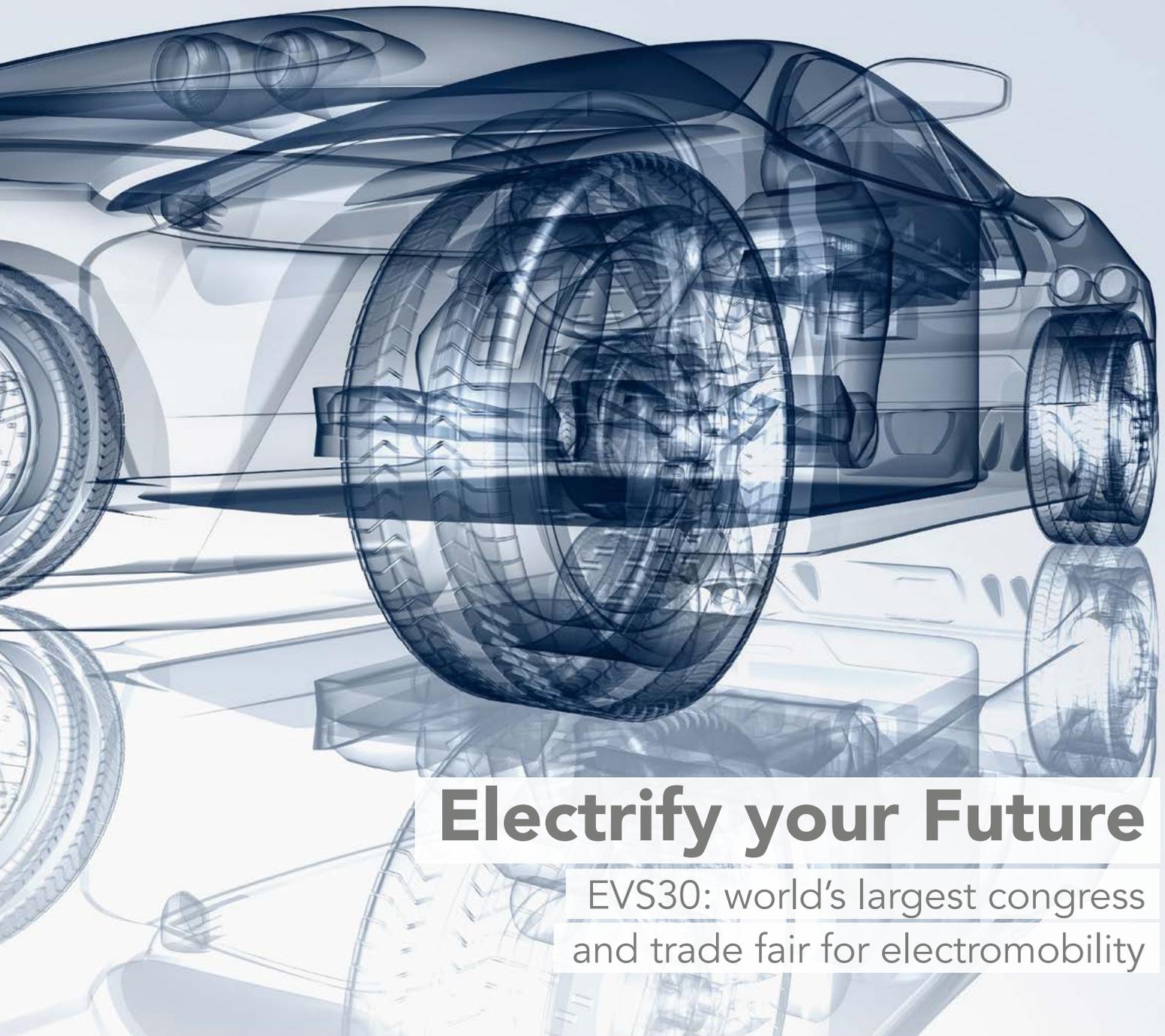




# Message

TRADE FAIRS | CONGRESSES | EVENTS

03 | 2017



## Electrify your Future

EVS30: world's largest congress  
and trade fair for electromobility

### **südback**

Top platform for the  
baking trades

### **Motek**

Rapid and targeted route  
to trade fair success

### **SÜFFA**

All facets of  
the butchers' trade



25 Years

# JAZZ OPEN STUTTGART

# 13 – 22 | 07 2018

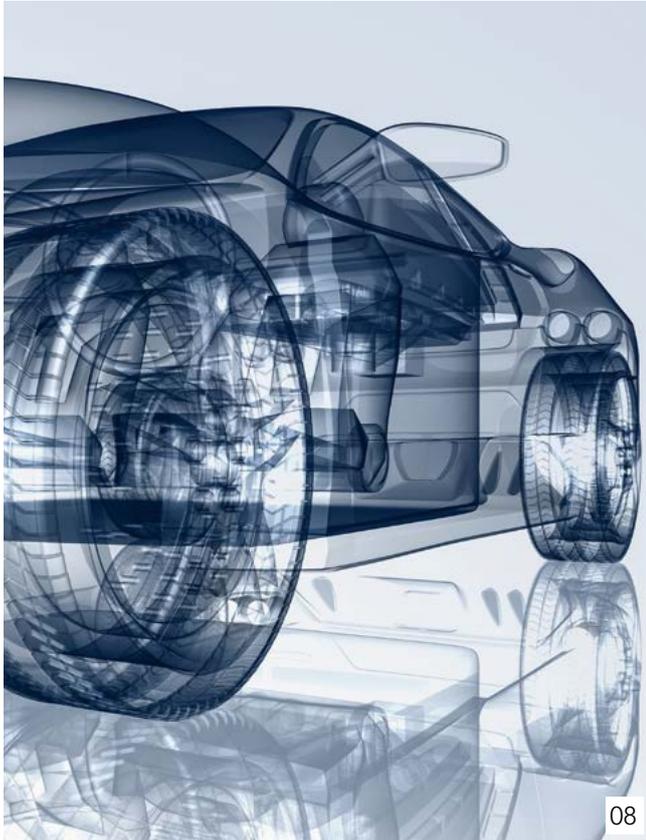


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DATE

[www.jazzopen.com](http://www.jazzopen.com)



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These tradesmen are installing the technical facilities required for indoor operation in the utility ducts in the floor and under the ceiling.

## Final spurt for the new Paul Horn Hall

*The new building is on target: the interior work, façade cladding and roof greening in Hall 10 are in full swing. It will open right on time for the 50th CMT in January 2018.*

Many trades are currently involved in the construction of the Paul Horn Hall. The tenth hall on the grounds of Messe Stuttgart is now being fitted out with everything which is required for trade fair operations in future: telecommunications, lighting, air, electricity and heating on the inside. While on the outside work is in progress on the façade cladding and sealing and greening of the roof.

“At present, we are working simultaneously on the hall floor and ceilings,” says Kai Bierich, the responsible architect and Managing Director of wulf architekten, the planners of the new hall. “Piping and wiring for electricity, compressed air, water and telecommunications are being laid in the utility ducts in the ground, which will then be sealed by covers. We are installing around 1,650 spotlights and lights for technical facilities on the ceiling.”

For this purpose, around 100 to 120 employees are working daily at the construction site. The construction site is very busy and contains around 15 risers, small cranes, telescopic lifts and silo vehicles for roof greening. Everyone is working in and around the hall. The basic assembly work on the exterior façade will be finished by the end of August, while completion and the functional tests will be carried out by the end of September.

Huge quantities of building material have been used at the construction site. Around eleven kilometres of lines were installed for the technical building facilities – for heating, cooling, drinking water, waste water, sprinklers, compressed air and fire extinguishing water. Eight HVAC units in the ventilation centres condition – heat or cool and transport – around 360,000 cubic metres of air.

The figures are even more impressive for the electro-technical facilities. A total of 16 kilometres of main wiring alone was laid for the medium voltage supply to distribute electrical energy to the actual power grid. 170 kilometres of wires were required for the 220 V electrical installations. And another 52 kilometres for low current, fire alarm systems and control systems. Some of this wiring runs through 15 kilometres of newly installed cable ducts. Covering an expanse of 1,900 square metres, suspended drywall ceilings were mounted for the hall roof, along with around 2,700 square metres of suspended metal and lath ceilings.

“We are more or less on schedule with the construction work,” says Jonas Lechler, Site Manager, from Jo Carle-Architekten. A statement that is music to the ears of Ulrich Kromer, President of Messe Stuttgart: “Nothing now stands



The first Embedded Vision Europe Conference in the ICS will bring together specialists from many different industries.

Embedded Vision Europe

## Première in the ICS

The first Embedded Vision Europe Conference will be held in the ICS International Congress Center Stuttgart on 12 and 13 October 2017. Messe Stuttgart and the European Machine Vision Association (EMVA) are therefore cooperating with one another to provide VISION, the leading world trade fair for machine vision, with a European platform for the first time where information can be exchanged in regard to this key cross-industry technology. The Conference will feature first-class speakers, an accompanying exhibition and opportunities for B2B meetings.



More info: [www.embedded-vision-emva.org](http://www.embedded-vision-emva.org)

in the way of the completion of the Paul Horn Hall for the opening of CMT, the world's largest public exhibition for tourism and leisure, in January 2018," says Kromer. "Messe Stuttgart will increase its amount of exhibition space from the current figure of 105,200 square metres to 120,000 square metres. This was urgently required since we were no longer able to meet many of our customers' wishes for more space."

There is still some work to be done before the first exhibition stands are set up in Paul Horn Hall. However, visitors and exhibitors at CMT 2018 can now look forward to a first-class exhibition hall which is overlaid by elegantly curved wooden trusses, contains a great deal of daylight and complies with the latest state of the art.



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

## EDITORIAL

Markus Vogt,  
Company Spokesman  
Landesmesse Stuttgart GmbH.



## "Messe Stuttgart electrifies"

*Stuttgart will become the world capital of electromobility – for three days in October. Leading experts from all over the world will meet at Messe Stuttgart for the world's largest congress and trade fair in the industry from 9 to 11 October 2017. Top speakers from 40 countries will present the latest research results. The accompanying trade fair will showcase the latest technologies and innovations for trade visitors from the automotive industry, component suppliers and the energy sector.*

*Messe Stuttgart electrifies. During every discussion with speakers, exhibitors and potential visitors it is already noticeable before the event that the 30th edition of the International Electric Vehicle Symposium & Exhibition (EVS) will be very special. Not only on account of the current debates concerning the exhaust emissions scandal that are leading to growing demands for emission-free mobility. EVS30 is coming home: to the home of the automobile, to the number 1 car manufacturing location in Europe. For Messe Stuttgart EVS30 is the initial spark to devote its own trade fair to this important topic. elect! expo is the name, it will make its debut in October 2018.*

*We believe that electromobility will fundamentally change our method of locomotion. In our opinion, this does not just mean driving electric vehicles. Electromobility will transform the entire value-added chain in car production. elect! expo in Stuttgart will examine these topics. The title story in this issue of Message contains everything you need to know about the 30th edition of the International Electric Vehicle Symposium & Exhibition and the plans for the new trade fair in Stuttgart. We hope you enjoy reading it.*

Comic Con Germany



Fun dressing up: colourful cos players at Comic Con Germany 2017.

## Enormous festival for fans of pop culture

Around 50,000 visitors turned the second Comic Con Germany at Messe Stuttgart on 1 and 2 July 2017 into a festival for pop culture fans. National and international comic publishers, comic drawers, cos players and

Hollywood stars presented themselves on an area of more than 45,000 square metres. There were also exhibitions, walking acts, film props, audio books and a huge section for dealers. Matthias Neumann and Dirk Bartholomä, the

organisers of Comic Con Germany, were delighted with the outcome of the event: "Comic Con Germany exceeded all our expectations," says Neumann. "Thanks to the enormous number of visitors and first-rate support by Messe Stuttgart, we had a fantastic weekend with extraordinary attractions." Bartholomä adds: "Comic Con Germany finally established itself as a highlight with the successful second edition. We are proud that our idea of a trade fair in this genre goes down so well with visitors."

The exhibitors at the event were also satisfied. Steffen Volkmer, Press Spokesman for Panini Comics: "We see great potential for the future and are already looking forward to 2018." Comic Con Germany will then be held on 30 June and 1 July 2018.

More info: [www.comiccon.de](http://www.comiccon.de)  
Twitter: #ComicConGermany

Messe Stuttgart

## Messe Stuttgart honoured for its social engagement

Messe Stuttgart was presented with the Medium-Sized Company Prize for Social Responsibility in Baden-Württemberg for its social engagement during the CMT Schools Day. The Caritas and Diakonie welfare organisations, and the Baden-Württemberg Ministry of

Economic Affairs, Employment and Housing present this Prize every year to small and medium-sized companies which support social projects in Baden-Württemberg in an exemplary manner. The CMT Schools Day has been held at the world's largest public

exhibition for tourism and leisure since 2012. On this day school classes gain free admission to the exhibition and can also take part in the CMT Knowledge Rally and discover their home region in a playful way. Messe Stuttgart has been combining the Knowledge Rally with the "Herzenssache" Initiative since 2016. Thanks to the support of the Southwest German Broadcasting Corporation (SWR), Sparda-Bank and numerous exhibitors, a sum of around €20,000 has been collected at CMT during the last two years. "Herzenssache" supports a large number of humanitarian aid projects for young people with the donations.



Donations to "Herzenssache": Roland Bleinroth (right), President of Messe Stuttgart, during the handover of the cheque at CMT.

More info: [www.messe-stuttgart.de/cmt](http://www.messe-stuttgart.de/cmt)  
Twitter: #cmt18



Première:  
the IKA/Culinary  
Olympics will be  
staged for the first  
time concurrently  
with INTERGASTRA  
in Stuttgart in 2020.

## Culinary Olympics

The IKA/Culinary Olympics will be held for the first time concurrently with INTERGASTRA in Stuttgart from 15 to 19 February 2020. The event is being organised by the Association of German Chefs (VKD). According to Andreas Becker, President of the VKD, the change of venue for the 25th IKA/Culinary Olympics is "a step into the future". "Stuttgart provides the opportunity to present the IKA/Culinary Olympics in a better international light," explains Becker. "Thanks to the around 100,000 visitors at INTERGASTRA, we address a large number of trade visitors." Over 2,000 chefs from more than 50 countries will compete in the world's largest professional competition. As the "Culinary Olympics", the IKA/Chefs' Olympics is an internationally renowned event.

Fritz Engelhardt, Chairman of the Baden-Württemberg branch of the German Hotel and Restaurant Association (Dehoga): "Holding the IKA in Stuttgart will be an asset for the hotel and restaurant industry, and for every participant in the long term." A suitable setting for this internationally renowned event will be provided by INTERGASTRA, one of the most important European trade fairs for restaurants, hotels and dedicated hosts. "INTERGASTRA ideally complements the largest international professional competition for chefs and pastry cooks," says Ulrich Kromer, President of Messe Stuttgart.



More info: [www.messe-stuttgart.de/](http://www.messe-stuttgart.de/)  
intergastra  
Twitter: #Intergastra18

Ulrich Kromer,  
CEO of Landesmesse  
Stuttgart GmbH.



## Summer time – quiet time?

*Far from it, esteemed readers. Although I cannot speak for you, I am assuming that the so-called quiet summer period is also a thing of the past for you. That's also good because it shows that the economy is (still) very stable despite – or perhaps even on account of – many events taking place in our world.*

*That's because you might go crazy when you look at the various political discords throughout the world, the current discussion on diesel in the automobile industry, the associated unanswered questions concerning future mobility and the rhetorical rearmament in the pre-election political landscape in Germany. Perhaps all this is also one of the reasons why many people are concentrating on their work-life balance – as a firm anchor – are going back to their regional roots, i. e. regionality, and are therefore also cutting themselves off to some extent.*

*Whenever a work such as the "EU General Data Protection Regulation" appears, which represents a major task with serious risks at times especially for many small or medium-sized enterprises, some people may really want to dive into a nearby lake.*

*The above-mentioned political unrest in various countries and the uncertainty in many questions may also be why foreign companies look for their international customers at German trade fairs and exhibitions. The reason: "Trade fairs and exhibitions live from the free exchange of goods and therefore grow primarily wherever there is political stability." (Quote by Georg Giersberg, FAZ, 15.08.2017)*

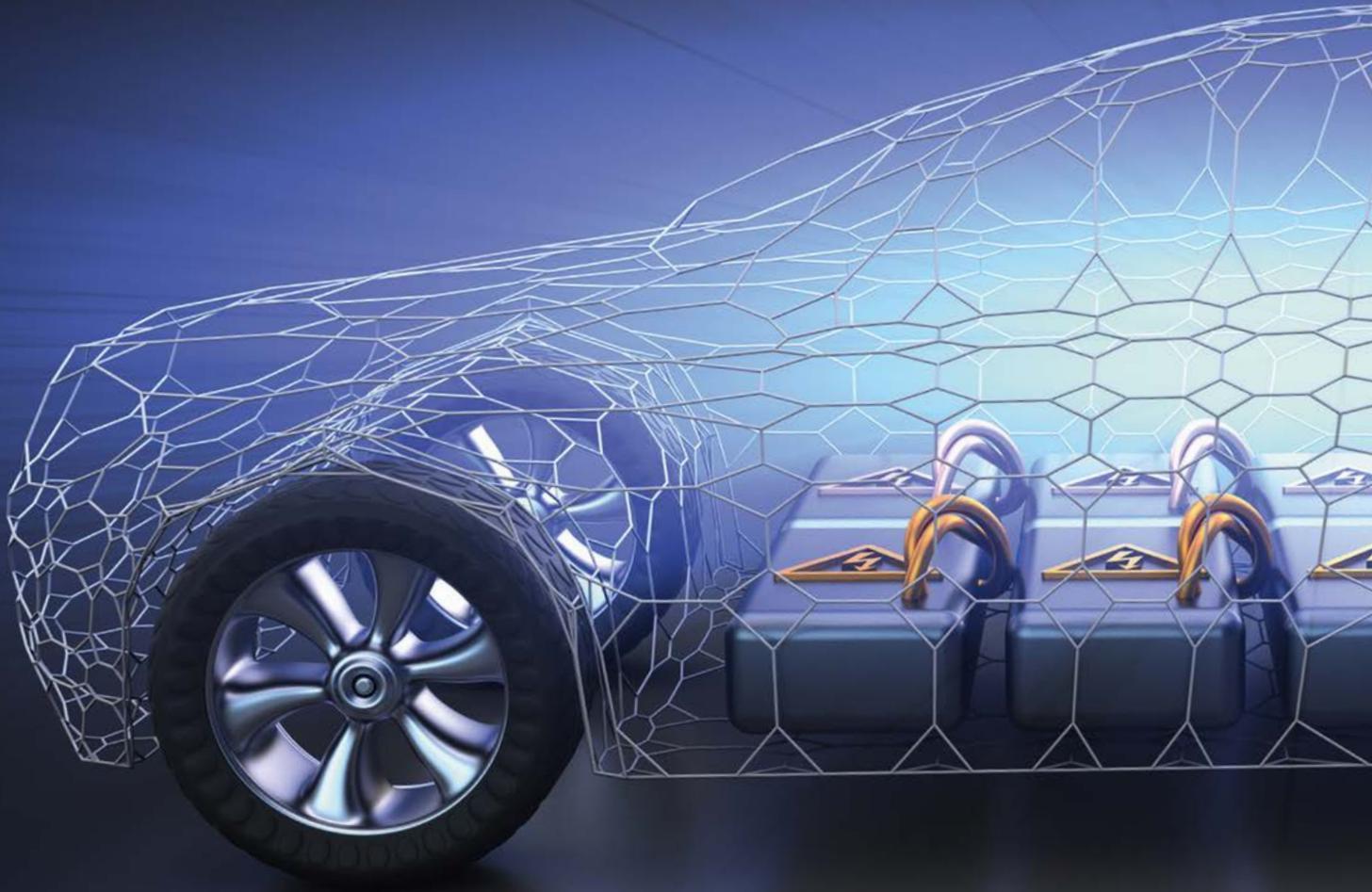
*Despite all the obstacles, we here in Stuttgart are delighted that the IKA – the Culinary Olympics – will be staged concurrently with INTERGASTRA in 2020 with participants from more than 40 countries. Somewhat earlier, i. e. in January 2018, the new Paul Horn Hall (Hall 10) will come on stream during our New Year's Reception. The new building means that we will then have 120,000 square metres of hall space. We are therefore aiming to achieve a turnover of around €160 million in 2018 for the first time.*

*CMT will celebrate its 50th anniversary immediately after the opening of Hall 10. In the 50 years of its existence, CMT has become the world's largest and most successful public, tourism and caravanning exhibition. CMT and many other events (including R+T, INTERGASTRA, Retro Classics, LogiMAT, AMB) will again occupy the entire area of the expanded trade fair centre in 2018. Good prospects therefore for Messe Stuttgart.*

*I would like to thank you for accompanying and supporting us on this path through your visit or your participation in one or more events. I am looking forward to seeing you again.*

# Electrify your Future

*With EVS30, Messe Stuttgart plays host to the world's largest congress and trade fair for electromobility from 9 to 11 October 2017. f-cell and BATTERY+STORAGE take place at the same time as the event. The new elect! expo will celebrate its Stuttgart première in October 2018.*

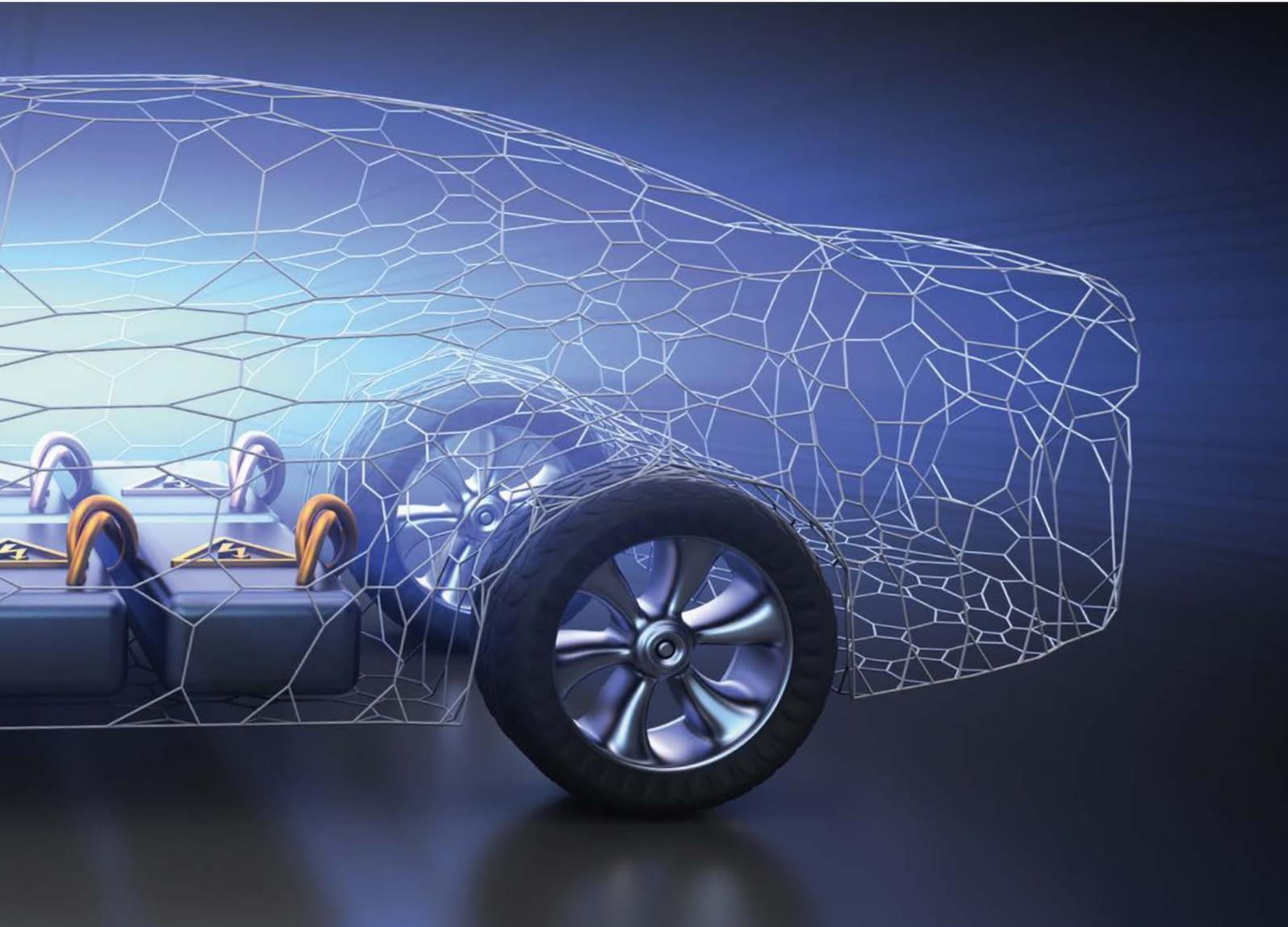


**M**esse Stuttgart electrifies! Especially from 9 to 11 October 2017. Because this is when the 30th International Electric Vehicle Symposium & Exhibition, EVS30 for short, takes place – with leading experts for electromobility from all over the world. f-cell and BATTERY+STORAGE take place parallel to EVS30 – and complement the largest international event on electromobility with important key energy-efficient dimensions of the change in transportation.

“In its anniversary year EVS30 is the biggest EVS ever,” states Thomas Walter, Member of the Board of Management and Vice President of Industrial Solutions at Messe Stuttgart. A total of around 5,000 visitors are expected at the congress and trade fair. Over 1,000 congress participants have already registered. The hosts of EVS30 are the European Association for Electromobility (AVERE) and the World Electric Vehicle Association (WEVA). The high-tech event is organised by e-mobil BW GmbH, State Agency for Electric Mobility and



In 2017 the Stuttgart-based trade fair BATTERY+ STORAGE complements EVS30 with the topic of battery and storage technology.

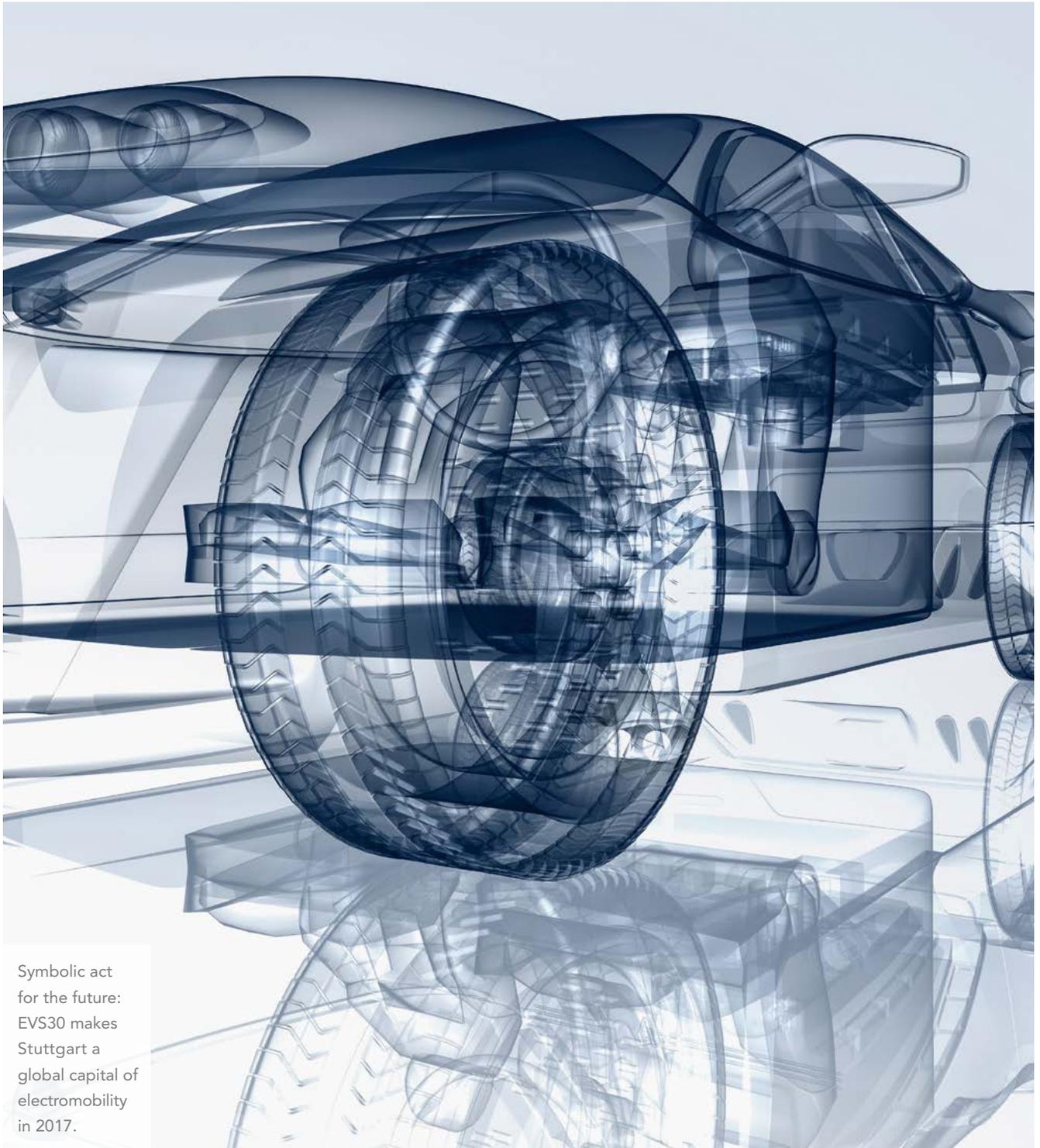


Fuel Cell Technology Baden-Württemberg, German Solar Mobility Association (BSM), Stuttgart Region Economic Development Corporation (WRS), Baden-Württemberg International (bw-i), Peter Sauber Agency and Messe Stuttgart. Sponsors of EVS30 include Daimler, Bosch, Renault, Mahle, Porsche, EnBW and Swarco. "The hosts WEVA and AVERE could not choose a better venue for EVS30 than Messe Stuttgart

in the heart of a pulsating high-tech region with a strong automotive industry," states Ulrich Kromer, President of Messe Stuttgart. "We are convinced that electromobility is the future and will become a sustainable engine of the economy in Baden-Württemberg", predicts Kromer. "We are therefore committing ourselves to a common objective and working together to promote the theme." ▶

Electrifying insights: High-performance battery systems are the heart of electromobility.

At f-cell, which takes place this year parallel to EVS30, it is all about fuel cells and hydrogen technologies.



Symbolic act for the future: EVS30 makes Stuttgart a global capital of electromobility in 2017.

For Franz Loogen, CEO of e-mobil BW GmbH, "EVS30 is transforming Stuttgart into a global capital of electromobility for three days". According to Loogen, it is an ideal platform for small and medium-sized companies in particular to gain access to the latest research results from all over the world virtually on their doorstep. Furthermore, they have the opportunity to establish personal contact and lay the foundation for independent international networks. "EVS30 marks an important milestone for electromobility "Made in Baden-Württemberg," adds Loogen. "In the year of the 30th anniversary of the Electric Vehicle Symposium, our experience shows that electromobility is about to enter the market in a big way."

"The stakes are high for Baden-Württemberg," explains Minister President Winfried Kretschmann. "Our leading technological role, our economic power, our jobs and the conservation of our natural resources against the effects of climate change." The state government has therefore launched a new format of the institutionalised cooperation with the "Strategy Dialogue Automotive Industry BW".

"The challenges are so big that there is a strong need for close collaboration between the political sector, industry, science, employee associations, consumer organisations, environmental associations and civil society," states Kretschmann. The collaboration at work level is organised in six strategic topics. A ministry and a company take joint responsibility for a topic, develop clear objectives, specific projects and public awareness events in order to make the transformation process visible.

According to Kretschmann, the state government has spent around 215 million Euro on the three electromobility state initiatives and other projects in order to drive new types of mobility solutions and promote the development of alternative drive concepts. "We are building on these successful projects and initiatives within the framework of the strategic dialogue on the transformation process in the automotive industry," explains the Minister President. "We are now tackling these challenges even more aggressively and involving everyone."

As an innovation agency of the state for new mobility solutions and the automotive industry, e-mobil BW GmbH will bundle the individual activities of the process. "Since our foundation together with our partner networks, notably the South-West Electric Mobility Cluster, we have promoted the technology change to sustainable mobility solutions," states Loogen, CEO of e-mobil

BW. "We are now delighted to bring our skills in project management and our knowledge to the Strategy Dialogue in the Automotive Industry BW. In addition, we will initiate and implement select projects and initiatives."

There should be acceptance among the people of Baden-Württemberg in the future. According to current statistics from the Federal Office for Motor Vehicles in Flensburg, approximately 15 percent of all new electric and hybrid vehicles nationwide are registered in Baden-Württemberg. The state is currently in 2nd place for public charging points, behind North Rhine-Westphalia, as is the city of Stuttgart, which lies behind Berlin. The south-west also does not need to hide when it comes to the eco bonus, which the Federal Office of Economics and Export Control (BAFA) uses to give purchasers of an electrically operated vehicle financial assistance. Just under one fifth of all applications go to the accounts of citizens of Baden-Württemberg: 4,000 Euro for an electric car and 3,000 Euro for plug-in hybrids. The automotive industry assumes half of the costs for the eco bonus.

The automotive industry is currently faced with the challenge of making their efficient production processes fit for electromobility.

It is a matter of industrialising efficient electric drive trains and high-coverage storage media, improving quality

and saving costs. The permanently increased connectivity of the vehicles generates ever-increasing data volumes and demands smart control technology. EVS30 at the Stuttgart trade fair centre focuses precisely on this area of vehicle systems and components which are required for series production in line with the motto "Industrialisation and market – the sustainable route to electromobility".

At the congress with exhibition, leading experts from all over the world exchange information and ideas on technical innovations, current research projects, market acquisition strategies and innovative business models. The conference boasts top speakers from over 40 countries. The visitor target groups of EVS30 include decision-makers from the automotive industry, vehicle construction, energy supply and systems engineering, as well as the IT area.

The special feature of EVS30: f-cell and BATTERY+STORAGE take place parallel to the ►

### **"EVS30 MARKS AN IMPORTANT MILESTONE FOR ELECTROMOBILITY MADE IN BADEN-WÜRTTEMBERG."**

Franz Loogen, CEO, e-mobil BW

Hands-on electromobility high-tech at the public trade fair aims i-Mobility (right). Content portal elect! (far right).



symposium and exhibition. Everything here revolves around stationary storage media, fuel cells and battery materials, aircraft, boats and rail vehicles, as well as hydrogen as an important mass storage device of the change to alternative energy sources. It is possible to only visit the exhibition with a regular trade fair ticket.

On a Ride & Drive course conference participants and trade fair visitors can sit behind the steering wheel. The test track for four-, three- and two-wheel electric vehicles starts directly in the L-Bank Forum (Hall 1) and takes you on public roads around the Stuttgart trade fair grounds.

To mark the end of EVS30, Messe Stuttgart together with its partner network is organising so-called TecTours, excursions to innovative companies from the

**"AFTER EVS30 THE ELECT! NETWORKING PLATFORM WILL BECOME THE ELECT! EXPO."**

Thomas Walter, Vice President, Industrial Solutions, Messe Stuttgart.

electromobility area, on 11 and 12 October 2017. The city of Stuttgart also flies the electromobility flag on 8 October

2017, one day before the opening of EVS, on Rathausplatz and Karlsplatz.

The Electric Mobility Campaign Day (AtEm), organised together with the Stuttgart Region Economic Development Corporation in the heart of the state capital, will give citizens an understanding of the topic: Hands-on electromobility. On Karlsplatz the latest models of electric cars and scooters are on display, as well as current e-bikes and pedelec variants. There are also numerous exhibition stands. There experts inform individuals in Stuttgart about specific topics such as the appropriate charging infrastructure in your home and at the workplace, the range and battery power of e-vehicles or the electric car as a second vehicle.

Messe Stuttgart has to tackle a very special challenge in terms of charging infrastructure before the start of EVS30. "Due to the nature of the International Electric Vehicle Symposium & Exhibition, numerous visitors will be of course

travelling to the event in an electric vehicle," states Vice President Walter. "We are therefore setting up approximately 60 temporary charging poles on the trade fair grounds, which are to be supplied with power from a massive battery in a container."

In order to establish electromobility as technology in the economy and society over the long term, Messe Stuttgart founded the networking platform elect! ahead of EVS30. Under the motto "Electrify your Future", the Internet portal ([www.elect-expo.com](http://www.elect-expo.com)) bundles expert information on electromobility as a content hub, provides information on current projects and thus functions as a central online starting point for decision-makers, researchers, journalists and all those interested in electromobility.

"elect! will help the Stuttgart region, the state of Baden-Württemberg and the entire car manufacturing location of Germany to position themselves internationally during EVS30 as the pioneers for electromobility," explains CEO of Messe Stuttgart, Ulrich Kromer. "Companies and scientific institutes are therefore cordially invited to become active part of elect! and as partner of the alliance to leverage electromobility in Germany over the long term with technically sound, target group oriented and extremely transparent communication."

It is for this reason Messe Stuttgart wants to also further cultivate the topic at the Stuttgart venue once the EVS30 is over. "After EVS30 the elect! networking platform will become the elect! expo," is how Vice President Walter explains what is happening. Planned start date of the new trade fair is in October 2018. "elect! expo then joins our world-famous portfolio of industry and technology trade fairs," states Messe Stuttgart CEO Kromer. "This means that Messe Stuttgart also reflects the successful economy of Baden-Württemberg in the future."



More info: [www.messe-stuttgart.de/evs30](http://www.messe-stuttgart.de/evs30)  
[www.elect-expo.com](http://www.elect-expo.com)  
 Twitter: #evs30

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



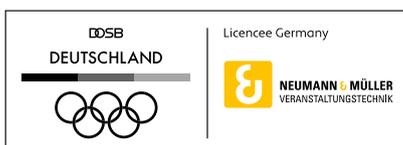
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Small and medium-sized enterprises in the Stuttgart metropolitan region occupy a leading position in digital business models.

## Leading in digital business models

*Small and medium-sized enterprises in the Stuttgart metropolitan region are currently very well-positioned in terms of digitalisation. However, there are opportunities for improvement.*

Small and medium-sized enterprises (SMEs) in the Stuttgart metropolitan region are the leading providers of digital business models in Germany. This leading position at present compared with the Munich, Rhine-Ruhr and Nord metropolitan regions was confirmed in a current study which was conducted by the Fraunhofer Institute for System and Innovation Research, and was commissioned by the Chamber of Industry and Commerce (CIC) of the Stuttgart Region. The leading role is based on the high innovative capability of SMEs and technical service providers, especially in the mechanical and electrical engineering industries. "Our SMEs appear to be stronger than others because they link their business models to digital technologies," says Andreas Richter, Managing Director of the Chamber of Industry and Commerce (CIC) of the Stuttgart Region. However, the Fraunhofer study also detected some weak points. "Two thirds of the surveyed SMEs are extremely dependent on their main business model because it accounts for more than 75 per cent of their turnover," says Richter. "This means that even minor market slumps can have serious impacts. Companies which concentrate too much on one business model are more prone to a lull in

business." SMEs are also experiencing this themselves. Every fifth small and medium-sized enterprise is, for example, uncertain about the impacts of the digital transformation on their main business model while 35 per cent of the surveyed SMEs said that they are not even able at present to evaluate a threat or can only do so in future. According to the CIC, the study also shows that there are tendencies towards polarisation in the Stuttgart metropolitan region. Some SMEs are actively accepting and shaping the digital transformation while others are adopting a wait-and-see attitude or are just observing it. "The rather cautious SMEs are not yet able to correctly evaluate the challenges of digitalisation and the risks for their own business activity due to digital business models," says Andreas Richter, Managing Director of the Chamber of Industry and Commerce (CIC) of the Stuttgart Region. According to Richter, "SMEs cannot afford to lose touch with the digital transformation as otherwise they will be overtaken quicker than they would like." In order to prevent this, the Chamber of Industry and Commerce (CIC) of the Stuttgart Region is this year alone staging over 70 events in the area of technology and digitalisation. Scientific institutes are also providing

STUTTGART FACES:



Prof. Dr. Christiane Lange,  
Director of the Stuttgart State Gallery.

## Major challenges

The Stuttgart State Gallery is faced – just like all museums in times of digitalisation – with major challenges. At many different levels. That’s because digitalisation is not only a tool, a medium for a purpose, it also influences our way of thinking and is changing our viewing habits. As one of the leading art museums in German-speaking countries, it is therefore important for the Stuttgart State Gallery to become established as a brand – both online and offline – and achieve a very clear media presence. For example with our new corporate design and the new website which enables visitors to choose their favourite works from our collections online and describe their personal access to them in a non-art history way. Anyone can book and pay for their tickets

online using our digital payment system. We are also digitising our complete portfolios. With around 400,000 works, this is naturally a long-term measure.

The main task of a museum such as the Stuttgart State Gallery is to collect, preserve, research and communicate art. We are therefore expanding our interactive services to provide information about our holdings, assist visitors before and after they come to the museum and enable the exchange of information through databases with other – scientific – institutes.

Although digitalisation is very important, it cannot replace the personal experience of the viewer in front of an original work of art. This is also the only way in which young people, in particular, can gain an insight into art, a feeling – in the truest sense of the word – for the physical presence of an original which cannot be truly conveyed by a sharp image on a computer screen or a mobile phone screen.

Unfortunately, a large number of building sites are making it difficult for our visitors to gain access to the State Gallery at present. A clear route guidance system through the building site maze would also be helpful in this respect. Along with a complete re-design of the cultural mile including the elimination of the B14 separating barrier. This represents another historical opportunity in conjunction with the refurbishment of the Opera House.

SMEs with practical advice on how to handle digital working methods and processes. Richter would like politicians to review the funding policy in Baden-Württemberg and wants even closer orientation to the needs of SMEs. Richter says that broadband must be expanded quickly and extensively as otherwise many digital business models could not be implemented due to purely technical reasons. "In order to really have the best digital conditions, the general political conditions must also be just right," summarises Richter. The companies also need competent partners, service providers, advisers, information exchange, cooperation agreements and a much better access to scientific institutes. According to the Fraunhofer study, "the vibrancy of the Stuttgart metropolitan region for digital business models in an industrial B2B context must also be increased by means of location marketing measures."

 More info: [www.region-stuttgart.de](http://www.region-stuttgart.de)

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THREE QUESTIONS FOR:



Klaus Peter Wagner, Director of the Office for Policy Matters, Public Relations and City Marketing of Leinfelden-Echterdingen.

**1 |** Since 2011 the Leinfelden-Echterdingen “wirtschaftsOASE” (Oasis of Trade and Industry) has been showcasing itself to visitors of the Familie & Heim consumer show as an ideal place to live and as a shopping destination. Has this been a success?

Certainly. According to a recent visitor survey, around 23 percent of visitors currently come to Familie & Heim because of the wirtschaftsOASE, and for other reasons too. This is remarkable for the presentation of a town. 63 percent of those surveyed are regular visitors, 68 percent come from the region. With our appearance we achieve high visitor retention and a profile beyond Leinfelden-Echterdingen.

**2 |** What makes the wirtschaftsOASE so attractive?

Its diversity. At Familie & Heim we present the entire multifaceted spectrum of the town of Leinfelden-Echterdingen. On the one

hand, many smaller companies with an excellent industry mix. On the other, the numerous cultural and tourism activities as well as clubs in the town. With platforms for action, a large stage, a beer garden with waiter service and a lounge area with no obligation to order. The event is limited to a maximum of 50 exhibitors – it is informative and professional and presented in a pleasant and relaxed manner. The companies in the area appreciate the wirtschaftsOASE as a platform to come into personal contact with their target group, the consumers from the region. The companies also benefit from the event during the year. In addition, social ties, synergy effects and communities develop from the trade fair appearance which demonstrate how strong the companies of the town are together.

**3 |** The wirtschaftsOASE takes place from 18 to 26 November at Familie & Heim for the seventh time. What’s new?

We will open up even more for the clubs, associations and institutions of the town with promotional offers now and in the medium term. Somewhat away from the emphasis on trade and business, and more towards an appearance of the entire town. The image of the trade fair and congress town of Leinfelden-Echterdingen has improved greatly in the region in recent years. The residents of Leinfelden-Echterdingen are proud of their town. Our trade fair appearance will reflect the reasons more strongly in the future.

MESSAGE SERIES: enjoyStuttgart



Sophisticated space to relax over the roofs of Schorndorf: The TA OS Skybar satisfies even highest standards.



More info: [www.ta-os-skybar.de](http://www.ta-os-skybar.de)

## TA OS Skybar

Message presents select bars and venues in the Stuttgart region.

Sophisticated bar culture can also be enjoyed outside the city of Stuttgart. Located on the ninth and tenth floor of the Postturm (Post Tower), the TA OS Skybar takes the art of combining cocktail culture and hospitality to dizzying heights. The venue of the former owner of the Ciba Mato bar Alexander Dohnt enriches the gastronomy scene with expertly crafted drinks, top wines from the region and fine bar food made from local products. The wonderful sweeping views over Schorndorf’s old town are free! Staying true to the motto “Bar food – not a restaurant”, in the TA OS Skybar freshly prepared Irish steak served on a Japanese-style Teppanyaki plate, Frisian beef, freshly caught prawns or Chinese Dim Sum in small bamboo baskets are some of the culinary delights on the menu. Behind a six metre long bar made of tree trunk, the bar tender mixes classic drinks based on old recipes or creates trendy cocktails. Those who enjoy a smoke are catered to in the lounge on the tenth floor.



Researchers are working on the future of the car in the ARENA 2036 research factory on the campus of Uni Stuttgart.

## Innovative region Stuttgart

*The Stuttgart region boasts excellent universities and research institutions. In this Message issue: ARENA 2036.*

**W**hat does the car of the future look like? The new ARENA 2036 research factory on the campus of Universität Stuttgart in Stuttgart-Vaihingen should provide the appropriate answers to this and many other questions for the successful organisation of the technology change. The acronym stands for "Active Research Environment for the Next Generation of Automobiles". In the 130 metre long, 46 metre wide and 16 metre high classic industrial building, scientists involved in the project are researching concepts for the mobility of the future and putting them into practice straight away.

There are currently 24 partners from industry and science involved in the ARENA 2036 project, including, in addition to Universität Stuttgart – BASF, Bosch, Daimler, the German Aerospace Centre, Fraunhofer institutes, Festo and many other companies. As a member of the Executive Board of the ARENA 2036 association, Peter Froeschle organises the cooperation of the rotating research teams. "The aim of the project is to develop new projects and find the appropriate partners for these projects," states Froeschle. "With ARENA 2036 we now have a platform that allows new ways of thinking." According to the State Finance Minister, Edith Sitzmann, "Made in Baden-Württemberg top-level research is to be conducted" in ARENA 2036. With the project we want to "lay the foundations for the mobility of the future in Baden-Württemberg", adds Sitzmann. The new building costs approximately 28.5 million Euro. Uni Stuttgart is contributing half of the amount, the other half comes from the European Regional Development Fund (ERDF). There are roughly 150 to 250 employees working in the research factory.



More info: [www.arena2036.de](http://www.arena2036.de)

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# Top platform for the baking trades

*If you want to know what's happening in the bakery and confectionery trades, come to südback in Stuttgart. For the sector is facing great challenges.*



Around 700 exhibitors and 40,000 specialist visitors: In 2017, südback is aiming for a new record.

**H**undred per cent booked up: With around 700 exhibitors from home and abroad, *südback* 2017 (23 to 26 September) is underlining its position as the most important German trade fair for the bakery and confectionery trades this year. Ulrich Kromer, President of Messe Stuttgart, is even aiming for a record: "We are confident that in 2017 we will also top the number of 40,000 visitors." According to Kromer, the number of supplier companies from abroad is also contributing to the growth of *südback*. The Messe boss currently assesses their share at around 20 per cent. Kromer: "At present, the region of Germany, Austria and Switzerland provides the largest share of exhibitors and visitors. However, *südback* is becoming increasingly interesting for other European countries."

Despite its growing international significance, *südback* attaches great importance to organising the event in accordance with the requirements of the sector at home. "We are very close to our partners and exhibitors," stresses Kromer. He says that the wishes of the bakery and confectionery trades are optimally implemented at *südback*. This is also due to the close cooperation with the *südback* partners, i.e. BÄKO Head Office of Southern Germany, the Regional Association of Guilds of Württemberg Bakers and the Baden-Württemberg Regional Association of Confectioners' Guilds.

## STRUCTURAL CHALLENGES

A continuing decrease in the number of businesses in the bakery trade, which has been continuing for years, and the training of good skilled personnel are also the biggest challenges facing the baking industry. During the Bakers' Trend Forum in the L-Bank Forum (Hall 1), the Regional Associations for Württemberg and Baden will offer visitors in-depth advice on questions concerning business management and operational requirements. A varied technical programme, which also features contributions from the German Bakery Trade Academies in Karlsruhe, Stuttgart and Weinheim, will present new findings from the topics of production, sales, marketing and cafés.

The Trend Forum of the Baden-Württemberg Regional Association of Confectioners' Guilds will be aimed at the craft confectioners among the trade fair visitors. The Carlo Wildt Cup for apprentice confectioners will be staged during the Trend Forum on every day of the trade fair. This year under the motto "Frankreich – Vive la France". "Furthermore, top-quality international specialists will participate in the Forum," says Klaus Vollmer, the Guild Master of the State Association of Guilds of Baden-Württemberg Confectioners. In its capacity as the business organisation of the bakery trade, the BÄKO Head Office of Southern Germany is currently concentrating on one key question: how can the attractiveness for young generations be increased? Holger Knieling, Managing Director of the BÄKO Head Office of Southern Germany, relates this challenge both to the search for young employees and maintaining these age classes as potential customers.

 More info: [www.messe-stuttgart.de/suedback](http://www.messe-stuttgart.de/suedback)  
Twitter: #suedback2017

## TRADE FAIR CALENDAR

- ▶ **23.–26.09. *südback***  
*Trade fair for the bakery and confectionery trades*

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- ▶ **09.–11.10. EVS30**  
*30th International Electric Vehicle Symposium & Exhibition*

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- ▶ **09.–11.10. World of Energy Solutions**  
*Int. trade fair and congress (f-cell, BATTERY+STORAGE)*

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- ▶ **09.–12.10. Motek**  
*Int. trade fair for automation in production and assembly*

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- ▶ **09.–12.10. Bondexpo**  
*Int. trade fair for industrial bonding technology*

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- ▶ **14.–15.10. wir heiraten!**  
*The wedding fair*

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- ▶ **19.–21.10. Education+**  
*Int. Summit and Exhibition for Vocational Education (Nanjing)*

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- ▶ **20.–21.10. Fachdental Südwest**  
*The most important trade fair for dentistry in south Germany*

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- ▶ **21.–23.10. SÜFFA**  
*Trade fair for the meat industry*

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- ▶ **24.–26.10. parts2clean**  
*Leading international trade fair for industrial parts and surface cleaning*

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- ▶ **07.–10.11. Blechexpo**  
*Int. trade fair for metal working*

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- ▶ **07.–10.11. Schweisstec**  
*Int. trade fair for joining technology*

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- ▶ **10.–12.11. Slow Food Market Zürich**  
*The trade fair for good taste*

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- ▶ **18.–26.11. Stuttgarter MesseHerbst**  
*with: Mineralien, Fossilien, Schmuck (17.–19.11.), Autotage Stuttgart (17.–19.11.), Familie & Heim (18.–26.11.), ANIMAL (18.–19.11.), Die Besten Jahre (20.–21.11.), Modell + Technik (23.–26.11.), Spielmesse (23.–26.11.), Kreativ (23.–26.11.), BABYWELT (24.–26.11.), eat&STYLE (24.–26.11.), veggio & frei von (24.–26.11.)*

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- ▶ **24.–26.11. RETRO CLASSICS**  
*Cologne*  
*Classic and historic cars in the car city of Cologne*

TRADE FAIR REVIEW

► 20.–23.04. *Messe Stuttgart's spring line-up*

The line-up of spring trade fairs in Stuttgart has ended on a record high. "We are delighted with the over 100,000 visitors who celebrated a magnificent line-up of trade fairs in spring with 1,495 exhibitors," stated Roland Bleinroth, President of Messe Stuttgart, upon the conclusion of the eight events. "The combined trade fairs have grown tremendously and proven once again that there is no other event in Germany, looking at sustainability, that comes even close."

► 29.–31.03. *Eltefa*

Digitalisation and networking were the key topics at Eltefa 2017, the largest trade fair in the electronics sector. The event attracted around 24,000 visitors to the Filder region.

► 23.–26.05. *AMB Iran*

AMB Iran 2017 surpassed all expectations. 5,736 trade visitors (2016: 2,027) mingled with 202 exhibitors (2016: 111) from 17 countries at the joint event by Messe Stuttgart and the German Machine Tool Builders' Association (VDW) at the Shahr-e-Aftab Exhibition Centre in Tehran.



Resounding success: AMB Iran 2017 at the new trade fair centre in Tehran.

► 30.05.–02.06. *Moulding Expo*

The second international trade fair for tool, pattern and mould making at Messe Stuttgart impressed over 760 exhibitors and around 15,000 visitors from Germany, Europe and many other countries in the world.

► 30.05. *LASYS meets Central Europe*

The conference with accompanying trade fair in Trnava, Slovakia was able to successfully position itself as a business platform for solution providers from laser material processing and industrial users.

Even more collector's items: With the new Paul Horn Hall (Hall 10), RETRO CLASSICS has a total exhibition space of 140,000 square metres in 2018.



RETRO CLASSICS 2018

World's biggest classic car fair

The biggest RETRO CLASSICS ever takes place in 2018 from 22 to 25 March. The new Paul Horn Hall (Hall 10) will be used for the first time. RETRO CLASSICS increases its total exhibition area to approximately 140,000 square metres, making it the biggest classic car exhibition in the world. The new Hall 10 attracts fans of historic and classic cars with superb presentations of Mercedes Benz, the special shows "SK Oldtimer Collection" as well as "50 Years of Irmscher Car Manufacturing".

"The number of registrations already received is above the figures of previous years," states Karl Ulrich Herrmann, initiator and organiser of the success project. "Thanks to the expansion with an additional hall we can now satisfy this massive demand." Herrmann is expecting up to 150 more exhibitors as well as 300 to 400 vehicles. A total of approximately 4,000 exhibits await the visitors of RETRO CLASSICS 2018 – from pre-war classic cars to shiny chrome American cars and historical commercial vehicles through to fine Neo Classics (modern vehicles), Youngtimers and motorbikes. A new premium partner of the classic and historical car exhibitions RETRO CLASSICS in Stuttgart, Cologne and Nuremberg is BRABUS, the largest independent automobile tuner in the world. RETRO CLASSICS 2018 sets new standards. According to Herrmann, however, it is "not only about the sheer size, but also steady growth founded on quality." A leading trade fair such as RETRO CLASSICS has to constantly reinvent itself and surprise its visitors again and again. Herrmann adds with optimism: "I hope we also manage to accomplish that this time round."

More info: [www.retro-classics.de](http://www.retro-classics.de)  
Twitter: #RetroClassics18

## Facts & Figures

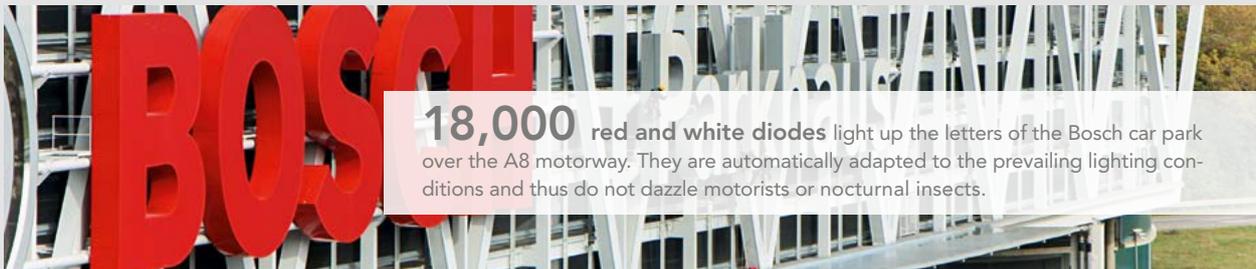
*At Messe Stuttgart it is all about trade fairs, congresses and events. But what happens behind the scenes when the trade fair merry-go-round takes place on the large stage?*



The fire department of Messe Stuttgart is deployed on average **1,900** times per year. Thankfully they are generally only minor incidents. In case of an emergency, however, there are over 2.1 million litres of water available in three extinguishing systems.



**52,000** portions of curry sausage with chips were consumed by visitors last year at the hall bistros of Messe Stuttgart. Roughly 12,330 healthy & fit dishes were also served in Messe Stuttgart's restaurants.



**18,000** red and white diodes light up the letters of the Bosch car park over the A8 motorway. They are automatically adapted to the prevailing lighting conditions and thus do not dazzle motorists or nocturnal insects.

## KOOPERATION AUSGEBAUT – MESSE STUTTGART UND A. SUTTER FAIR BUSINESS

### Unser Team für Stuttgart



Messe Stuttgart hat die Zusammenarbeit mit uns als ihrem langjährigen Messemedien-Partner nicht nur verlängert, sondern auf die Betreuung aller eigenen Veranstaltungen erweitert.

Als Dienstleister der Messe Stuttgart freuen wir uns darauf, auch zukünftig der Ansprechpartner der Aussteller in allen Fragen rund um ihre Darstellung in den offiziellen Messemedien zu sein.

Gemeinsam mit Messe Stuttgart werden wir kontinuierlich an der Verbesserung ihrer Präsentation und Auffindbarkeit auf allen Medienkanälen arbeiten.



## Im Herzen der Stadt

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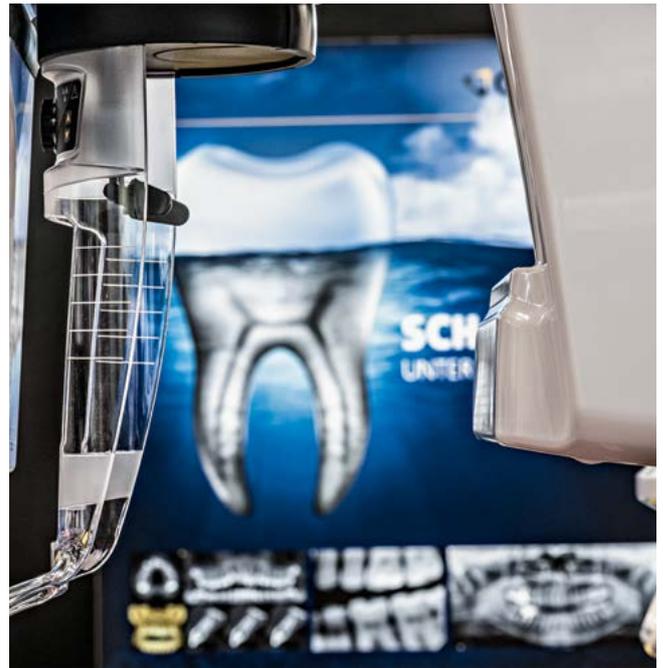
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All about teeth:  
Fachdental  
in Stuttgart is the  
most important  
dentistry trade fair  
in south Germany.



## Focus on hygiene

*At Fachdental Südwest in Stuttgart, the focus will be on the topic of cleanliness.*

The topic of hygiene at the dentist's is a continuing story: Scientific findings continually result in new standards, which are reflected in a flood of new regulations and recommendations. With the "Hygiene in the dental practice and laboratory" special show, Fachdental Südwest will be dedicated to this broad subject on 20 and 21 October 2017 in Stuttgart. In the "dental arena", visitors will have the opportunity to obtain detailed information on current hygiene requirements.

### QUALITY OF TREATMENT IN A DENTAL PRACTICE

In the busy daily life of a dental practice, dentists and their personnel are frequently overwhelmed in face of the meticulous requirements regarding quality management, work instructions and the creation of individual practice hygiene plans, which are usually associated not only with greater costs, but also an increased workload. There really are requirements that "are difficult for the dental practice," confirms Dr. med. dent. Norbert Struss, Vice-President of the Baden-Württemberg Chamber of Dentists. In particular, dentists complain of the large volume of documentation. "Whether this serves its purpose is questionable. Here, the excess does not result in advantages", says Struss. It is therefore all the more important, when defining new standards and developing new procedures, to involve the dentists concerned at an early stage.



More info: [www.messe-stuttgart.de/fachdental](http://www.messe-stuttgart.de/fachdental)  
Twitter: [#fachdentalsuedwest](https://twitter.com/fachdentalsuedwest)



At the "Games Island", visitors to the Spielmesse can try out around 4,000 games under expert guidance on location.

## Games, fun and excitement at the Stuttgarter MesseHerbst

*At the Spielmesse exhibition for games, the main focus is on the joy of playing.*

Whether classic games, bestsellers or top novelties, at the Spielmesse in Stuttgart from 23 to 26 November, there will be something for game-players of all ages. Manufacturers and creators, toy retailers and producers will present their autumn novelties. The "Stuttgart spielt" days of action on 23 and 24 November promise fun with the games and movement rally within the framework of the Kinder- und Schülertage. The Forum Pädagogik from 23 to 25 November will revolve around the theme of playing and learning. Educators, pre-school teachers and interested parents can obtain all kinds of

information on learning by playing. In addition, the "Educational game of the year" will be presented at the Spielmesse in 2017. Particularly popular among games fans is the "Games Island" by Game Point, where around 4,000 games can be tried out under professional guidance. During the long games evening on 24 November, visitors will be able to throw dice and move pieces in the trade fair hall until 10 p.m.



More info: [www.messe-stuttgart.de/spielmesse](http://www.messe-stuttgart.de/spielmesse)  
Twitter: #spielmesse17



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More than 900 exhibitors from over 25 countries, six halls, new structuring of the exhibition offering: Motek 2017 hits the ground running.

## Motek 2017: Rapid and targeted route to trade fair success

*Trade fair visitors are investing less and less time in their stay. Guest organiser Schall responds with theme groups and individual performance shows.*

Shorter routes, clearer structures, more time for what is important: P. E. Schall GmbH & Co. KG, guest organiser of the international trade fairs Motek and Bond-expo, optimises the strategic and content alignment of the two high-tech events that take place from 9 to 12 October at Messe Stuttgart. "In the course of the strategic development of Motek and Bond-expo, we are starting to structure the available halls 3, 5, 7 as well as 4, 6 and 8 according to content," explains Rainer Bachert, Project Manager of Motek and Bond-expo. "In the

future we will bundle three to four theme groups in each hall and present them as a specific performance show." Contrary to the previous "mixed positioning", the new structuring offers visitors of the international trade fair for automation in production and assembly and the international trade fair for industrial bonding technology an overview in a compact format.

The more targeted orientation of the visitors gives the exhibitors the opportunity to establish high-quality contacts. In addition, they can concentrate more on specific user questions. During the autumn event in 2017 with the new hall constellation, the thematic structuring is used for the first time in halls 5 and 6 with the focal points "Turnkey assembly systems" and "Screwdriving and connection technology" (Hall 5) as well as "Turnkey assembly systems" and "Joining and bonding technology" (Hall 6).

Also new at Motek 2017: The "Safety + Automation" forum takes place on the first day of the trade fair. With the new format as a forum at Motek, the event organisers, the automation company Pilz and the trade fair company Schall, continue the successful series with practical themes from the area of machine safety.



Robot as a co-worker: At the Stuttgart-based trade fair Motek, Industry 4.0 has long been part of everyday life in assembly and production.

More info: [www.motek-messe.de](http://www.motek-messe.de)  
Twitter: #motek

## Driving and comparing new cars on site

Not possible in any car showroom – at the Stuttgart-based new car sales exhibition from 17 to 19 November 2017, interested buyers can select their dream car from a variety of new models and brands and also take it on a test drive. Expert advice included. From the city runabout to the family SUV, there are all types of vehicles at the second new car sales exhibition as part of the autumn line-up of trade fairs in Stuttgart. The vehicles are presented by dealerships from the region. Individuals who decide on their favourite model straight away don't have to wait long for their dream car. Visitors can order their vehicle at the new car sales exhibition in Stuttgart. And often at attractive trade fair conditions too.



More info:  
[www.messe-stuttgart.de/autotage](http://www.messe-stuttgart.de/autotage)  
Twitter: #autotage17

Choose your car, take it for a test drive, order: Not a problem at the new car sales exhibition Autotage Stuttgart.

To the fair in next to no time – in next to no time back to your hotel



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



Leinfelden-Echterdingen – where else.



State-of-the-art technology for butchers: At SÜFFA 2017 approximately 260 exhibitors present key innovations for the meat industry.

## SÜFFA 2017: All facets of the butcher's trade

*Optimised opening times, special areas for sales-relevant trend themes, current technology: SÜFFA deserves its reputation as a leading trade fair for the meat industry.*

From 21 to 23 October 2017 SÜFFA showcases all facets of the butcher's trade. All market leaders are on board. Approximately 260 exhibitors are expected. "SÜFFA is considered a must-attend event for all butcher's shops and meat companies who want to stay one step ahead in the future," states Andreas Wiesinger, Member of the Board of Management of Messe Stuttgart.

The spectrum at the trade fair ranges from machinery and equipment manufacturers, raw material suppliers, shop fitters, professional clothing manufacturers to service providers. The visitors can also expect an overview of innovative new products and current trends in the butcher's trade. Joachim Lederer, guild master in Baden-Württemberg, even regards "SÜFFA as the No.1 fair for the butcher's trade in Germany".

This year SÜFFA will be held on different days. It already begins on Saturday, 21 October, and ends on Monday, 23 October. The opening hours have also been changed: The starting shot will be fired on Saturday at 13.00. SÜFFA will be open from 10.00 to 18.00 on Sunday and Monday. The traditional vocational school competitions on the final day of the event will therefore take place on the Monday. The advantage here is that the female students can also use the Day of Butchers' Wives and pursue the special offers

after the competitions. The hall layout for the trade fair has also been revised. SÜFFA will be held in Halls 7 and 9 and can be reached as usual via the West entrance.

In 2017 there are special areas for some trend themes at SÜFFA. The BBQ & Foodtruck Area (Hall 9, Stand 9A71) will be dedicated to the new line of business within the catering sector and show how mobile catering can offer a new source of income for the trade. In the special show "The Snackeria" (Hall 9, Stand 9C11) the classic filled bread roll is reinvented: For example, by using other products such as steaks in addition to sausage and cheese. A fashion show (Hall 7, Stand 7C21) presents this season's trendy outfits, in the glass sausage kitchen (Hall 9, Stand 9A59) visitors find out how sausage products are manufactured using state-of-the-art technology.

With the Day of Butchers' Wives, SÜFFA provides a separate meeting place for female industry professionals. Female masters in the sausage kitchen, sales assistants and part-time employees in sales and the kitchen encounter a diverse programme tailored to the requirements of the visitors. This year the focus will be on female managers.



More info: [www.messe-stuttgart.de/sueffa](http://www.messe-stuttgart.de/sueffa)  
Twitter: #sueffa17

## New hall for roller shutters, doors and sun protection systems



Shade in the summer: At the Stuttgart-based R+T 2018 the focus is on innovative sun protection systems, among other things, in Hall 6.

Sun protection systems on terraces and balconies are more sought after than ever before. R+T 2018, the world's leading trade fair for roller shutters, doors/gates and sun protection systems, responds to this market development: "With the new Paul Horn Hall (Hall 10), we have more space available in 2018," states Sebastian Schmid, Vice President of Technology Trade Fairs at Messe Stuttgart. "In the Outdoor Living segment, visitors discover innovative solutions for awnings and parasols, primarily in the Oskar Lapp Hall (Hall 6)." Other areas of R+T 2018 include product and service presenta-

tions on drives, control systems and building automation, as well as energy efficiency and security in the doors and gates area. With BVRS, Federal Association for Manufacturers of Roller Shutters and Sun Protection, BVT, National Federation of Door and Gate Manufacturers, and ITRS, Industrial Association for Technical Textiles, Roller Shutters and Sun Protection, R+T 2018 once again has strong partners on board from 27 February to 3 March.



More info: [www.messe-stuttgart.de/r-t](http://www.messe-stuttgart.de/r-t)  
Twitter: #rtexpo

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# Optimum synergy effects

*Blechexpo and Schweisstec will for the first time take up the entire exhibition area.*



Processing and connecting sheet metal: The trade fair duo Blechexpo and Schweisstec will highlight the state of the art.

The whole world of thermic and mechanical sheet metal, profile and pipe processing plus thermic and mechanical welding, joining and connecting technology – with this portfolio, the trade fair duo Blechexpo and Schweisstec from 7 to 10 November 2017 will score top marks at the highest international level. Blechexpo – the international trade fair for metal working – and Schweisstec – the international trade fair for joining technology – will occupy all currently available exhibition areas at the Stuttgart Trade Fair Centre, an increase of 15 per cent over 2015.

Georg Knauer, project manager for Blechexpo and Schweisstec at guest event organiser P. E. Schall, notes high growth rates for German and foreign exhibitors, as well as the stand areas booked: "We can currently confirm a new record, with a gross exhibition surface area of over 105,000 square metres. In the end, we will even fully occupy the entire trade fair centre for the first time." According to Knauer, the increase in manufacturers and offerers from abroad is also a positive development. He attributes a large proportion of this success to the concept of the "process chains trade fair". "At Blechexpo, the specialist visitors from around the world will find a range of products and services from around the world, and so they can organise their processing and production of components, assemblies and devices in detail and as a whole," explains Knauer. The complementary event Schweisstec seamlessly covers the process chain of metal, pipe and profile processing with the areas of thermic and mechanical welding, joining and connecting technology.

More info: [www.blechexpo-messe.de](http://www.blechexpo-messe.de); [www.schweisstec-messe.de](http://www.schweisstec-messe.de)  
Twitter: #blechexpo; #schweisstec

## MESSE COMPACT

### ► Exclusive partnership

The German International Hotel Association (IHA) is the new exclusive partner of INTERGASTRA in Stuttgart. The industry association for German hotels, to which over 1300 leading hotels from all over Germany and in all categories (individual, cooperation and chain hotels) belong, will be actively involved in the design of specialist and framework programmes for the most important European trade fair for gastronomy, hotels and hospitality, which will take place from 3 to 7 February 2018.

### ► Digitalisation in the care sector

The topic of digitalisation will be an important focal point at PFLEGE PLUS 2018 taking place in Stuttgart from 15 to 17 May 2018. "With digital solutions, patients can be better cared for and the carers can be relieved of some of the burden," explains project manager Dagmar Weise from Messe Stuttgart. "In future, smart technology will perhaps even be able to completely take over individual tasks, for example by means of e-health or assistance systems to ensure a self-determined lifestyle. There is currently a great willingness to invest." At PFLEGE PLUS, the whole range of present possibilities will be on show.

### ► Health-conscious eating of ice-cream

Sorbets, smoothies and fruit-flavoured ice-cream are conquering the ice-cream parlours. From 3 to 7 February 2018, GELATISSIMO will provide a preview of the latest trends in ice-cream. A star in the coming season will be fresh and healthy smoothies as ice-cream. Unusual combinations such as fruit with spinach, carrots, courgettes, mint leaves, herbs and spices will in future also be available in a cone.



GELATISSIMO whets the appetite for the ice-cream trends of 2018.

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## TRADE FAIRS – MARKETS

### As much security as possible

*Guest organisers and Messe Stuttgart collaborate as partners.*

**E**ven more security is the watchword. Messe Stuttgart has reacted to recent events, as all fairgrounds in Germany, and has taken additional measures to ensure the security of customers, visitors and employees. This affects all events on the Stuttgart fairgrounds without exception – and that includes guest events. All the events are classified and each event is allotted the necessary modules from a catalogue of security measures. The lowest security level comprises events with under 10,000 visitors a day and without critical topics; the highest level affects special events which require a specific case-by-case review. In these cases, state protection and the federal police force is involved.

With around 15,000 visitors in only one night, the Stuttgart Electronic Music Festival (SEMF) is one of the guest events with the highest security level and the police is present to carry out checks on site. The Comic Con Germany is also a special case in the event portfolio since cos-players visit the event dressed in fantasy costumes which also include decorative weapons.

#### MORE WORK FOR ORGANISERS IN INDIVIDUAL CASES

Collaboration between Messe Stuttgart and guest organisers is based on close and harmonious partnership. For example in the case of the SEMF, the guest organisers prepare a comprehensive security concept themselves using information provided by the internal Messe Stuttgart department "Traffic & Security". The parties involved also include the Messe Stuttgart Company Fire Brigade, the Maltese Ambulance Service, the Office for Public Order of the town of Leinfelden-Echterdingen and state and federal police.

Due to the current local situation a re-assessment of the security situation may be required at short notice despite every precaution taken during the preliminary assessment of an event. "In individual cases this may result in extra work for organisers," says Stefan Lohnert who is Vice President of Guest Events at Messe Stuttgart. "It's not always easy to find the right arguments on this issue. But we can explain and justify each of the measures in detail."

Messe Stuttgart acts according to the costs-by-cause principle. "If a low-risk event takes place in parallel to a high security event, we have to apportion the costs accordingly," says Lohnert. Organisers are highly appreciative of the efforts to increase security. For example, acceptance by customers from the United Kingdom and the USA is extremely high. Lohnert says, "The first question we are always asked concerns public safety in Germany."



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

## Highlights for dog lovers

Dogs are more than just pets. A complete hall full of products, information and an accompanying programme is devoted to man's best friend at ANIMAL, which takes place on 18 and 19 November 2017. The long-term co-operation partner of ANIMAL is the Professional Association for Dog Trainers and Behaviour Specialists, with its First Chairman Rainer Schröder. Together they are responsible for supplying the specialist expertise. "Many dog lovers and interested parties use the opportunity to speak with experts. ANIMAL offers the perfect platform for this," says Schröder. One of the dog highlights is the international dog dance competition and the major pug and bulldog race.



One of the highlights at ANIMAL 2017: the pug and bulldog race.



More info: [www.messe-stuttgart.de/animal](http://www.messe-stuttgart.de/animal)  
Twitter: #animal17

## Fit and healthy in old age

The exhibition in Stuttgart for best agers, Die Besten Jahre, focuses on the topic of "Fit and Healthy in Old Age" on 20 and 21 November 2017. At parts of Messe Stuttgart's autumn line-up everything revolves around active living for the over-50 generation on the two days of the exhibition. Over 100 exhibitors will present their products. Visitors can expect a wide assortment of sports activities, fashion and cosmetic tips and counselling on healthy ageing. The main attraction of the exhibition is the "Market place for volunteer work" with presentations by regional organisations looking for volunteer workers. The accompanying programme offers visitors highlights such as an e-bike test track and exercise activities offered by the Swabian Gymnastics Association on the "Active Stage".



Active best agers: "Die Besten Jahre" showcases activities for the over-50 generation.



More info: [www.messe-stuttgart.de/diebestenjahre](http://www.messe-stuttgart.de/diebestenjahre)  
Twitter: #MesseHerbst17

Familie & Heim



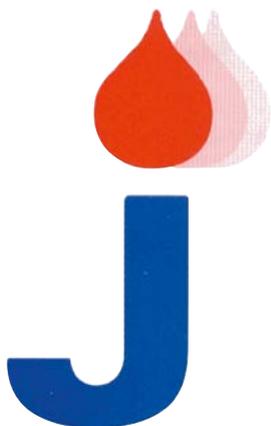
At Familie & Heim everything revolves around the home and enjoyment.

## The shopping and experience exhibition for the whole family

**H**ome, living, enjoying: The whole family will find something of interest at Familie & Heim, South Germany's large shopping and experience exhibition which takes place in Stuttgart from 18 to 26 November 2017. Visitors are offered a full range of products in the large key area of Living & Ambience – from furniture, kitchen and decorations through to home accessories. The Building & Modernisation segment covers aspects ranging from A for air conditioning to W for windows. A special exhibition during the Familie & Heim exhibition is the International Kitchen Exhibition which focuses on presentations by regional specialists from the DER KREIS purchasing association and exhibits innovations by leading manufacturers. Those interested can even have their dream kitchen designed on site – including the latest technology and energy-saving appliances.

Other exhibition highlights this year include the special show for the Swabian Mountains biosphere area with many attractive tourist and culinary offers from a holiday region which is rich in diversity. The show presents the Alb towns of Ehingen and Münsingen and includes a cosy beer garden as well as a multitude of regional products, including traditionally brewed beer from the small Berg brewery in Ehingen which can date its origins back to the year 1466, or noodle specialities from Tress in Münsingen and organic fashions from the FLOMAX manufactory. Last but not least the popular wirtschaftsOASE Leinfelden-Echterdingen looks forward to the exhibition with companies and tourist offers for visitors (please read the interview on page 15).

 More info: [www.messe-stuttgart.de/familie](http://www.messe-stuttgart.de/familie)  
Twitter: #familieheim17



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## Healthy eating and living and shopping consciously

Germany has around eight million vegetarians, that is about ten percent of the population. These are the current figures estimated by the German Vegetarian Association (VEBU). According to a survey conducted by the market research institute SKOPOS, around 1.3 million people completely avoid eating animal products in Germany. Three years ago, there were about 900,000 vegans according to the market and opinion research institute YouGov; in 2008, this figure was only 80,000 according to the German National Consumption Study II. This shows a clear upward trend.

An unfortunate parallel but significant trend is also the increase in allergic or non-allergic food intolerances such as coeliac disease which is a chronic disease of the small intestine caused by a life-long intolerance of the protein gluten which mainly occurs in wheat, spelt, rye, barley, commercial oats as well as in old varieties of wheat such as emmer and einkorn. In addition, more and more people are suffering from lactose intolerance as well as allergies from cow's milk, hen's eggs and peanuts or walnuts. According to current estimate, around six million people in Germany are obliged to avoid specific foods due to intolerances.

The trade fair duo "veggie & frei von" highlights these trends as part of Messe Stuttgart's autumn line-up taking place from 24 to 26 November 2017. It is aimed at people with food allergies and intolerances, vegetarians, vegans and simply all those who are interested in healthy eating. The consumer show offers visitors an extensive programme of tastings, cooking demonstrations and exciting lectures. It also covers the entire spectrum of vegetarian, vegan and "free from" products which do not include allergens such as



Living vegan: veggie & frei von shows just how it's done.

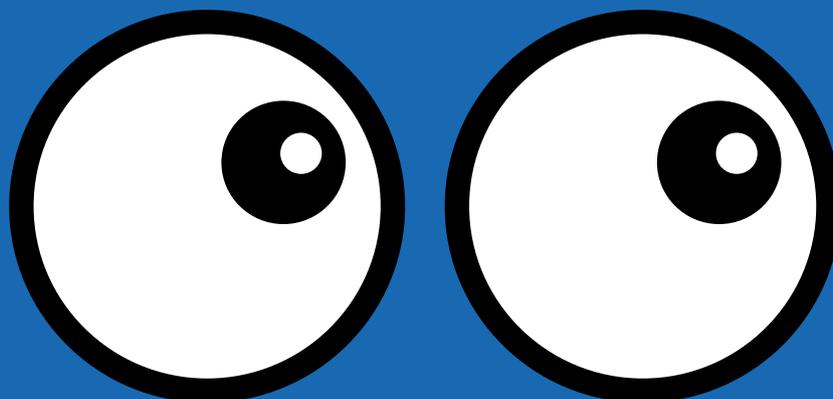
gluten, lactose, fructose or histamine and products which contain no sugar or carbohydrates. The conceptual sponsor of the "veggie" sector is the VEBU, whereas the German Coeliac Disease Association supports the "frei von" area. The two organisations make a significant contribution to the extensive framework programme of the exhibition through their professional expertise.



More info: [www.messe-stuttgart.de/veggie](http://www.messe-stuttgart.de/veggie)  
Twitter: [#veggiefreivon17](https://twitter.com/veggiefreivon17)



## Unsere Werbeflächen...



...sind immer ein Hingucker



Making two into one: the new consumer show Modell + Technik caters for the varied tastes of modelmaking and technology enthusiasts.

## Two strong exhibition brands join forces

*The new Modell + Technik combines the best of the two previously separate exhibition worlds offering new target groups for exhibitors and synergies for visitors.*

The two exhibitions have been popular with visitors from all over South Germany. Now the traditional exhibitions of “Hobby & Elektronik” and “Modell Süd” have joined forces to become a single innovative entity starting in 2017. The new format of “Modell + Technik” will be launched as part of the Messe Stuttgart’s autumn line-up and will take place from 23 to 26 November in two halls. For exhibitors this means new target groups and double the exhibition power. “In the manufacturing sector the areas of models and com-

puters are merging more and more,” explains Armin Domdey, Vice President of Messe Stuttgart’s autumn line-up. “The new exhibition brand makes for exciting possibilities. For example a drone flight with VR goggles in the drone flying area in the middle of the gaming area, or the latest developments in the nano class of RC cars,” says Domdey. “This will keep the hobbies of model railways and modelmaking attractive in future, especially for younger visitors.” Exhibitors at Modell + Technik will present model railway technology for all track gauges, model aircraft, RC cars, trucks, racing boats and much more.

The “Technik” section includes the area of “Fascination Photography” which shows everything to do with the latest cameras and equipment. The highlight in the “Maker Space” is the “Do it yourself” area with repair cafés, workshops, making spare parts in the latest 3D printers, workshops and hands-on activities. The special area of “Passion for technology” will fascinate techies with technical development and research projects from the sectors of mobility, production and manufacturing, robotics and energy. Universities, research institutes and companies make high tech into a live experience.



Simply lift off: drone flying area at Modell + Technik.



More info: [www.messe-stuttgart.de/modellundtechnik](http://www.messe-stuttgart.de/modellundtechnik)  
Twitter: #modelltechnik17

## Bonding, joining and fastening

*Everything revolves around the topic of innovative bonding technology at Bondexpo 2017.*



A central theme at Bondexpo 2017 is the automation of industrial bonding operations.

At Bondexpo everything that belongs together is joined together. The International Trade Fair for Bonding Technology takes place from 9 to 12 October. As the complementary "satellite" to Motek, the International Trade Fair for Production and Assembly, Bondexpo covers the areas of joining, fastening by bonding and mechanical and thermal joining and fastening technology (read also on page 24). The focus of the Schall-owned fair revolves around the segments of bonding, sealing, insulation, foaming and encapsulation. The supplementary sector to industrial assembly – and therefore to the parallel Motek fair – is provided by other mechanical joining and fastening processes, thermal joining and fastening techniques as well as resistance welding, soldering and brazing and ultrasound.

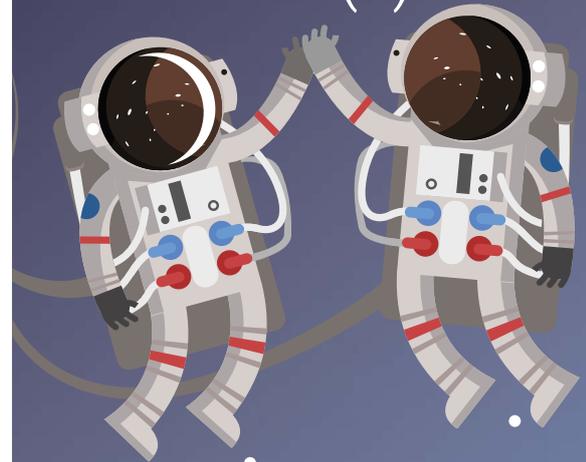
### THE CHALLENGE OF INDUSTRIAL LIGHTWEIGHT CONSTRUCTION

The booming industrial lightweight construction sector place enormous challenges on joining and fastening technology in all branches of industry and on modern materials such as hybrid materials and fibre-reinforced composites. An interesting technical and economical alternative in this sector are adapted adhesives. Firstly components can then be partly or completely fastened without mechanical preliminary work such as drilling and deburring. Secondly it is then comparatively easy to automate bonding work in this way.



More info: [www.bondexpo-messe.de](http://www.bondexpo-messe.de)  
Twitter: #bondexpo

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ME SSE PARTNER: Pluswerk AG digital agency

## Digital innovations for Messe Stuttgart

*The Pluswerk AG digital agency is working together with Messe Stuttgart on the digital future of the company.*



Pluswerk has been a partner of Messe Stuttgart since 2016.



More info: [www.pluswerk.ag](http://www.pluswerk.ag)

Since autumn 2016, Pluswerk has been a partner of Messe Stuttgart for their Internet appearance. The digital agency, with over 20 years of experience in dealing with challenges relating to the Internet, is currently implementing the new website for all the events of Messe Stuttgart. The main focus is on the digital transformation.

150 people are currently employed by Pluswerk at locations all over Germany. The agency thus offers the implementation of results from a single source. The company's portfolio comprises all the services necessary for successful digital business: Strategy consultation, digital brand management, online marketing, websites/portals and e-commerce solutions. The customers above all include future-oriented, medium-sized companies from all over Europe. The agency has two main focuses: machine/plant constructors and universities.

HIDDEN CHAMPIONS: comemso GmbH



comemso GmbH in Ostfildern is also the market leader in the field of testing systems for battery management systems.

## Market leader from Fildern

*Test systems for electromobility.*

For comemso GmbH, the future of mobility is the daily business. The company, which was founded in 2009 in the district of Ostfildern, is the market leader in the field of testing systems for battery management systems and for products for analysing the charging processes between electric vehicles and the charging station for all charging standards worldwide. "We enable developers, producers and service providers to carry out measurements, simulations and analyses," says Managing Director Dr.-Ing. Kiriakos Athanasas. "With our devices, customers can test and further develop their products with targeted simulations." Customers include renowned German car manufacturers, as well as international companies in Asia and the USA. In addition, comemso serves OEM suppliers, as well as developers, manufacturers and operators of charging stations. Around 60 per cent of the products are exported. comemso is a member of the top cluster of Elektromobilität Süd-West in the state of Baden-Württemberg.



More info: [www.comemso.de](http://www.comemso.de)

## Everything for a successful start to family life

Within the framework of the Stuttgart Trade Fair Autumn, BABYWELT, Germany's largest public trade fair for future parents and young families, will open its doors once again from 24 to 26 November 2017. The popular event of the guest organiser FLEET Events GmbH will give visitors a comprehensive overview of everything one needs for starting into family life. At BABYWELT, young parents can not only obtain information, supported by competent specialist advice, about the latest trends in the areas of mobility, furniture, toys, health, nursing, nutrition and fashion, they can also test the equipment out on-site and see live demonstrations. Attractive service areas for baby changing, breastfeeding and nursing will allow visitors to enjoy a few relaxing hours at the trade fair.



Everything for the new generation: BABYWELT provides support for young families.



More info: [www.babywelt-stuttgart.de](http://www.babywelt-stuttgart.de)  
Twitter: #babywelt17

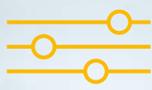
## wir heiraten!

### All about weddings



Attractive outfits for that special day.

On 14 and 15 October 2017, at "wir heiraten!" couples planning to marry can get all sorts of advice and information for their individual dream wedding. Last year at Baden-Württemberg's biggest wedding trade fair, 6,100 couples were inspired by the fashion shows, workshops, presentations, services and products from over 150 exhibitors for their upcoming special family event.

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

## Gaetano Brescia



As chef de cuisine Gaetano Brescia is responsible for coordinating the catering for the entire Messe Stuttgart. But this doesn't mean he doesn't like to roll up his sleeves.

**G**aetano Brescia, chef de cuisine at Messe Stuttgart, joined Messe Stuttgart because of the "large" catering kitchen. He started his cooking career at the spa hotel in Baden-Baden. After he finished his training, he returned to the home country of his parents, Italy. During this time, he was specially impressed by the North Italian cuisine – fresh self-made cheese, incredible spice mixtures and superb variations with game.

"Then I just had to return to the region around Baden," remembers Brescia. "First I worked as sous chef at the Medici restaurant in Baden-Baden. A year later, I took on the post as chef de cuisine there." But his great passion has always been catering for big events. "That's why I'm so happy that my journey has taken me to Aramark at Messe Stuttgart. Here I'm responsible as chef de cuisine for all the restaurants." On a "quiet" day on the fairgrounds – that is when there are no fairs and no stand erection or dismantling – Brescia and his 18-member team notch up about 200 meals. "On erection and dismantling days, we serve up to 450 dishes; on exhibition days, up to 1,400 menus per restaurant depending on the event," says Brescia. That's catering in a big way.

## Kreativ



Cake it: bake your own creative cake at Kreativ.

## Dream gateaux, fashion trends and Scandinavian lifestyle

**S**weet dreams come true at "Cake it". At "Kreativ", which takes place from 23 to 26 November 2017, "trade fair visitors can look forward to works of art made of sugar and colours," says Helga Braun, Project Leader for Kreativ. Specialists for imaginative decorations demonstrate the art of making gateaux. Those who want to try their hand at making works of art on the spot will receive the appropriate utensils for shaping, cutting, decorating, wrapping and giving away as a present. A new area is devoted to the topic of fashion. On two days of the exhibition, the College for Fashion and Design at the Kerschensteiner commercial school in Stuttgart will be among those presenting the topic of "Creative fashion" on the catwalk. Here it's all about inspiration, career information and counselling as well as the manufacture of shoes and bags. A key feature includes clothes made of paper reproducing classic styles or historical costumes. Another highlight at Kreativ focuses on home and lifestyle trends from Scandinavia – modern, cosy interiors with the accessories to match.

More info: [www.messe-stuttgart.de/kreativ](http://www.messe-stuttgart.de/kreativ)  
Twitter: #kreativ17

## RETRO CLASSICS expands its presence in Germany

In 2017, the Stuttgart RETRO CLASSICS, Europe's largest exhibition for historic and classic cars, started its first expansion inside Germany with offshoots such as RETRO CLASSICS BAVARIA and RETRO CLASSICS Cologne. An exhibition area of up to 60,000 square metres will initially be available for RETRO CLASSICS Cologne at the Cologne trade fair centre from 24 to 26 November 2017. There, classic car fans will meet many well-known exhibitors from all sectors. In addition to dealers, restorers and manufacturers, aficionados of historic vehicles and lifestyle will also find a parts market, club presentations and a vehicle selling market. "The Cologne location gives the RETRO CLASSICS brand greater internationality," comments Karl-Ulrich Herrmann, Managing Director of RETRO Messen GmbH. "The closer proximity to the many classic car fans in Belgium, the Netherlands, Northern France and the British Isles is also an important step for us." The Nuremberg fairgrounds will host RETRO CLASSICS BAVARIA for the second time from 8 to 10 December 2017. Visitor figures are expected to rise by about 20 percent. One of this year's highlights is the special show "The Abarth Legend" – a synonym for motor racing and performance.



Final event of the classic car year: RETRO CLASSICS BAVARIA.



More info: [www.retro-classics-cologne.de](http://www.retro-classics-cologne.de)  
[www.retro-classics-bavaria.de](http://www.retro-classics-bavaria.de)

## Germany's Food Festival makes a stop in Stuttgart

From 24 to 26 November 2017, eat&STYLE, Germany's largest food festival, invites visitors to Stuttgart to take part in cook-ins and discover baking and other trends. As a part of Messe Stuttgart's autumn line-up, guest organiser FLEET FOOD Events GmbH is again staging thrilling features from the world of culinary delights together with live shows. For example the themes in 2017 include Miele kitchen tricks, the Miele bakery, the Men's World Academy, the Miele Sous-Vide Kitchen, the Food Truck Court, the market place, the Walk of Coffee, areas on the topical trends of drinks and much more. A total of over 140 partners and exhibitors attended last year's event. What makes eat&STYLE in Stuttgart so special is that visitors receive insider tips from popular top chefs at the many free workshops and together with catering professionals they discover innovative food inspirations. At Messe Stuttgart in 2016, there were a total of 2,500 participation places available.



Men's World: the professional way to cut meat at eat&STYLE.



More info: [www.eat-and-style.de/de/stuttgart](http://www.eat-and-style.de/de/stuttgart)  
 Twitter: #eatstyle17

# CMT 2018: new highlights and special areas

*The world's largest consumer show for tourism and leisure celebrates its 50th anniversary.*



Besides Lake Balaton, the capital Budapest is currently one of the main tourist destinations in Hungary.



The Bocas del Toro archipelago in the north west of Panama is one of the most popular destinations in the Latin American country.



There are about 70 camping sites for caravanning tourists in Trentino, Italy. Among them are high-quality four-star sites.

CMT looks back at 50 years of success – from its modest beginnings in 1968 to what it has become today: the world's largest public trade fair for tourism and leisure. From 13 to 21 January next year, the popular traditional exhibition opens its doors in the new Paul Horn Hall (Hall 10) at Messe Stuttgart, a fitting start to its 50th anniversary. It includes additional special areas, extended highlights at the subsidiary shows and attractive partner countries and regions. "Our aim is to continue developing the successful exhibition and present visitors with new forms of holiday," says Guido v. Vacano, Vice President of Consumer Shows at Messe Stuttgart, indicating the direction. "The exhibition area has now grown to about 120,000 square metres with the new exhibition hall and creates the best possible conditions for this."

## HOTSPOT FOR PARAGLIDERS AND HANG-GLIDERS

For example a new highlight at CMT 2018 is the "Thermal Show", an additional two-day show for the Fahrrad- & ErlebnisReisen mit Wandern. Previously the Hotspot for paragliders and hang-gliders exhibited in Sindelfingen. In 2018, it now moves to CMT where over 80 German and foreign manufacturers, dealers, flying schools and associations present novelties and trends on the paraglider and hang-glider market. From entry-level models to high-performance equipment. Paramotor and trike brands are also on show. "For Messe Stuttgart the new special show is an ideal addition to our range of offers for active and sportive holiday-makers," says v. Vacano delighted.

The Kreuzfahrt- & SchiffsReisen area also offers a new highlight. "In 2018, we are focusing on expanding the areas of yacht charters, sailing cruises and houseboat holidays," says v. Vacano. "This promising future market segment is booming and will be aptly presented at the upcoming CMT."

The attractions at the Messe Stuttgart holiday trade fair next year will again include CMT partner countries. In 2018, they are Hungary, a popular European destination, Panama as the "exotic" long-haul destination and the caravanning partner region of Trentino in Italy with its 70 camping sites.

The North Italian province stretches from the Dolomites to the northern tip of Lake Garda and is within easy reach for caravanners from Germany. Around 1.8 million German tourists travel to Hungary every year. Most of them visit Budapest and the Balaton region. However, the government is expanding tourist offers in other regions as well.

A major special feature in Message 1/2018 will cover the 50 year success story of CMT at Messe Stuttgart. The magazine will be published on time for the start of the trade fair.



More info: [www.messe-stuttgart.de/cmt](http://www.messe-stuttgart.de/cmt)  
Twitter: #cmt18

## Custom made jewellery

Are you looking for unusual items of jewellery? Then "Mineralien, Fossilien, Schmuck" is the right address for you and takes place from 17 to 19 November. A dozen of mainly regional craftpersons and designers present their designs, pieces, jewellery and accessories. Every product is either a unique piece or a small series. If anyone is interested in becoming a jewellery designer, they can forge their own rings under the guidance of professionals in the silversmith workshop and decorate them with inner engravings. Visitors can also make their own genuine pieces in the goldsmith area and in many necklace and bracelet workshops. One of the highlights in the fossils and minerals area includes the fascinating touring exhibition "Granite & Goethe".



A focal point at Mineralien, Fossilien, Schmuck is extraordinary jewellery pieces.



More info: [www.messe-stuttgart.de/mineralien](http://www.messe-stuttgart.de/mineralien)  
Twitter: #mfs17

## Special show Cleanroom analysis

Parts2clean is the leading international trade fair for industrial parts and surface cleaning. It is organised by Deutsche Messe AG and takes place in Stuttgart from 24 to 26 October. Trade visitors can expect an interesting novelty: the special show "Cleanroom analysis process chain". Under the aegis of the Cleaning Excellence Centers (CEC), the Competence Network for Industrial Parts and Surface Cleaning in Leonberg, eight manufacturers will present a system in the form of a process chain comprising all the components required for a fully functional cleanliness laboratory. The three-day specialist forum coordinated by the Fraunhofer Alliance also makes parts2clean one of the most sought-after knowledge sources on industrial parts and surface cleaning on the international arena.

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## Best conditions for R+T South America 2018

*The only trade fair for doors/gates and sun protection in South America has moved to the most modern exhibition grounds on the continent for its second outing: São Paulo Expo.*

R+T South America will be attracting plenty of international exhibitors to its second event, which is taking place from 9 to 12 May 2018 on the most modern exhibition grounds South America has to offer: the São Paulo Expo. Radically modernised, the trade fair now boasts contemporary infrastructure and more exhibition space: perfect conditions for the only trade fair in South America for doors/gates and sun protection,



R+T South America will be taking place at the São Paulo Expo for the first time in 2018, South America's most modern exhibition grounds.

as well as the accompanying ExpeR+T Conference. The leading trade fair in South America for glass technology and glass design, Glass South America, is also being held at the same time. Both trade fairs stand to benefit from the synergies created by visitors from the construction, architecture, interior design and design sectors. Organiser of Glass South America and co-organiser of R+T South America is NürnbergMesse Brasil. São Paulo is located in the southeast of the country. As the economic centre of Brazil, it generates approximately 64 percent of the industrial production and around 58 percent of the gross domestic product. The São Paulo Expo is only a few minutes from the Congonhas domestic airport, thus making it an extremely convenient location for the Brazilian trade visitors.

### PLENTY OF INTERNATIONAL GUESTS EXPECTED

One advantage to R+T South America is its high number of international guests. 52 exhibitors took part in the very successful premier in 2016, 35 of whom came from abroad, namely China, Italy, Colombia, Korea, Mexico, Spain, Turkey and the US. The 6,075 trade visitors who attended the first R+T South America mainly came from Brazil. International visitors came predominantly from the neighbouring states of Argentina, Chile, Ecuador, Uruguay and Peru, as well as the US.



More info: [www.rt-southamerica.com](http://www.rt-southamerica.com)  
Twitter: #rtsouthamerica



More than 280 exhibitors will be presenting traditionally produced foodstuffs and delicacies at the Zurich Slow Food Market.

### Slow Food Market

## Perfect platform for enjoyment

The 7th Slow Food Market for traditionally produced foodstuffs and delicacies will be taking place from 10 to 12 November 2017 in Messe Zurich. With over 280 food producers and around 11,600 visitors in Halls 3 and 4 of Messe Zürich, the previous event proved to be a hit with the public. For the Swiss event-ex AG trade fair organiser, with Messe Stuttgart as its cooperation partner and the Swiss Slow Food association as conceptual supporter, this resoundingly positive feedback shows that the Zurich Slow Food Market has established its status as one of the most important consumer fairs in Switzerland.



More info: [www.slowfoodmarket.ch](http://www.slowfoodmarket.ch)

## Education trade fair in China

Messe Stuttgart will be organising Education+, the International Summit and Exhibition for Vocational Education, for the second time from 19 to 21 October 2017 at the Nanjing International Expo Centre in Jiangsu, China. The event comprises the following areas: an exhibition, an international congress, scientific forums, further education programmes for teachers and the presentation of case studies of international education systems. The exhibition is divided into the topics of information technology, production/mechanical engineering, agriculture, hospitality and vocational education. "With Education+, we are reacting to the major interest shown by China in the German education system," explains Roland Bleinroth, President of Messe Stuttgart.



Experience dream jobs live: Following a successful premier, Messe Stuttgart will be organising "Education+" in China's Nanjing for the second time in October 2017.

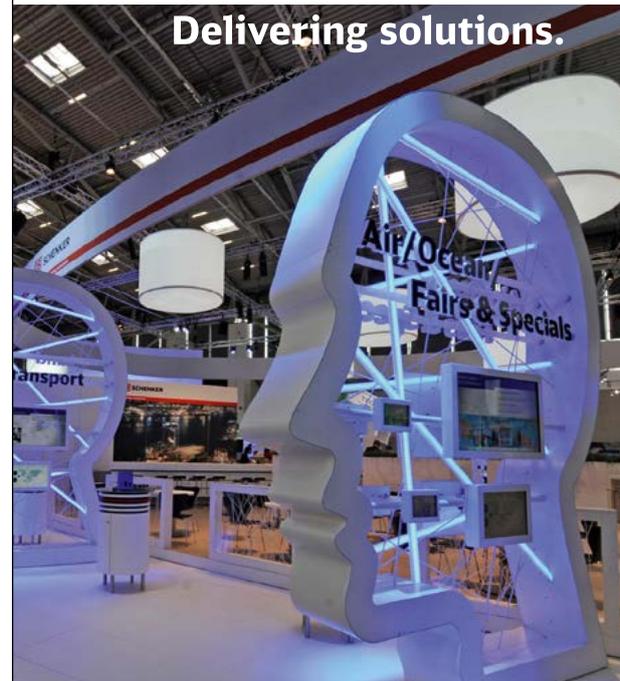


More info: <http://en.educationplus.com.cn>

## Green Festivals cancelled

Messe Stuttgart Inc., US subsidiary of the Stuttgart company that is based in Atlanta, Georgia has cancelled the series of "Green Festivals" in the US. The Green Festivals management company in Asheville, North Carolina, is to be dissolved. "The poor market response has made a continuation of the events impossible," explains Dr. Corinna Basler, Managing Director of the Green Festivals company. This decision has had no impact on the trade fair subsidiary in the US. "We will continue to pursue our strategic aim of strengthening our presence in the important North American economic region and to position more of Stuttgart's trade fair themes on the North American market in the medium-term," says Roland Bleinroth, President of Messe Stuttgart.

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MESSAGE PORTRAIT



The new Fire Chief: Ralf Becker took over as head of the plant fire brigade at Messe Stuttgart this year.

**“The safety of everyone on the premises is our top priority”**

*The professionals at the plant fire brigade of Messe Stuttgart are there to ensure that nothing catches fire. Around the clock, 365 days a year.*

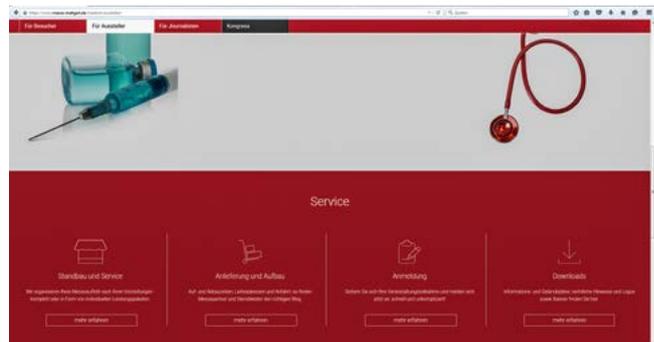
Ralf Becker (44) has, if you’ll excuse the pun, a burning passion for his job. He has been Fire Chief of the plant fire brigade at Messe Stuttgart since 2017 – and is committed to this with heart and soul. Becker has everything this kind of job requires: technical training as a truck mechanic, followed by a long-standing career with the Youth and then Voluntary Fire Brigade in Echterdingen, Baden-Württemberg. All required training was completed at the State Fire-fighting Academy in Bruchsal. “It all started 30 years ago when a friend introduced me to the Youth Fire Brigade,” explains Waiblingen-born Becker, thinking back.

After many years of voluntary service, recently as Deputy Division Commander with the Voluntary Fire Brigade in Echterdingen, Becker moved to the “main office” and to Messe Stuttgart in 2012. Initially as a supervisor and shift foreman, then as deputy commander of the plant fire brigade. Today, he is responsible for 23 full-time firefighters at the trade fair. There are also an additional 16 voluntary colleagues from the trade fair staff – all trained in the profession. The full-time personnel are responsible for ensuring nothing burns at the trade fair, 24 hours a day and

365 days a year. And should anything indeed catch fire, a maximum of five minutes are required before a firefighter is present anywhere on the trade fair’s extensive grounds. Whether on one of the floors, on the roof or somewhere in the lower basement level. “An ambitious task,” concedes Becker, “however a feasible one when it involves experts who know the grounds well.” When it comes to technical equipment, Becker and his team have access to a large fire engine with 1,200 litres of extinguishing water. There is also a smaller vehicle with a high-pressure fire extinguisher, a multi-purpose transport vehicle, the command vehicle (a brand-new Audi Q5) and a small electric vehicle. Classic fire-fighting duties are only part of the large scope of tasks carried out by the plant fire brigade. Becker and his colleagues are also responsible for fire protection at the trade fair stands, the maintenance of 240 wall and 60 pillar hydrants, the sprinkler systems on a daily, weekly and monthly basis and around 1,000 fire extinguishers to give just a few examples. “The safety of everyone on the premises is our top priority,” says Becker. “Regardless of whether a trade fair is taking place or not.”

## Quicker access to more content

Messe Stuttgart is improving the user friendliness and informational content of its websites. "Once the changes currently being made are complete, the groups targeted by Messe Stuttgart, i. e. the visitors, exhibitors and journalists, will be able to access the latest news and service information even quicker and more accurately," explains Jens Kohring, Online Project Manager at Messe Stuttgart. "The start and content pages will come from a single source." Important new features: the homepages already contain visually attractive teasers for even more information about the respective event. Important information for the respective target group – for example, quick access to online tickets for visitors, exhibitor registration or the latest press material for journalists – is now immediately accessible on the homepages via service teasers. "There will also be plenty of visual and content-related improvements made," explains Kohring. "More content, more dynamic and more service at a glance." All new Messe Stuttgart websites should be online by the end of February 2018.



New: Intergastra 2018 homepage with teaser element (top), quick access to the services for exhibitors of MEDIZIN 2018.

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

## Top in social media ranking

Messe Stuttgart has taken a top spot in Germany's recent social media ranking. According to the Social Media Report from brandwatch and somtypes, the company in Germany has come third for digital communication in the B2B sector. And there is not much separating the top three companies. In the current study, Messe Stuttgart was up against concerns and stock corporations. To compare: Bayer AG came in tenth, Infineon at number 20, SAP at number 48. Direct competitors within the sector, such as Messe Berlin and Messe Frankfurt, came in at number 22 and 41 respectively.

"The study has once again shown that we are making the right decisions and taking the right course," says Markus Vogt, Head of Communications at Messe Stuttgart. "It confirms the findings from an external analysis taken in the autumn of 2016. This rated social media at Messe Stuttgart as "very good" to "exemplary"." According to Vogt, the development of digital communication is a top priority at Messe Stuttgart: "In the area of social media, we are looking to present a leading, innovative image."

The company's Facebook page alone registers more than 1.5 million contacts per week in busy trade fair periods. "We are coming into contact with around 125,000 people every



With just its Facebook pages, Messe Stuttgart registers more than 1.5 million contacts every week during busy trade fair periods.

month via Twitter. And this trend is rising," explains Fabian Schlabach, Manager of Digital Communication. "On Facebook alone, we currently have approx. 67,500 fans and 4,200 on Twitter." Digital media is one way of approaching new exhibitors, for example. "They contact us and let us know they are interested," explains Schlabach. "Thus opening up entirely new markets for Messe Stuttgart."

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



Let off steam: Messe Stuttgart to become dance party central by hosting the Stuttgart Electronic Music Festival (SEMF).

## Top acts from the electronic music scene hit Stuttgart

*On 16 December 2017, Messe Stuttgart will be hosting the 11th Stuttgart Electronic Music Festival (SEMF) – with international headliners from the techno scene.*

Germany's largest indoor techno festival will be celebrating its 11th year on 16 December 2017. More than 15,000 ravers from all over Europe will round off the festival year at Messe Stuttgart, which will transform into a dance party central to host the Stuttgart Electronic Music Festival (SEMF). Twelve hours of music, five stages and more than 40 DJs, including top acts such as Sven Väth and Loco Dice: The SEMF has long established itself as the major event

in southern Germany for electronic music. "We are delighted to have found a partner as professional as Messe Stuttgart," says event organiser Frank Eichhorn. "The infrastructure is ideal for us and the cooperation with the Stuttgart authorities seamless."

### LIVE ACTS AND CHILLED ATMOSPHERE

The national and international dance stars have contributed significantly to the success of the festival, however the location has also played its part. Thanks to the infrastructure of Messe Stuttgart, complex stage-and-floor designs are possible, which can be hung directly from the hall roofs using hundreds of suspension points, without the need for scaffolding. The chilled atmosphere of the trade fair's Atrium, the bars, small live acts and other features also provide guests with an alternative experience. "With SEMF, we have the opportunity to present the trade fair to a younger audience," explains Stefan Lohnert, Vice President of Guest Events at Messe Stuttgart.



Chilling out: Relaxed atmosphere in the Atrium at Messe Stuttgart.

More info: [www.semf.net](http://www.semf.net)  
Twitter: #semf17



Orientation aid: Students at MASTER AND MORE.

## MASTER AND MORE

# Next step: Master's degree!

**O**n 18 November 2017, Bachelor graduates are invited to attend the MASTER AND MORE trade fair and find out about the many and varied Master degree courses offered by German and international universities. Many of the universities will also be giving presentations on courses of study and student life. Experts will be talking about current study-related topics as part of the accompanying congress programme.



More info: [www.master-and-more.de/master-messe-stuttgart.html](http://www.master-and-more.de/master-messe-stuttgart.html)



Official ceremony: Structured FINANCE Award Ceremony.

## Structured FINANCE

# Meeting point for Treasurers

**T**he 13th Structured FINANCE event, congress trade fair for corporate financing, will be taking place on 8 and 9 November 2017 in the ICS International Congress Center Stuttgart. One focus of this leading event will be the reports delivered by company representatives who have gained experience with innovative financial products. The latest financial themes will be explored by experts during an on-stage interview and panel discussion.



More info: [www.finance-magazin.de/events/structured-finance](http://www.finance-magazin.de/events/structured-finance)

## tekom-Jahrestagung/tcworld conference

# Technical Communication

**T**he ICS International Congress Center Stuttgart will once again be hosting the tekom annual conference from 24 to 26 October 2017. The largest event for technical communication provides professionals and executives from industrial and service companies with premium content from the world of technical communication. In direct comparison, internationally relevant providers will be showcasing innovative software and services at the accompanying trade fair.



More info: <http://tagungen.tekom.de/h17/tekom-jahrestagung-2017>  
Twitter: #tekom



Exhibitors will be providing information about the latest developments in technical communication at the trade fair accompanying tekom-Jahrestagung/tcworld conference.

## CONGRESSES / EVENTS IN 2017

- ▶ 29.09. – 03.10. *Annual Meeting of the German, Austrian and Swiss Associations for Haematology and Medical Oncology 2017*  
Organiser: DGHO Service GmbH

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- ▶ 05.10. *LBBW Retiree Celebrations*  
Organiser: LBBW Landesbank Baden-Württemberg

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- ▶ 20.10. *Celebration 2017*  
Organiser: Chamber of Crafts, Stuttgart region

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- ▶ 24. – 26.10. *tekom-Jahrestagung/tcworld conference 2017*  
Organiser: tcworld GmbH

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- ▶ 04.11. *EuroBid (as part of EuroMotor 2017)*  
Organiser: RETRO Messen GmbH

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- ▶ 08. – 09.11. *Structured FINANCE 2017*  
Organiser: Frankfurt Business Media GmbH

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- ▶ 18.11. *MASTER AND MORE 2017*  
Organiser: border concepts GmbH

SIGHTSEEING TIP: Schloss Solitude (Solitude Palace)

## Discovering solitude

*Looking for a bird's-eye view of Stuttgart? Make a trip to Schloss Solitude. Built overlooking the state capital, there are wonderful views of the lowlands to be enjoyed.*



The splendid palace rooms with their frescoes and murals were completely renovated between 1972 and 1983. Today, visitors can view these rooms as part of a guided tour.



Charles Eugene, the Duke of Württemberg, built his grand summer palace in the heart of the forest with views over Stuttgart.

Stuttgart as a city of princely palaces? Views over the state capital unveil the Alte Schloss (Old Castle) and Neue Schloss (New Palace) right at the heart of a modern city. And standing in the middle of the forest above Stuttgart is one of the most beautiful examples of architectural splendour: Schloss Solitude (Solitude Palace). In the 18th century, Charles Eugene, the Duke of Württemberg, with his passion for building and flair for presentation, built a palace with numerous structures and extensive gardens. A solitary summer residence in late Rococo and early classicism style for technically elaborate theatre performances, magnificent festivities, ballet performances, hunts and other jovial pursuits. Even today, the view from Solitude into the wooded region below shows the avenue, straight as a die, that once connected the Ludwigsburg Residential Palace with Solitude.

A notorious lack of money and the associated political quarrels with the Baden-Württemberg provincial diet in Stuttgart soon saw an end to the palatial expansions at Solitude: court was no longer held here from 1775 onwards, instead relocated to Hohenheim Castle and thus, with it, the Karlschule – the elite institute for sons from distinguished Württemberg families. The Karlschule's most famous student was actually Friedrich Schiller. Although he admittedly gained little from the strict educational establishment.

### OPEN FOR TOURS

The centuries that followed this move saw the gradual decay of an architectural gem. From 1972 to 1983, the Federal Republic of Germany renovated the building, along with its rooms, frescoes and murals. The current academy building housed a student residence until 1986 and since 1990 the palace outbuildings, the two officers' and gentlemen's quarters, have been home to the Schloss Solitude Academy which aims to promote new creative talent within the state. The cavalier cottages are used nowadays as apartments for scholarship recipients.

Today, the palace rooms are open to visitors. However, only with a guide and group tours by arrangement. These tours will be taking place until 31 October 2017 from Tuesday to Sunday and on public holidays every hour from 10.30 to 16.30; from 1 November to 31 March, Tuesday to Saturday from 13.30 to 15.30, Sundays and public holidays from 10.30 to 15.30. Entry for adults is €4 per person. Money well invested for a chance to discover solitude.



More info: [www.schloss-solitude.de](http://www.schloss-solitude.de)

## HOTEL TIP

# ABACCO Hotel and STEAKHOUSE

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

**S**tuttgart – the “cradle of the automobile”: Guests of the ABACCO Hotel in Korntal-Münchingen can experience mobility up close and personal. More than 300 automotive-related objects and memorabilia from famous racing legends are on display in the owner-operated three-star Superior business hotel, a location boasting upmarket hospitality and a very special flair for car enthusiasts. The ABACCO Hotel, with 211 comfortable, air-conditioned and modern rooms, is conveniently located close to the B10 and A81 motorways, north of Stuttgart and south of Ludwigsburg. The hotel also boasts a swimming pool, sauna, solarium and state-of-the-art gym. 300 free parking spaces are provided for anyone travelling by car.

Breakfast and lunch are served in the hotel restaurant. ABACCO'S STEAKHOUSE is the perfect location to relax and recuperate – serving US prime beef directly from a ranch in Nebraska, USA. Beef tenderloin, New York strip or rib-eye steak are caramelised and served at the table on a 400-degree hot stone, garnished with fine flakes of Sal Maldon. These tasty meat dishes can also be enjoyed at ABACCO'S STEAKHOUSE in the Stuttgart city centre.



ABACCO Hotel with 211 rooms (top).  
In Korntal-Münchingen and Stuttgart:  
ABACCO'S STEAKHOUSE (bottom).



More info: [www.abaccohoteles.com](http://www.abaccohoteles.com)

## RESTAURANT TIP



In OGGI at Kleiner Schlossplatz guests can enjoy the highest standard of traditional Italian cuisine.

# OGGI Tavola Mediterranea

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

**O**ggi – The Italian word for “today” stands for a typical Italian outlook on life: Enjoy the moment! OGGI at the Kleiner Schlossplatz in Stuttgart is the ideal culinary experience in this respect. Guests can enjoy real Italian moments here as they savour the highest standard of traditional Italian cuisine, accompanied by choice Italian wines and a modern ambience.

From the clear and simple lunch menu with Italian classics such as Lasagne, vegetables and salad or veal cutlet with mushrooms, to the more opulent evening menu – all dishes reflect seasonal availability. Up to 100 locations are represented on the wine menu: from South Tyrol to Sardinia.



More info: [www.oggi-tavola-mediterranea.de](http://www.oggi-tavola-mediterranea.de)

## HIGHLIGHTS 2017

- ▶ **Until 05.11. The Great Graphic Boom: American Art 1960–1990**  
Venue: Stuttgart State Gallery
- ▶ **Until 31.12. Mary Poppins**  
Venue: Stage Apollo Theatre, SI Centre Stuttgart
- ▶ **Until 08.04.2018 Bodyguard – The Musical**  
Venue: Stage Palladium Theatre, SI Centre Stuttgart
- ▶ **14.–15.10. 39th Filderkrautfest (cabbage festival on the Filderstadt plain)**  
Venue: Leinfelden-Echterdingen
- ▶ **23.11.–23.12. Ludwigsburg Baroque Christmas Market**  
Venue: Ludwigsburg Market Square
- ▶ **29.11.–23.12. Stuttgart Christmas Market 2017**  
Venue: Stuttgart city centre
- ▶ **05.–10.12. ChocolART – Tübingen's Chocolate Festival**  
Venue: Tübingen Altstadt (Old Town)

Ola Källenius



Ola Källenius,  
Member of the Board  
of Directors at Daimler  
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Mercedes-Benz Cars  
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## “Rethinking mobility”

We are going through one of the most exciting times since the invention of the automobile by Gottlieb Daimler and Carl Benz. In the future, our understanding of mobility will change even more fundamentally than has been the case over the last 131 years.

Connectivity, Autonomous Driving, Shared Mobility and Electric Mobility – or as we call it: CASE. These are the topics with which we at Daimler will continue to rethink and improve mobility into the future. The focus will as always be on our customers and their very individual mobility needs.

Vehicles from Mercedes-Benz have always been trailblazers when it comes to

technical innovation. No other manufacturer offers a comparable vehicle portfolio. This ranges from the city runabout smart to the Mercedes-Benz passenger car models and right up to

buses and trucks. Accordingly our drivetrain systems are also technologically wide-ranging.

In the interests of our customers, and with a view to our extensive vehicle

portfolio, we are following a three-lane drivetrain strategy on the way to locally emission-free driving: highly efficient high-tech combustion engines, systematic hybridisation and battery-electric or fuel cell drive.

Concerning E-Mobility, we literally flipped the switch last year and consolidated our activities related to electric driving under our new EQ brand. We expect that in the year 2025, up to one quarter of our worldwide unit sales will be accounted for by electric vehicles.

To this end we are investing more than 10 billion euros in the expansion of the EQ vehicle portfolio alone. I believe that alternative drivetrain systems must above all be attractive.

For me this means that the overall package of driving pleasure, operating range and short charging times must be convincing for our customers. We at Daimler are working on all these aspects – and many more besides – with a strong passion and therefore are very happy to invite you on our booth at the upcoming EVS 30 at Messe Stuttgart.

We are not waiting for the mobility of tomorrow – we are already constantly rethinking it now.

“THE PACKAGE OF DRIVING PLEASURE, OPERATING RANGE AND SHORT CHARGING TIMES MUST CONVINCE CUSTOMERS.”

### IMPRINT

**Publisher:**  
Landesmesse Stuttgart GmbH,  
70629 Stuttgart

**Responsible:** Markus Vogt

**Editorial office and production:**  
correct. – Klaus G. Danner,  
72074 Tübingen,  
Telefon: 0 70 71/96 46-240

**Editorial staff:**  
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**Photos:** Abacco Hotels GmbH,  
ARENA 2036/DLR Stuttgart, border  
concepts GmbH, comemso GmbH,  
Comic Con Germany GmbH/Daniel  
Dornhoefer, correct., Daimler AG,  
FLEET FOOD Events, Fotolia,  
FRANKFURT BUSINESS MEDIA  
GmbH, Landeshauptstadt Stuttgart,  
Landesmedienzentrum Baden-Würt-  
temberg, Patrick Lipke, Microsoft,  
OGGI GmbH & Co.KG/Tom Maurer,  
Pluswerk AG Digitalagentur, Peter  
Sauber Agentur Messen und  
Kongresse GmbH, RETRO Messen  
GmbH, São Paulo Expo, P. E. Schall  
GmbH & Co. KG, SEMF GmbH,

Staatsgalerie Stuttgart, Staatliche  
Schlösser und Gärten Baden-Würt-  
temberg, Stadt Leinfelden-Echter-  
dingen, Stuttgart-Marketing GmbH,  
Messe Stuttgart, TA OS Skybar,  
tcworld GmbH, TrauDich! Messe  
GmbH, Verband der Köche  
Deutschlands e. V. (VKD),

**Layout, composition, repro proof:**  
Baumann & Baltner GmbH & Co. KG,  
71638 Ludwigsburg,  
Telefon: 0 71 41/688 96-3  
**Grafik:** Gabriele Kleefeld

**Advertisements:** Beck Medien- und  
Verlags-GmbH, 73732 Esslingen,  
Karin Weber direkt: 07 11/33 5916,

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**Printing:**  
SV Druck + Medien GmbH & Co. KG,  
72336 Balingen

**Messe Stuttgart:**  
Messepiazza 1, 70629 Stuttgart,  
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**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



**3. Control India**  
 Fachmesse für Qualitätssicherung  
**13.–15.12.2017** Bombay Convention &  
 Exhibition Centre, Mumbai



**3. Motek India**  
 Fachmesse für Produktions-  
 und Montageautomatisierung **13.–15.12.2017**  
**Bombay Convention & Exhibition Centre, Mumbai**



**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**  
 Fachmesse für die  
 druckende Industrie  
**10.–13.10.2018** Messe Sinsheim



**26. Fakuma**  
 Internationale Fachmesse  
 für Kunststoffverarbeitung  
**16.–20.10.2018** Messe Friedrichshafen

2018



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BAHNPROJEKT STUTTART-ULM

# Tage der offenen Baustelle



**Am Stuttgarter Hauptbahnhof**

**Freitag 05. bis  
Sonntag 07. Januar 2018**

**jeweils von 10 bis 16 Uhr**

**INNOVATIV. EINZIGARTIG. BEEINDRUCKEND.** Erleben und entdecken Sie Stuttgarts bekannteste Baustelle hautnah. Das neue Stuttgarter Wahrzeichen – die bahnhofsprägende Kelchstütze – ist an den drei Tagen der offenen Baustelle, die traditionell rund um Heilig Drei König stattfinden, genauso wie die anschließenden Tunnelröhren zum Greifen nah. Ein Tag voller Eindrücke für Sie, Ihre Familie und Freunde. Garantiert. Wir freuen uns auf Sie.

Besuchen Sie uns auch auf:



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[www.s21erleben.de](http://www.s21erleben.de)