Managing Director since September 2015 and is familiar with the structures and processes in the company. Messe Stuttgart has been represented in Turkey with an affiliated company since 2010. In Turkey it organises, for example, R+T Turkey, the leading regional trade fair for roller shutters, door/gates and sun protection systems, as well as Ibatech, leading trade fair of bakery and confectionery trades for Turkey and neighbouring states.

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



New: "LASYS meets Central Europe" in Trnava, Slovakia.

LASYS meets Central Europe

Growth market Slovakia

Messe Stuttgart and the German-Slovakian Chamber of Industry and Commerce (AHK Slowakei) are jointly organising the event "LASYS meets Central Europe" for the first time on 30 and 31 May 2017. This event will focus on laser applications for the automobile industry and will be held in Trnava in Slovakia. Messe Stuttgart will emphasise the topic of laser technology on relevant international target markets with the event series "LASYS meets...". Growth-oriented manufacturers can present their products there to international trade visitors and develop new markets. There is growing demand for modern laser technology in Slovakia, especially in the country's expanding automotive industry.

More info: www.lasys-meets.com

CMT China 2017

Tourist trends in China

The holiday exhibition CMT China will be held in the Chinese city of Nanjing from 27 to 29 May 2017. The focal points of this event will be tourism, camping and caravanning. Chinese and international manufacturers of mobile homes, caravans and outdoor equipment, as well as accessory specialists will present their latest innovations at the exhibition. Topics such as individual holidays abroad, self-driving holidays and theme holidays also reflect the tourist trends in China. According to a study conducted by the China Tourism Academy, 120 million Chinese tourists travelled abroad in 2015 where they spent \$104.5 billion. China is planning to extend its domestic camp site infrastructure.

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

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MESSAGE PORTRAIT



Bernd Weiss, Department Director Traffic & Security, Messe Stuttgart.

Focus on security

The security of customers, visitors and employees has been a top priority for Messe Stuttgart long before the terrorist attacks in Paris, Nice and Berlin. "We work hand in hand with the police," says Bernd Weiss (57), Director of the seven-strong Department for Traffic & Security. "Since the recent incidents, we have adapted our overall security concept to the changed conditions and are currently networking it with the airport's concept in campus-overlapping aspects. We jointly agree the measures to be derived with the regional and federal police."

This means more video surveillance, checks on persons and bags in security tents, more security staff, more police and concrete barriers in the area of the Messe Piazza. "For every event we draw up an individual prevention and security plan beforehand in agreement with the police and the State Office for the Protection of the Constitution," explains Weiss. "From level 1 for trade fairs with less than 10,000 visitors a day and without critical topics or exhibitors up to level 4 for special events with highly detailed analysis of individual cases with the State Office for the Protection of the Constitution and the police."

"Incidentally", the team headed by Weiss is responsible for the locking system, the identity documents for employees and contract partners, as well as for the planning, coordination and supervision of the entire traffic infrastructure and logistical handling of trade fair operations (logistics areas in exhibition stand construction and dismantling, coordination of parking area management). "In order to attain the highest hall turnover factor in Germany, the stand construction and dismantling logistics must run smoothly before and after events," says Weiss. "That also applies to control of visitor flows with DB Regio (rapid-transit railway), SSB (Stuttgart tram authority), the airport and the federal and state police." In addition to other projects with a contract partner of Messe Stuttgart, the father of two is currently working on an almost fully automatic logistics and access system for all customers and their service providers. Security is also naturally always the focal point in this case.

Messe Stuttgart

WhatsApp service for exhibitors

As from now, exhibitors can also benefit from the WhatsApp service of Messe Stuttgart and actively inform visitors about their highlights before, during and after events. "Messe Stuttgart is offering customers at Moulding Expo and südback the opportunity for the first time to send messages live and therefore reach even more first-class visitors," says Fabian Schlabach, Digital Communication Manager at Messe Stuttgart. "Our customers provide the content. Technical processing takes place via Messe Stuttgart," explains Schlabach. "We jointly agree the time messages are sent. And on request, we develop the content with the exhibitors." Customers can order the WhatsApp service via the Stuttgart Messe Service internet portal. The costs per message amount to 650 Euros for dispatch to everyone on a distribution list before and after the event, and 350 Euros for dispatch to visitors present on individual trade fair days. 100 recipients per trade fair day are guaranteed. WhatsApp is available on all modern mobile devices.

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

Messe Stuttgart

Free charging of mobile phones

It's very annoying when a mobile phone battery dies during a visit to a trade fair. Three charging stations for mobile phones at Messe Stuttgart rectify this problem. "The new EnBW charging boxes enable us to offer visitors, exhibitors, press journalists and VIPs the opportunity to recharge their mobile devices at no cost when attending a trade fair," says Lars Hildenbrand, Department Director Sales, describing the service. The EnBW charging stations are located at the East Entrance, in the Press Centre and in the VIP Lounge of Messe Stuttgart. Their use is self-explanatory: simply select a charging compartment on the screen, connect the mobile phone, assign a security code to the compartment and then close it. The connecting cables are compatible with all current mobile phone models. Highly practical: the mobile phone is kept secure, its owner can meaningfully use the charging process period in order to attend meetings or simply stroll around the trade fair. Then re-enter the security code and take out the charged mobile phone – finished. If users forget their personal code, the mobile phone charging compartment can be opened by employees of Messe Stuttgart nearby.



Brings consumed energy back: the EnBW charging boxes' offer free power for mobile phones.

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

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Organisers of the
 jazzopen
 Stuttgart
 expecting around
 40,000 paying
 visitors during the
 10-day festival.



Ten days, six stages, over 30 first-class concerts

*Top musicians from the international jazz,
 pop and blues scene: The jazzopen will
 turn Stuttgart into a music mecca.*

It took years until the organiser of the jazzopen succeeded in attracting the music legend Quincy Jones to Stuttgart. But it has now finally happened: the virtuoso musician will appear at the 24th edition of the festival classic. Quincy Jones, George Benson, Dee Dee Bridgewater and Jacob Collier will play a concert with the SWR Big Band and the Stuttgart Chamber Orchestra on Schlossplatz on 16 July 2017. The evening concerts at that venue will begin with Norah Jones and Jamie Cullum on 12 July 2017. Buddy Guy, Beth Hart and Steve Winwood will also appear together on the bill of a top class blues rock night on 14 July 2017. During the Jazzopen the guests on the new stage in the inner courtyard of the Altes Schloss will be Lee Ritenour & David Grusin (8 July), Bob Geldorf (9 July), jazz legend Herbie Hancock (10 July) and Kamasi Washington (11 July). On 9 July 2017 jazz fans will be able to experience the old masters Wayne Shorter and Chucho Valdés in the Liederhalle Stuttgart. The Scala in Ludwigsburg will play host to concerts by the soul musician Michael Kiwanuka (11 July) and the cult Canadian jazz pianist Chilly Gonzales (12 July). The presentation of the German Jazz Trophy at the SpardaWelt Event Centre will be on the agenda again when the 2017 jazzopen starts on 7 July 2017. The Trophy will be presented this year to the South African jazz pianist Abdullah Ibrahim. The stage in BIX will also feature a first-rate programme in an intimate club atmosphere. "We are looking forward to a well-balanced programme offering jazz and other genres," says jazzopen promoter Jürgen Schlenso. "We are expecting a total of around 40,000 paying visitors."

More info: www.jazzopen.com

ICS International Congress Center Stuttgart

Doctors favour the ICS

The ICS International Congress Center Stuttgart at Messe Stuttgart will play host to four renowned medical congresses in 2017. The congress quartet started in March with the 58th Annual Congress of the German Society for Pneumology and Respiratory Medicine (DGP), a congress and trade fair which were expected to attract around 3,500 participants. The DGP came to Stuttgart for the first time and staged a national congress. This will be followed at the start of September - also for the first time in Stuttgart - by the 45th Congress of the German Society for Rheumatology (DGRh) together with the 31st Annual Conference of the German Society for Orthopaedic Rheumatology (DGORh) and the 27th Annual Conference of the Society for Paediatric and Adolescent Rheumatology (GKJR). The organiser's programme for this Congress also includes an accompanying exhibition. The calendar at the end of September contains the 2017 Annual Conference of the German, Austrian and Swiss Societies for Haematology and Medical Oncology (DGHO, OeGHO, SGMO). The organiser is expecting around 6,000 participants in this the largest international medical congress with an accompanying exhibition in the ICS this year. This array of congresses will end in November



The ICS is a top destination for first-class medical congresses.

with the 12th Annual Conference of the German Spinal Column Society (DWG) 2017, a congress and trade fair for around 2,500 visitors. It was held in Stuttgart for the first time in 2012 and is nationally oriented. The Guest Events Division is delighted with this positive development: "Events from the medical sector enjoy a high reputation. We are therefore pleased with the trust which the organisers place in Messe Stuttgart," explains Stefan Lohner, Vice President in this Division. "International, national and regional congresses find an ideal ambience here."

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

Microsoft Business User Forum

Highlight of the IT year

Featuring probably more than 50 technical talks, the 9th Annual Conference of the Microsoft Business User Forum (mbuf) promises to be a highlight of the 2017 IT year. It will be held at the ICS International Congress Center Stuttgart on 15 and 16 May 2017. The target groups of the annual mbuf Congress are IT managers from large and medium-sized companies, as well as from public authorities and universities. The technical talks will be given by mbuf members, supporting Microsoft partners and employees of Microsoft Germany. The number of practical and project reports in 2017 will be increased to twelve; the best contribution will be honoured with an award for the first time. Another new feature: six parallel slots for over 50 talks on two days. An accompanying trade fair will be held concurrently with the Annual Congress.



IT managers from all areas will meet at the Annual Congress of the Microsoft Business User Forum.

More info: <http://2017.mbuf.de>

CONGRESSES / EVENTS IN 2017

- ▶ 12. – 13.05. *Gienger New Innovations Show 2017*
 Organiser: Wilhelm Gienger KG
- ▶ 15. – 16.05. *9th Annual Congress of the Microsoft Business User Forum*
 Organiser: Microsoft Business User Forum e. V.
- ▶ 30. – 31.05. *4th Hybrid Lightweight Construction Technology Day 2017*
 Organiser: Leichtbau BW GmbH
- ▶ 09. – 11.06. *The Spirit of Lifeplus 2017*
 Organiser: Lifeplus Europe Ltd.
- ▶ 05.07. *Medium-Sized Company Forum Baden-Württemberg 2017*
 Organiser: ConVent Kongresse GmbH
- ▶ 06. – 09.09. *45th Congress of the German Society for Rheumatology together with the 31st Annual Conference of the German Society for Orthopaedic Rheumatology and the 27th Annual Conference of the Society for Paediatric and Adolescent Rheumatology*
 Organiser: German Society for Rheumatology

SIGHTSEEING TIP: Protestant Palace Church in the "Altes Schloss" (Old Castle)

Luther came (almost) to Württemberg

In 2017 the Protestant Church in Germany will celebrate the 500th anniversary of the Reformation. The first newly built Protestant church is located in Stuttgart. A hidden jewel.



The Old Palace in the middle of Stuttgart city centre houses the impressive Palace Church – a neo-Gothic jewel.



The Palace Church was the first newly built Protestant church in Württemberg.



Exhibition on the occasion of the 500th anniversary of the Reformation in 2017.

Luther comes to Württemberg" is the title of the exhibition with which the Protestant Church in Württemberg is celebrating the 500th anniversary of the Reformation in 2017. The exhibition will be open in the Protestant Palace Church in the "Altes Schloss" in Stuttgart up until 10 June 2017. The opening hours are 14.00 to 18.00, Tuesday to Saturday. The title of the exhibition should be understood in a figurative sense because the reformer Martin Luther actually never came to Württemberg. However, the propagation of his ideas in southern Germany was in no way diminished back then. On the contrary, Luther also became known there thanks to the recently invented printed communication methods. Luther's ideas were quickly spread by his pupils and through his writings and songs. Württemberg became Lutheran. Luther therefore came here, i.e. permanently. The exhibition in the Palace Church follows these traces, presents relics of the contacts and tells the story of the Reformation in Württemberg in a very special place. That's because the Palace Church in Stuttgart was the first newly built Protestant church in Württemberg.

WELL WORTH SEEING BUT PRACTICALLY UNKNOWN

In 1534 Duke Ulrich of Württemberg pushed through the Reformation in his duchy. The Collegiate Church in Stuttgart has been the main church of the Protestant Church in Württemberg ever since then. However, his son Christoph wanted a Protestant palace church for his "court parish" right from the beginning and therefore chose as its location the former well house of his ancestors' mediaeval moated castle which he wanted to convert into a four-winged Renaissance palace for Stuttgart as his royal capital. The new Palace Church was then inaugurated on 11 December 1562.

This architectural jewel remained forgotten over the next few centuries and was used to house the library of the secular Weingarten Monastery and even as the court pharmacy following structural alterations from 1820 onwards. In 1865 King Karl arranged for the Palace Church in the then popular neo-Gothic style to be repaired again. With the exception of the coloured windows in the chancel, which were destroyed during the Second World War, and the pews which were replaced by chairs, the Palace Church still looks the same today.

It is therefore a very impressive architectural example of how every era makes its entirely own image of a church. The reformer Luther was no different. People used and abused him to draw attention to their own matters. The Reformation exhibition in the Palace Church in Stuttgart is also a reminder of this.

More info: www.lutherkommt-ausstellung.de

HOTEL TIP

Quality Hotel Schwanen Stuttgart-Airport/Messe

Where to enjoy a relaxing stay or hold meetings during trade fairs? Message presents hotels in the region.

Just three kilometres from the Stuttgart Trade Fair Centre, Stuttgart Airport and the A8 motorway, Hotel Schwanen Stuttgart-Airport/Messe is located in the middle of Filderstadt-Bernhausen. The next rapid-transit railway station is situated around 300 metres from the hotel. Hotel guests can reach the SI Centre with its musical theatres and the casino in just ten minutes. The 100 modern rooms and suites in the hotel contain a shower/WC, a hair-drier, a mini bar, a satellite TV, Sky and free Internet access. The categories here range from a Classic single/double room and the Comfort and Superior variant through to a suite. There are also disabled-friendly rooms and family rooms. Apartments with a small kitchen for a longer stay are available to guests in the "main building". Hotel Schwanen contains a restaurant called "Schwarzenegger", a traditional pub offering home-brewed beer and Swabian/Bavarian specialities. Pizza, pasta, etc. are on the menu in the La Fortuna restaurant. At the end of a day at a trade fair, guests can enjoy a nightcap in a refined atmosphere in the lobby bar with a Davidoff cigar depot. Anyone wanting to round off the day with some physical exercise can do so in the adjacent fitness studio with a sauna.



Quality Hotel Schwanen with 100 rooms and suites is located three kilometres away from Messe Stuttgart.

More info: www.hotelschwanen.de

RESTAURANT TIP



Landgasthof Failenschmid mainly serves products from the Swabian Alb biosphere.

Landgasthof Failenschmid

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

Landgasthof Failenschmid, a family-run business with a long tradition, ingeniously combines simple and traditional Swabian dishes with nouvelle cuisine from the Swabian Alb. In addition to the speciality of organic Alb buffalo and Alb lentil pig, the dishes include game from local hunters, Alb pork steaks, lamb from shepherds and tasty snacks. Everything right up to the home-

made potato salad and the Maultaschen is made in the best craft tradition. The meat comes from the restaurant's own in-house slaughtering facility, most of the ingredients originate from trusted regional suppliers. And the beautiful Alb countryside can also be enjoyed in St. Johann-Gächingen.

More info: www.failenschmid.de/landgasthof.html

HIGHLIGHTS 2017

- ▶ until 31.12. *Mary Poppins*
Venue: Stage Apollo Theatre, SI Centre Stuttgart
- ▶ until 10.09. "Konkrete Anliegen" (Specific Concerns). Teufel Collection
Venue: Stuttgart Art Museum
- ▶ 06.-16.07. Hamburg Fish Market 2017
Venue: Karlsplatz Stuttgart
- ▶ 11.-16.07. Summer Festival of Cultures 2017
Venue: Marktplatz Stuttgart
- ▶ 03.-06.08. Stuttgart Summer Festival 2017
Venue: Schlossplatz Stuttgart
- ▶ 30.08.-10.09. Stuttgart Wine Village 2017
Venue: Stuttgart city centre
- ▶ 22.09.-08.10. Cannstatt Beer Festival 2017
Venue: Cannstatter Wasen, Stuttgart

Steffen Volkmer



Steffen Volkmer, PR & Press Manager (Panini Comics, Panini Verlags GmbH, Stuttgart).

"Comics can be far more than entertainment"

People with knowledge of the genre are already aware that Stuttgart is the secret comic capital of Germany. With Panini as the largest comic publishing company in Germany, smaller gems such as the Cross Cult publishing company and naturally with Comic Con Germany whose première in 2016 attracted around 50,000 visitors to Messe Stuttgart at a stroke. All this in a country where comics are also still dismissed nowadays by some contemporaries as kid's stuff which allegedly prevents children from learning the German language "properly". And although the forefather of all comics, Wilhelm Busch, was German. In America and France comics have long been a recognised part of popular culture.

"A MUSLIM SUPERHEROINE? SPIDER WOMAN PREGNANT? NO PROBLEM!"

However, the comic scene has grown considerably in Germany, especially in the last five years, and the acceptance – and popularity – of comics have never been so high. Why is that? It's also mainly due to the large number of high-quality comic films which may have induced many cinema goers to buy the comics matching the cinema experience for the first time or encouraged these people to pick up comics again – after a long and allegedly age-related break from read-

ing them. A trend which applies to both male and female comic consumers. Whereas in the past comics were primarily a "male preserve", the ratio between the genders is now balanced. Female comic fans are certainly not just keen on cute Japanese mangas, they are also primarily interested like their male pendants in superheroes – or even superheroines.

There are no limits to the comic authors' fantasy in terms of creativity and content. A Muslim superheroine? Spider Woman pregnant? No problem! Homosexual and lesbian heroes have long been part of modern comic culture just like socio-critical and extremely realistic subjects. The graphic novels by the German artist Daniela Schreiter are one especially impressive example. In her comics Schreiter describes her life as an autistic person so vividly and humorously that they are now actually used in psychotherapy.

By now it should actually be clear that comics can be far more than entertainment. Of course, they are also entertaining. However, they definitely achieve something what neither books nor films can create in this form. They produce an ultimate connection between words and pictures. And therefore an entirely separate world in the mind of the observer.

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Messen und Ausstellungen 2017-2018



2017



7. Control China
Fachmesse für Qualitätssicherung
August 2017
SINEC W5 Hall, Shanghai, China



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



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



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



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



16. Faszination Modellbau
FRIEDRICHSHAFEN
Int. Messe für Modellbahnen und Modellbau
03.-05.11.2017 **Messe Friedrichshafen**



22. Echtdampf-Hallentreffen
Dampfbetriebene Modelle von Eisenbahnen,
Straßenfahrzeugen, Schiffen und stationären Anlagen
03.-05.11.2017 **Messe Friedrichshafen**



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



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



32. Control
Internationale Fachmesse
für Qualitätssicherung
24.-27.04.2018 **Messe Stuttgart**



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



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



37. Motek
Internationale Fachmesse für Produktions-
und Montageautomatisierung
08.-11.10.2018 **Messe Stuttgart**



12. Bondexpo
Internationale Fachmesse
für Klebtechnologie
08.-11.10.2018 **Messe Stuttgart**



24. Druck+Form
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10.-13.10.2018 **Messe Sinsheim**



26. Fakuma
Internationale Fachmesse
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16.-20.10.2018 **Messe Friedrichshafen**

2018

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