



# Message

TRADE FAIRS | CONGRESSES | EVENTS

01 | 2019



## Hosting trade fairs

Why guest events are an important element for corporate success

### LogiMAT

Innovative intralogistics at first hand

### CMT

Platform for the entire travel sector

### RETRO CLASSICS®

World's biggest classic cars fair with new formats



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Consequence of success: With the Masterplan 2025 Messe Stuttgart wants to meet the increased spatial and logistical demand.

## “We urgently need more space”

**Project name: Masterplan 2025. Plan: Additional parking, storage and logistics space, in the West Hall 11 and a more efficient congress centre for Messe Stuttgart.**

It is an open secret: Messe Stuttgart is bursting at the seams. The record figures in the 11th year in the Filder region are proof of this. And further growth is planned. “In 2018 we will reach the 180 million mark for sales, a record result”, says President/CEO of Messe Stuttgart Ulrich Kromer. “We are aiming for 200 million in 2020. AMB is booked out with approximately 1,600 exhibitors. It is not only AMB that once again already has waiting lists. We urgently need more space.”

There is a need at several places on the grounds: New car parks must be built, service providers need more storage and office space, the on-site fire department urgently needs a new and bigger home. From a logistics perspective the traffic situation on the L1192 – especially at Entrance Gate 1 – is not optimal.

“We have already found solutions to meet this need”, says Kromer, who together with Thomas Glawa, Vice President of Events, Construction & Facility Management at Messe Stuttgart and in addition to authorised representative of the construction and holding company of Messe ProNM, worked on the Masterplan 2025. “Buildings are to be erected to the north of the grounds, with spaces for service providers, logistics and the fire department. Offices on the

upper levels are also possible.” According to the plan, a P 40 car park can be built “behind” the Bosch car park, an optimal site is still being sought in the West. A total of 1,600 additional parking spaces are to be created to cover the immediate need. In another step the L1192 is to be widened to five lanes. Modern traffic management systems on the A8 should intelligently control the traffic to Messe Stuttgart and the airport, the access ramp from the A8 to the state road is also to become more efficient. The Masterplan 2025 also contains ideas for a Hall 11, a new West Congress Centre and parking facilities in the West. The shareholders of Messe Stuttgart – the state of Baden-Württemberg and the city of Stuttgart – have already given the green light for the plans. “In the next step we have to discuss the costs of the individual components and the financing options with our shareholders”, says Kromer explaining the further course of action. “Phase 1 of the Masterplan 2025 is basically already authorised: Storage and office spaces for service providers, a new fire station and the traffic improvements.”

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

## Culinary Olympics

The IKA/Culinary Olympics will be held for the first time concurrently with INTERGASTRA in Stuttgart from 15 to 19 February 2020. "This international culinary competition is one of the oldest of its kind in the world", says Markus Tischberger, Project Manager of INTERGASTRA. "There around 2,000 chefs and patissiers from roughly 60 countries compete against other and present their creations." During the competitions professional kitchen teams will expertly juggle the ingredients, their preparation and presentation. It is a fair contest that has given rise to culinary trends for more than 100 years. The international team competition is organised by the German Association of Chefs.

### CONSISTENTLY INNOVATIVE

With the consistent alignment to innovative topics, INTERGASTRA has been addressing trends in gastronomy and the hotel sector for years. The structured hall planning enables exhibitors to optimally present their products. Visitors appreciate the clearly structured offer with kitchen technology, food, ambience and equipment for hotel and gastronomy, services, beverages, coffee, as well as GELATISSIMO – the largest trade fair for the artisan production of gelato north of the Alps. In addition, they benefit from the accompanying programme, including the DEHOGA stage, the forum FOKUS HOTEL, the Coffee Summit and the partnership with the German International Hotel Association (IHA).



This is how winners look: Chefs celebrating at the IKA/Culinary Olympics. In 2020 the competition takes place parallel to INTERGASTRA in Stuttgart.



More Info: [www.messe-stuttgart.de/intergastra](http://www.messe-stuttgart.de/intergastra)  
#intergast

Markus Vogt,  
Company Spokesman  
Landesmesse Stuttgart GmbH.



## "Successful investment"

*The variety does it. Messe Stuttgart is not only successful with its own events. Business with the so-called guest trade fairs is also booming. The special guest events team handles more than 100 rental companies per year. Guest events occupy around 40 percent of the area of the trade fair grounds and the ICS as an annual average. This year it will be almost half, due to the exceptional number of guest events. A mix that pays off for Messe Stuttgart. Not only financially. Stuttgart is the most important high-tech trade fair venue in Germany. Guest trade fairs ideally complement the portfolio of in-house trade fairs from the environment of industry and technology.*

*The region also benefits from guest trade fairs, events and congresses. An example from the trade fair town Leinfelden-Echterdingen: The number of overnight stays rose from 151,391 in 2007 to 532,256 in 2017. Five new hotels have been built since 2008. Find out in this edition of Message which strategy Messe Stuttgart pursues for guest trade fairs.*

*Guest event organisers mainly appreciate the optimal infrastructure of the Stuttgart trade fair venue. And Messe Stuttgart now wants to further invest in this infrastructure. The project is called Masterplan 2025. A team has been working on the details for months. The first concrete plans are now available.*

*What's it about? Masterplan 2025 shows what can still be built on the LMS grounds in the coming years. The shareholders of the company have given the green light for these plans. There is a need at different places: New car parks must be built, service providers need more space, the on-site fire department urgently needs a new home, the traffic situation when entering the trade fair grounds is currently not optimal. Solutions have been found to cover these needs.*

*All details can also be found in this edition of Message. We hope you enjoy reading the magazine.*

Messe Stuttgart



84" Microsoft Surface Hub as digital whiteboard and more.



Sitting areas with digital open fire for small discussion groups.

## Optimal setting for creative processes

Innovative thinking cannot be forced, but encouraged and promoted. For example, with the appropriate spatial setting. In the administrative building of Messe Stuttgart there is now a separate creative space. It is available to all areas, departments, teams and employees of the company. "With the creative space we have created a special zone for brainstorming, design thinking, interdisciplinary and cross-sectoral brainstorming and innovative formats", says Florian Weller, Team Leader of Digital Communication at Messe Stuttgart.

The modular furnishings create space for various types of interaction. The modern ambience with materials such as wood and natural stone is deliberately in contrast to the everyday office environment and encourages employees to approach topics and projects in an unconventional, crosssectoral and solution-oriented manner.

A 84" Microsoft Surface Hub is the key component of the creative space that is equipped with state-of-the-art technology. "The touchscreen can be used as a digital whiteboard, for Skype video conferences and for online collaboration tools, as well as connected with the laptops of Messe Stuttgart employees as a presentation screen", explains Weller. There are no limits to the use of the creative space in terms of formats and event types. "In the start phase there is a range of brief introductory seminars", says Weller. In addition, there are formats such as "Creative Meeting", "Open Ideation" for interdepartmental projects, "Impulses & School" for the communication of creative techniques. And "Coffee & Apple": an open meeting for all Messe Stuttgart staff. The corporate health management department sponsors "Coffee and Apple".

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



Computer model of the new Mövenpick Hotel directly beside the ICS. The planned tram connection has already been realised here.

Messe Stuttgart

## Second Mövenpick Hotel

From spring 2019 Mövenpick will be represented with a second hotel at Stuttgart Airport. The new Mövenpick Hotel Stuttgart Messe & Congress directly beside the ICS International Congress Center Stuttgart has 262 rooms and suites on five floors. A 740 square metre ballroom and several conference rooms are available for events and conferences. The hotel's culinary offer includes a restaurant with seating capacity for 150 guests and a bar with capacity for 100 people. The operator of the new hotel is Mövenpick Hotels & Resorts Management AG, who has been on-site since 2007 with the Mövenpick Hotel Stuttgart Airport & Messe.

 More Info: [www.movenpick.com](http://www.movenpick.com)

## Trade fair takeover

Messe Stuttgart is strengthening its Industrial Solutions business division with its takeover of the trade fair association Expo 4.0. The trade fairs TV TecStyle Visions, WETEC and Give-Adays were already held in the past under the umbrella brand Expo 4.0 as guest events on the Stuttgart trade fair grounds and now complement the portfolio of in-house events. Their topics include the areas textile finishing, promotion wear, workwear, advertising technology, digital print and illuminated advertising, digital signage, advertising media, marketing and design. Most recently, in 2018 the trade fair association was able to report a total of 566 exhibitors from 28 countries and 13,700 specialist visitors from 41 countries.

“Over the past few years Expo 4.0 has developed into an important international industry event”, says Ulrich Kromer, President/CEO of Messe Stuttgart. “Our previous event partners GMK Fachmessen and WNP Fachmessen see, as we do, a great opportunity for the further development of the format by means of the central control and marketing through the service and foreign network of Messe Stuttgart. As owner and general event organiser, we can fully play to our strengths here.” The next Expo 4.0 will take place from 30 January to 1 February 2020.



TV TecStyle Visions is one of three trade fairs under the umbrella brand Expo 4.0.



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

Ulrich Kromer,  
CEO of Landesmesse  
Stuttgart GmbH.



## “Onwards and upwards”

*A strong 2018 for Messe Stuttgart with new records in sales and earnings ended some days ago. I would like to extend my thanks to you, our dear readers, for the loyalty you have shown at our trade fairs. And also a big thank you to my team who implemented our trade fairs with a great deal of commitment.*

*We now face a weaker year in terms of the trade fair cycle, in which we have some time to rest for the next big sales and earning step in 2020. Fewer in-house events typically take place in the uneven years, more guest events and congresses. Therefore, the region also benefits in this time from the successful activities of our mostly private guest event organisers. Above all the company P. E. Schall GmbH, who will be represented in 2019 with three trade fairs (Control, Motek and Blechexpo). Thank you to P. E. Schall GmbH and EUROEXPO GmbH, guest event organiser of LogiMAT in Stuttgart, for the long-term connection. In 2019 we are launching T4M, Technology for Medical Devices, a new trade fair for medical technology. And we are of course using the time to develop other in-house events and acquire new guest events. The success of our trade fairs has meant that we were able to put the new Paul Horn Hall (Hall 10) into operation at the start of 2018 and for some time now we have been busying ourselves with the Masterplan 2025. With the aim of building urgently required car parks and infrastructure buildings, but also another hall and a second congress centre – both in the West of our premises. At the same time, the access road to our grounds is being widened and the re-routing of traffic on the A8 for Messe Stuttgart/Airport is being modernised and improved. All this should be completed by the end of 2025 where possible. When one considers that the tram connection (U6) will be ready at the end of 2021 and the ICE long-distance train station Messe Stuttgart/Airport will be opened by the middle of the 2020s, our campus, on which a third hotel is being built at the start of 2019, is probably the most accessible trade fair site in Europe.*

*These measures also prove that despite digitalisation – but definitely also with digitalisation – we believe in the future of trade fairs, congresses and events. People want to get together, obtain information, exchange ideas and information, do deals, educate themselves. That’s why I’m looking forward to the next meet-up with you and until then I wish you a good start to a successful 2019 – despite some difficulties.*

# Hosting trade fairs

*In-house trade fair? Guest event? For visitors it is not usually relevant. But it is for the Stuttgart trade fair venue. Because guest events are an important element for corporate success. Prerequisite: Flexibility and consistent customer focus.*



"The Spirit of Lifeplus" is a big annual company event with around 10,000 participants.



Impression of the Corporate Health Convention 2018 (far left). Congress of the German Society of Obstetrics and Gynaecology (left).

These figures already speak for themselves: Guest events occupy on average around 40 percent of the Stuttgart trade fair grounds and the ICS International Congress Center Stuttgart. From 2009 to 2017 sales with guest events have almost doubled. The number of guest events has increased steadily for years as have the numbers of their exhibitors and visitors from home and abroad. In 2017, 57 trade fairs took place in the Filder region – 22 guest trade fairs, 35 in-house trade fairs. Around 100 more guest events were included in the 22 guest trade fairs: congresses, company events, awards ceremonies, shareholder meetings and more. Plus so-called a-typical trade fair events such as the sports event HYROX, which took place for the first time in 2018 in Stuttgart, the Stuttgart Electronic Music Festival SEMF or The Hall of Vape, a 20,000 square metre e-cigarette trade fair with event character.

Stefan Lohnert, Vice President of Guest Events at Messe Stuttgart, must live with the fact that visitors and other outsiders generally lump guest and in-house events together. But there is a major difference. "As the owner of the trade fair grounds, we organise in-house trade fairs ourselves. Together with our trade fair partners such as associations and other organisations", explains Lohnert. "We are responsible for the content and bear the business risk. Unlike with guest events: Here an external event organiser rents hall space from us, or rooms in the ICS, and also services such as stand construction and event technology."

The healthy mix of in-house and guest events pays off for Messe Stuttgart in the truest sense of the word. "We deliberately sought this mix for a good reason", says Lohnert. "It is ideal for an economically successful trade fair company, ensures optimal utilisation of the grounds and

helps us to be agile on the market. In addition to tried-and-tested trade fairs, we can also position trend topics in Stuttgart without having to bear the economical risk."

The fact that Messe Stuttgart is now the most important high-tech trade fair venue in Germany is largely owed to successful guest events such as the various automotive exhibitions of the British guest event organiser UKIP Media & Events Ltd., Motek, Control and Blechexpo of P. E. Schall GmbH & Co. KG, COMPOSITES EUROPE, LogiMAT, etc. "These and numerous other guest trade fairs are a useful addition to our portfolio", highlights Lohnert. "They are not in competition with our in-house trade fairs."

Messe Stuttgart is not the only beneficiary of guest events in the Filder region; the city of Stuttgart and its surrounding area also benefit.

### "A HEALTHY MIX OF GUEST AND IN-HOUSE EVENTS IS IDEAL FOR A SUCCESSFUL TRADE FAIR COMPANY."

Stefan Lohnert, Vice President Guest Events, Messe Stuttgart

The key word is indirect profitability: "The tourism providers in the Stuttgart region also benefit from Messe Stuttgart's guest events and their visitors", states Armin Dellnitz, President of Stuttgart-Marketing and Regio Stuttgart-Marketing- und Tourismus GmbH. "After all, business guests also use extensive parts of the tourism infrastructure such as hotels and restaurants. And, if the guest has some time during a business trip, the shopping, cultural and leisure offers too."

The guest and in-house events of Messe Stuttgart also ensure growth in the neighbouring town of Leinfelden-Echterdingen. Since 2007 – the start of Messe Stuttgart in the Filder region –



**COVER STORY**

From 2018 COMPOSITES EUROPE takes place every year in Stuttgart (right). The organiser of SurfaceTechnology GERMANY is Deutsche Messe (far right).



The UNITI expo is the leading retail petroleum and car wash trade fair in Europe.

the number of overnight stays there has increased from around 151,391 (2007) to approx. 532,256 in 2017. Five new hotels have been built since 2008. The new Mövenpick Hotel Stuttgart Messe & Congress directly beside the ICS will open in spring 2019 – the second hotel of the international group with Swiss roots. Vice President Lohnert also sees the different sized congress rooms in the hotel as an asset. "When the Stuttgart Airport campus establishes itself as a venue with an ideal offer for many events, all players located there will benefit in the end. Together we are creating an ideal environment and the customer decides what suits him best."

Lohnert and his 20-member team are meeting this additional challenge with a mix of flexibility, detailed market knowledge, a distinctive service mentality and lots of personal commitment. "For my team getting involved in the design ideas of our customers ahead of an event and satisfying their individual requirements makes all the difference", says Lohnert.

It is not an easy task given the sheer variety of guest trade fairs, congresses and events. The acquisition of new guest events has therefore been following a special cluster strategy, which focuses primarily on five areas – the core industries of Stuttgart and Baden-Württemberg: medical device industry and health management, automotive industry, IT, trade and commerce and power management. "There are specific contact partners in our Sales & Marketing Team for every industry. They know the respective market environment exactly, can meet the needs of customers precisely and quickly", says Lohnert emphasising the benefits. "You have to personify trade fair grounds" is his motto for sustainable success on the guest events market. "My staff and I practise our role as hosts. I think, the customers appreciate this."

#### HELPFULNESS AND SERVICE ORIENTATION

For example, Christoph Hinte, CEO of HINTE Marketing & Media GmbH in Karlsruhe, who was a guest for the first time in 2018 in the Filder region with Arbeitsschutz Aktuell, a mixture of trade fair, congress and regional trade fair, will be a guest again in 2020. "The best trade fair hardware is always only as good as the people who want to realise the best possible event projects", says Hinte.

"As a guest event organiser, it is not everyday you experience customer focus, flexibility and effectiveness in the cooperation like with the Guest Events Division of Messe Stuttgart.

Arbeitsschutz Aktuell took a big step forward in 2018."

Olaf Freier, Event Director of COMPOSITES EUROPE, European trade fair & forum for composites, technology and applications, organised by Reed Exhibitions Deutschland GmbH, is also satisfied. "In the annual service ranking conducted by the newspaper Die Welt together with the Goethe University Frankfurt, Messe Stuttgart regularly occupies one of the top spots", says Freier. "An assessment that we share absolutely in terms of helpfulness, quality of advice and service orientation."

"Very satisfied with the cooperation with the direct contact partners and disciplines of Landesmesse Stuttgart", states Ralf Hocke, CEO of spring Messe Management GmbH and organiser of the Personal Süd/Corporate Health Convention. And the fact that LogiMAT, international trade fair for intralogistics solutions and process management, has remained loyal to Messe Stuttgart since 2003 is also due to the optimal service in the Filder region. "The Messe Stuttgart

#### "IT IS NOT EVERYDAY THAT YOU EXPERIENCE CUSTOMER FOCUS LIKE IN THE GUEST EVENTS AREA OF MESSE STUTTGART."

Christoph Hinte, CEO HINTE Marketing & Media GmbH

team is very competent", highlights LogiMAT boss Michael Ruchty, Project Manager of EURO-EXPO Messe- und Kongress GmbH. "The service providers of Messe Stuttgart are also incredibly helpful and very easy to reach when they are needed on site."

The success has proved Lohnert and his team right. Also for 2019 – and beyond – the schedule in terms of guest events is well-filled. For example, GLOW, a beauty convention sponsored by dm (see page 47), takes place in March. At the start of June around 10,000 participants will come to the Spirit of Lifeplus event. The most important training event and trade fair for pharmacists, PTA and PKA in Germany is already taking place in February with INTERPHARM (see page 46).

Other events include the Start-up BW Summit with around 350 start-ups from Baden-Württemberg and 4,000 participants from home and abroad (see page 47). Some of the many highlights in the congress area include the 49th Congress of the German Society for Endoscopy and Imaging Procedures, the German Construction Industry Congress 2019 and the Baden-Württem- ▶

The intralogistics trade fair LogiMAT occupies the entire trade fair grounds (right). The quality assurance industry meets every year at Control by P. E. Schall. (far right).



berg Medium-Sized Company Forum. New in the area of guest trade fairs is The Battery Show and Electric & Hybrid Vehicle Technology Expo Europe, a trade fair for electric mobility (see page 46). The UNITI expo, leading retail petroleum and car wash trade fair in Europe, occupies even more space in 2020 than in 2018. The list could go on. Representative for many guest event organisers, Elmar Kühn, President of UNITI-Kraft-

stoff GmbH, explains why: "Our philosophy is to not only offer exhibitors and visitors a very efficient network platform, but also a feel-good atmosphere. The attractive hall architecture, the daylight, the modern technology and the services of Messe Stuttgart support our approach." Host Lohnert and his team will be happy to hear that.



More Info: [www.messe-stuttgart.de/veranstalter](http://www.messe-stuttgart.de/veranstalter)



The hosts: (top row f.l.t.r., PM = Project Management, S&M = Sales & Marketing): Consuela Schmidt (PM), Katrin Geiss (S&M), Nicole Prade (PM), Melanie Gross (PM), John Crouch (PM), Sonja Scholl (Department Director PM), Corina Fabel (S&M), Claudia Döttinger (Team Leader S&M). Bottom row: (f.l.t.r.): Silke Schröpfer (PM), Michael Carusone (PM), Sabine Heck (PM), Janine Lukasch (PM), Nihal Weinmann (S&M), Stefan Lohnert (Vice President, Guest Events), Susanne Zefferer (PM), Carolin Ingelfinger (PM), Tim Kontner (S&M). Not in picture: Caroline Lovell (PM), Manuela Welte (S&M).

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



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



Audio • Lighting • Video • Rigging • Staging • Conferencing • Event-IT • Content Production



Quality of life: Stuttgart ranks the highest in the country in terms of salary structure, work-life balance and cultural offerings.

## Satisfied with Stuttgart as a location

*The online job market Yourfirm examined Germany's 14 largest cities with regard to income, work, housing and quality of life. Stuttgart came 2nd.*

When shall we see an end to the proverbial Swabian modesty? According to the results of the city ranking in the Career Atlas 2018 of the online job market Yourfirm, it should be now. The state capital of Baden-Württemberg is in second place behind the multi-time winner Munich. In terms of salary, work-life balance and cultural offerings, Stuttgart is ranked first compared to the 13 other German cities in the

study. In the top group Dresden occupies third place, surprising for many, followed by Frankfurt/Main and Cologne in fourth and fifth place respectively.

The other results of the Career Atlas in relation to Stuttgart speak for themselves: With 4.7 percent Stuttgart has the second lowest unemployment rate among German cities, every fifth vacancy in Stuttgart is a managerial position. According to Career Atlas, Stuttgart has "excellent universities and research institutes, the companies invest heavily in research and development."



Jobs with high development potential: Messe Stuttgart is one of the many innovative employers in the area.

### BRIGHT PROSPECTS FOR STUTTGART

The result: "A top innovation climate, resulting in a leading position across Europe in the number of patent applications". Furthermore, "numerous technologically strong and research-intensive companies, not only well-known global players but also renowned companies, including many innovative hidden champions, provide skilled jobs with interesting development opportunities". Compared to other cities, the state capital lacks the most engineers, designers and architects percentage wise. There are also around 9,000 vacan-

## THREE QUESTIONS TO:



Jonas Frey, Project Manager  
at Swiss Medtech, Swiss medical  
technology association, Berne.

**1 | Why did Swiss Medtech, as a Swiss medical technology association, decide on the new medical technology trade fair T4M – Technology for Medical Devices – of Messe Stuttgart? Messe Stuttgart showed a high level of commitment to understanding the medtech industry and not only to providing modern trade fair grounds. The overall approach is extremely professional with a long-term focus. Swiss Medtech and T4M pursue the same objectives of making the trade fair a leading trade fair for medtech suppliers over the long term. That's why Swiss Medtech is not only a conceptual partner of T4M, but at the same time is also realising the largest joint stand of the trade fair for its members.**

**2 | What reasons are there from the perspective of Swiss companies for commitment in Germany?**

*After the USA, Germany is the most important medtech market for Swiss companies. The export share of 2.2 billion Swiss francs per year clearly illustrates that Germany is not only closely related spatially and linguistically, but also very similar when it comes to mindset and quality.*

**3 | What reasons are there from the perspective of the Swiss medical technology industry for getting involved specifically at the Stuttgart trade fair venue?**

*We completed a very thorough analysis of the trade fair landscape in the medical technology area in advance and also conducted a survey among the Swiss exhibitors, which yielded a clear-cut result. Baden-Württemberg and especially also the greater Stuttgart area are home to not only many medtech companies, but also the customers of these companies.*

cies in the IT sector. The Stuttgart labour market is more saturated in the areas social work, marketing, logistics. "All forecasts", according to the positive Yourfirm summary, "predict bright prospects for Stuttgart".

The top positioning again of the state capital in the ranking of Berenberg Bank and the Hamburg Institute of International Economics (HWWI) fits perfectly with the outstanding result of Career Atlas for the cultural offering. In 2012, 2014 and 2016 Stuttgart occupied first place among Germany's 30 largest cities. In its assessment the study considers the number of seats in operas and theatres as well as the number of theatre visitors, among other things.

"The cultural diversity does not define the attractiveness of a city, it is also an important economic factor and driving force for the dynamic development of cities", explains the Head of Berenberg Bank Hans-Walter Peters. This is particularly true for Stuttgart.



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

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durch unsere Lösungen**

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STUTTART FACES:



Prof. Dr. Frank Brettschneider, Head of the Department of Communication Science at the University of Hohenheim.

## Good communication

Construction and infrastructure projects regularly encounter protests from many groups in society. Local citizens' initiatives always express their displeasure and annoyance. Environmental and nature conservation associations rush to their side. And often the conflicts are also picked by parties, sometimes exploited for elections. In 2010 this was a cover story in the German weekly news magazine "Der Spiegel". It saw Germany heading towards an "anti-republic", driven by "angered citizens". These terms are controversial. It is recognised that the protest has many roots. I find this in several studies, which we have conducted at the University of Hohenheim, not just since "Stuttgart 21". Objective, project-related criticism plays a role. But also the

*NIMBY phenomenon – Not in my Backyard. For example, people are all for the energy revolution. But they are opposed to the wind turbine or the power grid on their doorstep. I also find a lack of confidence in politicians and project developers as reasons for protest. And very often: improper communication. Too late, non-transparent, in a top-down fashion. Around the turn of the millennium there were also disputes about the planned trade fair centre in the Filder region. Not so much however during the construction of Hall 10 – the Paul Horn Hall. In my opinion, Landesmesse Stuttgart GmbH did everything right here. It communicated early and actively. It showed the plans in a transparent manner. And it engaged in dialogue with the residents. For me this is a prime example that it is possible. And how it could work with the further expansion of Messe Stuttgart's infrastructure intended in the Masterplan 2025. Socially acceptable solutions can be found. But not without communication between citizens, associations, initiatives, project developers, as well as politicians and management. The legitimization of construction and infrastructure projects is not only based on statutory legal procedures, but early and open, dialogue-oriented communication is also needed. I am convinced that when the project is good, then it works.*

MESSAGE SERIES: enjoyStuttgart



Stylish ambience, fancy cocktails, central location: Eduard's in Stuttgart's Dorotheen district in the middle of the city.

## Eduard's

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

It hardly ever crossed the mind of Eduard Breuninger, founder of the famous department store empire, that one day a bar would bear his first name. Today Eduard's daytime and cocktail bar in Stuttgart's Dorotheen district with seating capacity for 40 people indoors and another 40 in the outdoor area is part of the Breuninger gastronomy concept. Fresh croissants and coffee are served from 10 am, a lunch menu offers guests snacks. In the evening time Eduard's becomes the meeting place with a stylish ambience for a pre-dinner drink or for the start of a perfect evening – with music, fancy cocktails and selected beer specialities. Classics such as Gimlets, Manhattans, Cosmopolitans are also on the menu. There are also different types of gin, whiskey, vodka and rum, wines, non-alcoholic beverages – and snacks. The entrance to Eduard's is located on Sporerstr. 16, opposite Stuttgart's market hall and the Dorotheen district.



The new technical Faculty of the Baden-Württemberg Cooperative State University, Stuttgart should be ready by the end of 2019.

## Innovative region Stuttgart

*The Stuttgart region boasts with excellent universities. In this issue: Baden-Württemberg Cooperative State University (DHBW).*

**T**heory + Practise = Success. This simple formula can be used to describe the success model "Cooperative State University". There are currently more than 8,800 students in bachelor and master programmes at the Baden-Württemberg Cooperative State University (DHBW), Stuttgart and on the associated Horb Campus, who alternate every three months between theory at the university and the practical side with the partner company.

Specifically, this means that students acquire their theoretical knowledge at the university and they spend the practical part of their course in around 2,500 top-class companies at home and abroad – including also at Messe Stuttgart. Thanks to the exceptionally high practical element, DHBW students obtain valuable professional experience during their studies: a big advantage later on the job market. The range of courses includes a variety of disciplines in the faculties business, technology and social affairs.

Today the DHBW Stuttgart with its Horb Campus is one of the largest universities in the Stuttgart and Upper Neckar regions. In its 44 years it has developed into a nationally and internationally recognised and accredited university with an exceptionally high level of quality. This is also reflected in the high acceptance rate. Around 80 percent of students sign a permanent employment contract before the end of their studies. At the moment the DHBW Stuttgart is getting a new technical faculty at the Stuttgart site. The facilities which up to now have been spread throughout the city are now merged on the property on Hegelstraße.



More Info: [www.dhbw-stuttgart.de](http://www.dhbw-stuttgart.de)



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# Platform for the entire travel sector

*CMT is the world's largest consumer show for tourism and leisure. Its specialist visitor programme makes this classic Stuttgart trade fair attractive even for travel professionals.*



Around 1,000 recreational vehicles whet the appetite for the new caravanning season at CMT 2019.

Visualisation of the fibre pavilion at the National Garden Show (BUGA) in Heilbronn on the river Neckar. The lightweight design is created in a robotic manufacturing process.



In year one after its 50th anniversary, the Stuttgart CMT is more attractive than ever. "In 2019, we are expecting significantly more than 2,000 exhibitors from 100 countries, 360 regions and towns," says a delighted Guido v. Vacano, Vice President of Stuttgart Consumer Shows. "Furthermore, CMT is the most important novelties trade fair and will kick off the new season from 12 to 20 January with around 1,000 leisure vehicles in the caravanning section." The world's largest consumer show for tourism and leisure will occupy all ten trade fair halls with a total surface area of over 120,000 square metres. On the first CMT weekend, the subsidiary trade fair Fahrrad- & Wander-Reisen with the special area "Thermik" (see Page 29) will take place; on the second weekend, Golf- & WellnessReisen (see Page 35) and Kreuzfahrt- & SchiffsReisen (see Page 30).

#### OUTDOOR-BW, BUGA, CAMPING IN CARINTHIA

The highlights of the public part of CMT 2019 include the main theme "Outdoor in Baden-Württemberg", a cooperation between Messe Stuttgart and Tourismus Marketing GmbH Baden-Württemberg (TMBW). In cooperation with CMT and media partner Stuttgarter Zeitung/Stuttgarter Nachrichten, TMBW has organised a new feature for the first time, i.e. the Outdoor Award Baden-Württemberg 2019 for exemplary destinations. A jury award and a public award will be presented. "With its attractive offers, the state is following the trend of experiencing nature in different ways," stresses v. Vacano. "Baden-Württemberg's diversity is therefore a special topic at the upcoming CMT." Cultural partner of CMT 2019 is the National Garden Show (BUGA), which will take place from 17 April to 6 October in Heilbronn on almost 40 hectares between the Old Neckar and the Neckar Canal. As caravanning partner region, the Austrian region of Carinthia presents over 100 camping sites and more than 16,000 parking spaces. Here, Germany is already the most important country of origin of visitors.

The Ilsenhof Camping Site on the Turnersee lake in Austria is one of around 100 picturesque sites in this year's CMT partner region Carinthia.



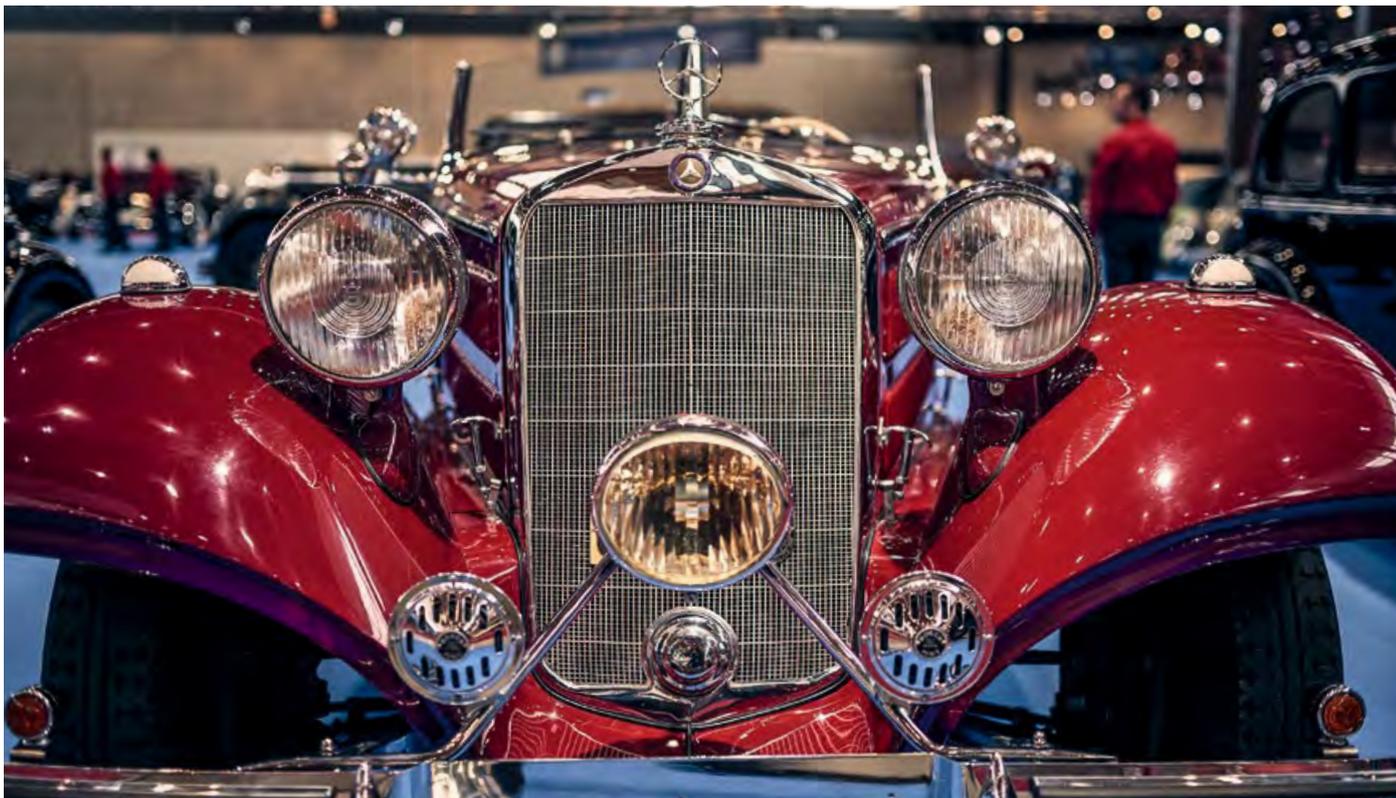
The fact that this classic Stuttgart trade fair is becoming increasingly attractive also for tourism professionals is due to the top-quality specialist visitor programme. "Already today, CMT is the tourism consumer show with the most extensive B2B offer," says v. Vacano. "In 2019, we will continue to expand this CMT business area." Under the title "CMT Nations Day", CMT is for the first time offering specialist visitors further training for country representations in Germany.

#### INNOVATIVE FORMATS FOR SPECIALIST VISITORS

Another new feature: "CMTrend", a joint stand for tourism start-ups initiated by Messe Stuttgart and the Verband Internet Reisevertrieb e.V. (VIR) (Association of Internet Travel Marketing). On 14 January, the Ministry of Justice and European Affairs invites you to the "Baden-Württemberg Tourism Day", which with around 1,200 participants is the largest tourism congress in the state. This will be followed by the 4th Motorhome Parking Summit, where manufacturers and service providers will show what a parking space for leisure vehicles needs and what advantages it gives its operators. The target group of the "fwv Destination Germany Day" on 15 January is decision-makers on the state, town and municipality level, as well as destination managers from the local tourist economy. At the B2B event, there will be speeches and presentations by companies, associations and service providers on future-oriented topics in the domestic market. Other B2B highlights include the "CMT Travel Market" and the "CMT Careers Day". "With its growing offer for specialist visitors, CMT is once more underlining its function as a comprehensive trade fair and information platform for customers from the B2C and B2B segment," explains v. Vacano. "This too makes it more attractive than ever."



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



Classic car enthusiasts can admire – and buy – around 4,000 exhibits from the pre-war classic car to the youngtimer at RETRO CLASSICS®.

## World's biggest trade fair for classic cars with new formats

*More youngtimers, a travel market for classic car enthusiasts, attractive special shows, automobilia from A to Z: The RETRO CLASSICS® STUTTGART will soon kick off.*

For its 19th edition from 7 to 10 March 2019, RETRO CLASSICS® STUTTGART will for the first time be the "Trade fair for driving culture" – and thus span an arc from the past into the future. "We don't want to rest on our laurels, but keep an open mind for new things," explains Karl Ulrich Herrmann from the organiser RETRO Messen GmbH, which almost two decades ago initiated the successful project as a regional platform for enthusiasts and won the "Show of the Year" prize at the Historic Motoring Awards in London in 2018. The continuous growth of the world's biggest trade fair for historic and classic cars is proof of his philosophy. The "mother ship" of all RETRO trade fairs is now staged as a top automotive event in ten exhibition halls and on a total area of 140,000 square metres. Visitors to RETRO CLASSICS® STUTTGART 2019 can look forward to a total of up to 4,000 exhibits.

### NEO CLASSICS® IN GREATER FOCUS

More attention will be paid to so-called NEO CLASSICS®, i. e. special edition cars, individual items and high-value youngtimers. "With this focus, we are taking into consideration a trend that has been apparent now for several years," says Herrmann. "The classic car scene is changing. The in-

terest in nostalgia and the enthusiasm for historic technology are now accompanied by an entirely new driving pleasure which is attributable to a young generation of collectors, but also of vehicles." Unlike some venerable models from the period before the Second World War, a sports car from the 1970s is a modern and fully roadworthy vehicle which is regarded by its owner as both a collector's item and an expression of a lifestyle. This also explains the growing demand for exquisite new vehicles. Willing buyers will, for example, strike it rich in the NEO CLASSICS® selling markets which form a separate part of the huge vehicle selling market.

### NEW TRAVEL MARKET AND SPECIAL SHOWS

Driving culture is inseparably linked to wanderlust and travel, the desire to discover something new. RETRO CLASSICS® STUTTGART will feature this topic for the first time in its own holiday market; in "L'Ambassadora – representative for wonderful trips", selected hotels such as Mondorf Domaine Thermal and other companies from the tourist industry will present their offers to visitors who enjoy travelling (Paul Horn Hall, Hall 10). The popular special shows are naturally an indispensable part of every "RETRO"



A growing trend: Youngtimers from the 1970s and 80s.

and are each devoted to a specific aspect of automotive and technology history. Fans of classic American cars will be delighted this year. Under the title "Chrome and Horsepower" RD Classics will present rolling US legends from different decades and epochs on an exhibition area of 600 square metres (Hall 5). The "Karl Geiger Supercars Show" will set standards with exclusive American NEO CLASSICS® (Paul Horn Hall, Hall 10). Two-wheel aficionados will also get their money's worth. In Hall 8, for example, AMSC Leonberg will present rare sidecars, while massive machines bearing the Indian marque can be admired in the Paul Horn Hall (Hall 10).

RETRO CLASSICS® STUTTGART is simultaneously an industry platform, an ideas exchange and a cultural event – and features an extremely impressive range of exhibits which extends from "A to Z": from accessories, automobilia, cars, historic and classic car clubs, insurance services, museums, restoration, retro toys and sought accessories through to spare parts, the trade fair offers at the start of the driving culture season practically everything to make the hearts of specialist visitors, automobile enthusiasts and hobby car mechanics beat faster. A diverse framework programme – starting with the ALLIANZ RETRO NIGHT in Hall 10 on Thursday evening – will make a visit to RETRO CLASSICS® 2019 an amazing experience. The pendant to the RETRO NIGHT on Thursday will take place on the stage in the "Porsche Hall 1" on Saturday evening.

 More Info: [www.retro-classics.de](http://www.retro-classics.de)  
#RetroClassics

## TRADE FAIR CALENDAR

- ▶ **12.–20.01. CMT**  
*The Holiday Exhibition*

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- ▶ **12.–13.01. Fahrrad- & WanderReisen**  
*A special exhibition during CMT*

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- ▶ **17.–20.01. Kreuzfahrt- & SchiffsReisen**  
*A special exhibition during CMT*

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- ▶ **17.–20.01. Golf- & WellnessReisen**  
*A special exhibition during CMT*

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- ▶ **25.–27.01. MEDIZIN**  
*Trade fair + congress*

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- ▶ **25.–27.01. TheraPro**  
*Trade fair + congress*

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- ▶ **19.–21.02. LogiMAT**  
*16th int. trade fair for distribution, Materials handling and information flow*

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- ▶ **27.02.–01.03. R+T Asia (Shanghai)**

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- ▶ **07.–10.03. IBATECH (Ankara)**

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- ▶ **07.–10.03. RETRO CLASSICS®**  
*World's largest trade fair for historic and classic cars*

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- ▶ **19.–21.03. EMV**  
*Trade fair and congress for electro-magnetic compatibility*

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- ▶ **19.–21.03. Fastener Fair Stuttgart**  
*International trade fair for the fastener and fixing industry*

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- ▶ **20.–22.03. eltefa**  
*Biggest state trade fair for the electrical sector*

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- ▶ **05.–06.04. Invest**  
*Leading trade fair and congress for finance and investment*

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- ▶ **13.–15.04. SACHSENBACK**  
*Trade fair for the bakery and confectionery trades*

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- ▶ **22.–25.03. RETRO CLASSICS®**  
*World's largest trade fair for historic and classic cars*

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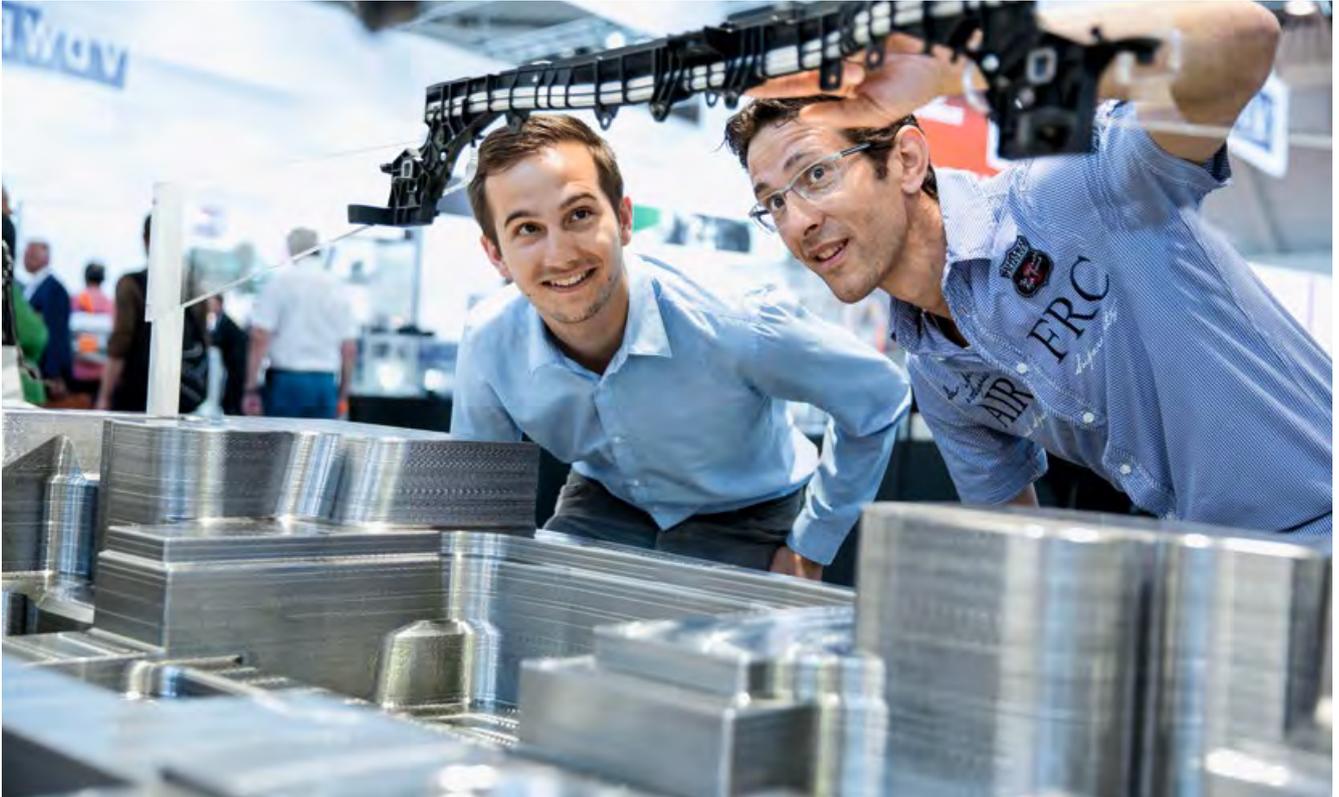
- ▶ **15.–17.04. LogiMAT China (Shanghai)**

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- ▶ **15.–28.04. Stuttgart spring trade fairs**  
*with: GARTEN, auto motor and sport i-Mobility, FAIR HANDELN, Markt des guten Geschmacks – die Slow Food Messe, HAUS HOLZ ENERGIE, KREATIV, YogaWorld, BABYWELT, Mineralien, Fossilien, Schmuck*

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- ▶ **07.–09.05. T4M**  
*The new trade fair for medical technology in Stuttgart*



Complementary competences: Parallel to MOULDING EXPO, the Plastic Products Forum will take place in 2019 for the first time.

## New plastics forum, optimised visitor guidance

*From 21 to 24 May 2019, MOULDING EXPO will present the best that the international tool, pattern and mould making sector and its suppliers have to offer.*

Messe Stuttgart is expanding the offer at MOULDING EXPO (MEX): As of 2019, parallel to the international trade fair for tool, pattern and mould making there will also be a Plastic Products Forum taking place over three days. The new customer of Messe Stuttgart for this event is GKV/ TecPart – German Association of Technical Plastic Products. “The new forum will enable us to bring together even more decision-makers and interested parties who can jointly increase their potential through the combination of complementary competencies and information,” explains Florian Niethammer, Project Manager for MEX.

### NEW HALL PLANNING, BETTER WALKING ROUTES

Positioned at the very busy Entrance East – in front of the L-Bank Forum (Hall 1) – 80 exhibitors will initially have their stands on a total area of 1,400 square metres. The joint area for plastic products is a groundbreaking addition to MOULDING EXPO. It follows the principle of “ready to go” trade fair stands, thus ensuring exhibitors can join in the trade fair activity at low cost.

The new joint area was conceived in cooperation with plastics processors with trade fair experience, as well as interested new entrants. Another new feature in 2019 is the opti-

mised visitor guidance based on an altered hall occupation plan. MEX will move from the originally planned exhibition halls, i.e. Hall 1 (L-Bank Forum), 3 and 5, to Halls 3, 5, 7 and 9 when it is held in May 2019 for the third time. The reason for the changed hall occupation was the move by the “Automotive Shows” to Halls 2, 4, 6 (Oskar Lapp Hall), 8 (Alfred Kärcher Hall) and 10 (Paul Horn Hall). Messe Stuttgart will optimise the hall occupation for MOULDING EXPO 2019 following the decision by the British event organiser UKi Media & Events Ltd. to move all its concurrent events for the automotive component supply industry to the southern area of the trade fair grounds. The walking routes for visitors will become even more attractive by retaining four standard halls in the direct vicinity of the Entrance East and Entrance West, and by using the lobby of the Entrance East for the Plastic Products Forum.

During the new site planning, the MEX organisers also gave some thought to topic assignment. Tool, pattern and mould makers will probably occupy Halls 3 and 5, the sector suppliers Halls 7 and 9. “This constellation is a good and logical allocation of floor space both for exhibitors and for specialist visitors,” says Niethammer.



More Info: [www.messe-stuttgart.de/moulding-expo](http://www.messe-stuttgart.de/moulding-expo)  
#MEX2019

## Clear concepts

From 7 to 9 May 2019, T4M – Technology for Medical Devices – will be held for the first time at the Stuttgart Trade Fair Centre. To ensure that the new trade fair for medical technology satisfies the requirements of the sector, the T4M team works closely with its Trade Fair Advisory Board. The future of the trade fair is being shaped by 13 companies, two cluster organisations, a research institute, three associations and two industry media, together with the T4M team. Each member of the Medical Technology Advisory Board will exhibit individually, assume a responsible role in the framework programme of the trade fair, or is an important opinion maker.

### TRADE FAIR CONCEPT APPROPRIATE FOR THE SECTOR

“In the Advisory Board, we greatly benefit from the thoughts and points of view of others. All members of the Advisory Board discuss openly with each other, and are able to agree quickly on fundamental questions,” says Tanja Wendling, Project Manager for T4M. “With the members of the Advisory Board, we feel that we are better informed, we can satisfy the requirements of the medical technology sector in a more targeted manner, and we can organise T4M as a specialist trade fair with a strong technological character in an appropriate way for the sector.”

The importance of the Trade Fair Advisory Board is also underlined by Dr. Elmar Bourdon, who was for many years the Medical Device industry manager and today works for the Mannheim Medical Technology Cluster: “With its impulses for the T4M trade fair concept, the Advisory Board can contribute to helping the exhibitors and visitors find exactly what they’re looking for at T4M: Business partners and answers to the technological and corporate challenges in the industry.”



T4M Advisory Board: Back row (left to right): Alwin Reger, Jonas Frey, Niklas Kuczaty, Christoph Hasse, Oliver Brück, Sascha Gersmann, Dr. Elmar Bourdon. Front row (left to right): Peter Reinhardt, Axel Storz (Fraunhofer IPA), Manfred Seeber, Susanne Baumann, Michael Götti, André Stutz, Hans Hauger (LPW Reinigungssysteme), Matthias Gindele.



More Info: [www.messe-stuttgart.de/t4m](http://www.messe-stuttgart.de/t4m)  
#T4M

► **07.–08.09. TheraPro Essen**  
Over 2,000 specialist visitors obtained information at the first TheraPro event in Essen from 91 exhibitors on novelties in the areas of therapy, rehabilitation and prevention. The North Rhine-Westphalia edition of the Stuttgart trade fair convinced visitors with its broad sales offer and a substantial framework programme consisting of congresses, seminars and workshops.

► **18.–22.10. AMB**  
After five days, AMB 2018 closed as the largest and most successful AMB ever. “With 1,553 exhibitors on more than 120,000 square metres of exhibition area and 91,016 visitors, AMB 2018 set again new standards,” says a delighted Ulrich Kromer, CEO of Messe Stuttgart.



AMB 2018 set new standards regarding visitor and exhibitor figures.

► **20.–22.10. SÜFFA**  
From 20 to 22 October 2018, around 8,500 visitors came to the trade fair for the meat industry. Around half of the visitors travelled from over 100 kilometres away. Altogether, Messe Stuttgart welcomed guests from 26 countries. Almost 80 per cent came to the trade fair with concrete intentions to buy and invest.

► **23.–26.10. interbad**  
Over 14,000 visitors, 416 exhibitors, 35,000 square metres of exhibition area, over 90 presentations, workshops and discussion rounds in four events in the congress and framework programme – these are the key figures for the successful interbad 2018.

► **04.–06.11. INTERVITIS INTERFRUCTA HORTITECHNICA**  
With around 18,000 visitors (17,684) from 50 countries, the technology trade fair for wine, fruit juice and special crops together with the 63rd International Congress of the German Winegrowers’ Association (DWW) is establishing itself as the international platform for its respective sectors.



Ensuring that what belongs together stays together: At the Fastener Fair Stuttgart, everything revolves around fastening elements.

## New special area for adhesives and adhesive joints

*At the Fastener Fair Stuttgart, the world's leading trade fair for the fastener and fixing sector, specialist visitors can find out about innovations and the latest technologies.*

**F**astener Fair Stuttgart 2019, the 8th international exhibition for the fastener and fixing sector, will take place from 19 to 21 March 2019 at the Stuttgart Trade Fair Centre in Halls 1, 3 and 5. The world's leading trade fair for the fastener and fixing sector, put on by the guest event organiser Mack Brooks Exhibitions, provides its visitors every two years with the opportunity to discover the entire range of technologies in the sector.

### SOLUTIONS FOR LIGHTWEIGHT CONSTRUCTION

A new feature at this year's Fastener Fair Stuttgart is the special area for adhesives and adhesive joints in the L-Bank Forum (Hall 1). The special focus of this "Bonding and Adhesive Technology Area" is on the possibilities of adhesive technologies, which provide an excellent addition to conventional joining and fixing elements and thus constitute an important option above all in the area of lightweight construction, as well as in the automotive and electronics industries.

On account of their unique properties, adhesive joints are an inexpensive solution for a great number of challenges in the most diverse sectors. They make possible the use of thinner and lighter materials and are ideal for fastening

systems. In addition, when adhesive technologies are used the material properties are retained.

### INCREASING VISITOR AND EXHIBITOR NUMBERS

At the Fastener Fair Stuttgart 2017, a total of around 11,700 specialist visitors from 91 countries came to Messe Stuttgart to find out about the latest innovations and developments in all areas of fastening and fixing technology. This was another increase in visitor numbers by around six per cent compared with the previous event. Both the exhibitors and the visitors were very satisfied with the last Fastener Fair Stuttgart, in terms of quality and the international character of the visitors.

The Mack Brooks Exhibitions' trade fair covers all areas of the fastener and fixing industry with fastening elements and supports for industrial use, fastening elements for the construction industry, assembly and installation systems, as well as production technology for fastening elements. The main visitor target groups of the trade fair include distributors, wholesalers, suppliers, component purchasers and designers.



More Info: [www.fastenerfair.com/stuttgart](http://www.fastenerfair.com/stuttgart)  
#FastenerFairStuttgart

## Bakers' and confectioners' trade fair celebrates anniversary

From 13 to 15 April 2019, the entire bakery trade will meet in Dresden to celebrate the 20th anniversary of SACHSENBACK. For three days, the trade fair centre will be the centre of the bakers' and confectioners' trade in central and eastern Germany. "Together with our partners, also in 2019 we will again put on an attractive trade fair with a strong programme," Andreas Wiesinger, member of the Board of Management of the event organiser Messe Stuttgart. Main themes at the sector meeting will be raw materials for bakers and confectioners, working and operating technology, shop fixtures and fittings, sales promotion, merchandise, and all aspects of services, information and management.



High-tech for handicrafts: The latest technology is a main theme at SACHSENBACK.



More Info: [www.messe-stuttgart.de/sachsenback](http://www.messe-stuttgart.de/sachsenback)  
#SACHSENBACK

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## Key date for doctors and specialist medical staff



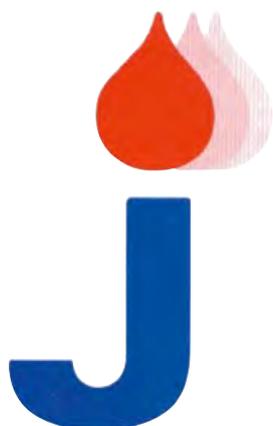
MEDIZIN offers a huge range of product novelties and services – from doctor’s practice requirements to practice software 4.0.

It is considered one of the most important specialist and further training events in the health industry: At MEDIZIN in Stuttgart, the trade fair and congress for outpatient medical care, every year doctors, specialist medical staff, experts and representatives from industry and politics come together to find out about the latest technology, to discuss current topics and to make new contacts. “A decisive factor for success is the special mix of offers,” says Andreas Wiesinger, member of the Board of Management at Messe Stuttgart. “In addition to the broad range of products and services, the upcoming edition of MEDIZIN from 25 to 27 January 2019 will therefore also impress visitors with its

interesting framework and further training programme.” With over 1,000 participants and 200 speakers, the parallel 54th Medical Congress of the North Württemberg Medical Association is an important component of MEDIZIN. The focus will be on daily work in the doctor’s practice – consciously and intentionally covering a diverse range of subjects. The medical congress at MEDIZIN provides stimulus for the most diverse occupational groups. In this way, it differs from many specialist congresses.



More Info: [www.messe-stuttgart.de/medizin](http://www.messe-stuttgart.de/medizin)  
#Medizin19



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## Sensible investment tips in uncertain times

With around 140 exhibitors and almost 300 events, Stuttgart's Invest, the leading trade fair and congress for finance and investment, is the largest event on the theme of finance in the German-speaking region. Its range of topics is aimed both at private investors and bank consultants, and at asset managers, estate agents and service providers from the world of finance. Interesting specialist and company presentations, workshops and top-quality discussions on current investment themes round off the information offer at Invest in Stuttgart. On 5 and 6 April this year, Invest will open its doors for the 20th time.

### ETHICAL AND SUSTAINABLE FINANCIAL INVESTMENTS

On a regular basis, climate change issues, zero-interest policies and political landslides shake apparently cast-iron notions of value to the core – and make the stock exchanges tremble. Sustainable financial investments are therefore for an increasing number of investors a viable alternative to traditional models. This is also reflected at Invest. The Stuttgart "Grünes Geld" (Green Money) trade fair will take place with Invest for the fourth time, and promises to provide answers to urgent investment questions.

Here, national and international companies from all parts of the sector will present their offers and provide information on useful investments that provide good rates of return. In this regard, the consumer protection magazine ECOreporter appropriately shows, among other things, its fund tests, as well as extensive analyses and price/fee comparisons. The whole range of sustainable financial investments is also the theme of the presentation programme on both trade fair days. Investors will find new product forms at "Grünes Geld": for example,



Professional advice: The financial sector meets at Invest 2019.

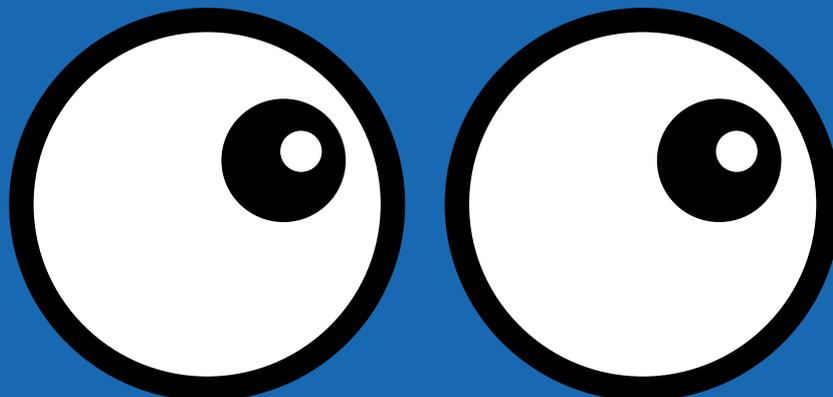
crowd investments. Here, many investors are involved with relatively small amounts in young companies that want to pursue sustainable business ideas. According to Tobias Karsten, owner of ECOeventmanagement and organiser of the "Grünes Geld" trade fair, microfinance funds, with which investors contribute to ensuring that young entrepreneurs in threshold countries receive help for self-help, have proven to be stable – and astonishingly profitable. The repayment morale is said to be higher here than in many industrial countries.



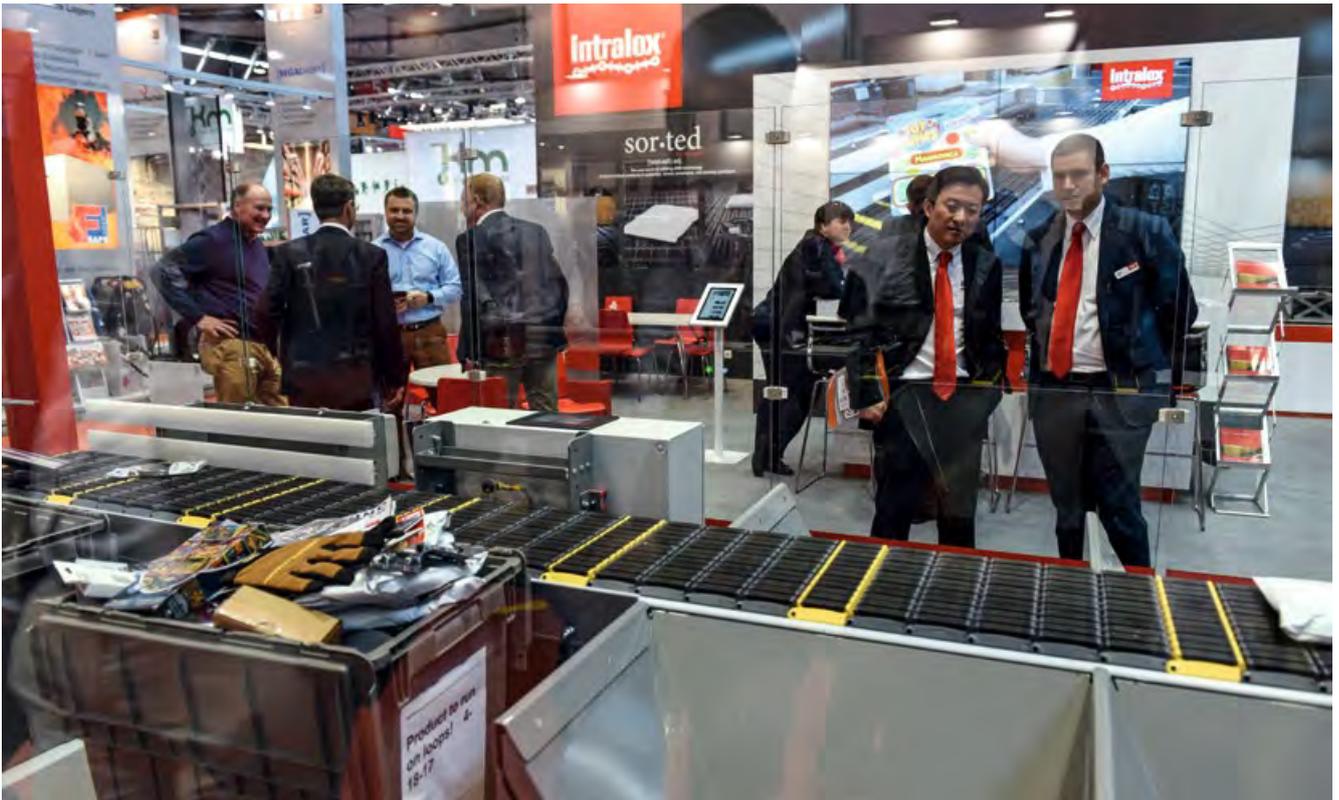
More Info: [www.messe-stuttgart.de/invest](http://www.messe-stuttgart.de/invest)  
#Invest19

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stuttgarter werbetachnik

## Unsere Werbeflächen...



...sind immer  
ein Hingucker



The intralogistics trade fair LogiMAT is a visitor and exhibitor magnet for guests and companies from all over the world.

## LogiMAT 2019: Innovative intralogistics at first hand

*More hall space, more exhibitors, more visitors from all over the world: the guest event LogiMAT will occupy the entire area of Messe Stuttgart for the first time this year.*

This is what growth looks like: the 17th edition of LogiMAT, International Trade Fair for Intralogistics Solutions and Process Management, from 19 to 21 February 2019 will occupy the entire exhibition area of Messe Stuttgart for the first time. The trade fair of the guest organiser EUROEXPO Messe- und Kongress-GmbH, whose head office is in Munich, will be staged in all ten halls and will occupy a total area of 120,000 square metres. The organiser is expecting more than 1,600 international exhibitors. In 2018 LogiMAT attracted 55,375 visitors, of whom around 11,000 came from abroad – 1 in 10 of them from overseas. The total number of international visitors at LogiMAT has therefore increased fivefold in the last decade.

### NEW HALL FOR MORE EXHIBITION SPACE

In order to take full account of the strong demand, Hall 2 with an area of just under 5,000 square metres will be integrated in the event for the first time in 2019. One of the focal points in Hall 2 will be the joint stand "Innovation Made in Germany" on which start-ups will present innovative products and solutions from the areas of distribution, material flow and software/IT. TradeWorld, the competence

platform for trade processes, will be another exhibition highlight in Hall 2. During the TradeWorld Technical Forum featuring expert talks on the latest topics in trade logistics, exhibitors will present new products and solutions relating to the digitalisation of trade processes in e-commerce and omni channels, and will therefore show the synergies between trade processes and logistics processes at LogiMAT.

Exhibitors from the area of plant and materials handling technology will present their products in Halls 1, 3, 5 and 7. In order to take account there of the growing interest among exhibitors, this exhibition section will also occupy the gallery in Hall 1.

Ground conveyors and accessories, driverless transport systems, solutions for battery and energy management, as well as the areas of cranes/lifting gear and load securing will again be found in Hall 7 and Halls 9 and 10. The large area containing packaging, packaging systems and containers will be situated very close to the areas of identification systems/RFID in Halls 4 and 6. Suppliers of software solutions for intralogistics will be represented in Halls 6 and 8.



More info: [www.logimat-messe.de](http://www.logimat-messe.de)  
#LogiMAT

## Start of the outdoor season

The starting signal for the coming outdoor season will be given at the CMT subsidiary show Fahrrad- & WanderReisen with the special section Thermik on 12 and 13 January 2019. Over 320 exhibitors from 15 countries – including for the first time Montenegro – and more than 40,000 visitors are expected to attend this event. The major advantage of the CMT subsidiary show: visitors can find all aspects of a cycling, hiking or aviation sports holiday there under one roof. Testing is especially welcome on the cycling course, in the hiking equipment advice centre or in the GPS Forum. Talks and travel reports by professionals will supplement the extensive accompanying programme of the consumer show. In addition to the Allgemeiner Deutschen Fahrrad-Club e.V. (ADFC) (German Cycling Club) as the cycling cooperation partner of the exhibition, the Schwäbischer Albverein (Swabian Alb Association) will again be present – with expert knowledge and special hiking offers. In the special section Thermal Updraft manufacturers, flying schools and regions will present their products for paragliders and hang gliders. In 2019 Messe Stuttgart and the Baden-Württemberg branch of the ADFC are jointly organising the Cycling Tourism Congress “RadRunde” for the first time for trade visitors and exhibitors in the Congress Center West. The Congress agenda on 11 January 2019 will include, for example, the keynote talk entitled “Cycling tourism as an economic factor”. This talk will be followed by forums focusing on innovative marketing strategies and creative cooperation ideas for regions and their cycling holidays. An ideal platform for exhibitors to transfer knowledge and carry out purposeful networking with potential partners.



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



New bikes, new equipment at Fahrrad- & WanderReisen.



Test sitting in a new hang glider in the special section Thermik.

ADVERTISEMENT

## Hotel recommendations

### Quality Hotel Schwanen Stuttgart-Airport/Messe



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*The extraordinary hotel and  
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With over 584,000 passengers in the last financial year, AIDA Cruises is one of the leading cruise operators in Europe.

## The boom in holidays on the water is still continuing

*Sea and river cruises are now more popular than ever. Water tourism enthusiasts will discover the diversity of the industry at Kreuzfahrt- & SchiffsReisen during CMT.*

The cruise business is booming and shipping companies are having problems in finding free capacities for their new ships in shipbuilding yards. The figures of the industry association CLIA (Cruise Lines International Association) are very impressive: according to the CLIA, around 26.7 million passengers went on board sea-going cruise ships in 2017. The CLIA, whose head office is in Washington, D.C., is expecting further growth in 2018 and around 28 million passengers.

In Europe, Germany is still the largest source market for sea cruises. In 2017 Germans set a new holiday record with 2.19 million passengers. Even more impressive: the CLIA said that between 2006 and 2016 the German market for sea cruises expanded twice as fast as worldwide demand for the popular holiday form on water. The 2.5 per cent increase in Europe compared with 2016 is largely due to the above-average growth rates in Germany.

No question, the cruise industry obviously appeals to its customers. In order to take account of the needs of the various groups of holidaymakers, shipping companies use ships for different cruise experiences: from a smaller expedition ship holding a maximum of 100 passengers through to huge cruise ships accommodating more than 5,000 passengers. "In the cruise industry diversity is not

a trend but a recipe for success," says Helge Grammerstorf, National Director of CLIA Deutschland. "The traditional cruise passenger no longer exists. Every holidaymaker can find a suitable cruise: from adventurers through to gourmets, from sun lovers through to people wanting to see the Northern Lights."

### THE COMPLETE RANGE IN ONE HALL

The success story of cruises and river holidays will be continued in Kreuzfahrt- & SchiffsReisen on the second weekend of CMT from 17 to 20 January 2019. "We will present the complete range of water-based tourism on an area of around 15,000 square metres in the new Paul Horn Hall (Hall 10)," says Marie Wuttke, Project Manager at Messe Stuttgart. "In addition to suppliers from the area of sea cruises, visitors will find here exhibitors from the segments of river and sailing trips, yacht charters and houseboat holidays, as well as offers relating to the sports boat licence." The exhibitors at Kreuzfahrt- & SchiffsReisen last year were obviously pleased with the concept: they awarded the exhibition the overall mark 1.6.



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

## Successful trio

Physiotherapists, occupational therapists, speech therapists, podiatrists and masseurs are definitely intending to visit the TheraPro trade fair + Congress in Stuttgart from 25 to 27 January 2019. Now being held for the seventh time, this popular industry platform is regarded as an established event. "The positive response and the continuously increasing popularity among exhibitors and visitors are confirmation of the special concept of TheraPro," enthuses Andreas Wiesinger, a member of the Board of Management of Messe Stuttgart. "The successful trio comprising a product exhibition, a Congress and an accompanying programme makes TheraPro the most important trade fair for therapy, rehabilitation and health prevention in south Germany." In 2019 five Congresses will offer knowledge, training possibilities and the opportunity to exchange information. The 13th Physiotherapy Congress of the Georg Thieme publishing company (25 and 26 January) promises to be a "top-class opening event on the topic of digitalisation and physiotherapy". On 27 January Congress delegates can make their selection from the modules in the 2019 Symposium of the South German Associations. The 13th Ergotherapy Congress, organised by the Georg Thieme Verlag, will focus on "Activity – an upgrade for ergotherapy". The 4th South German Speech Therapy Congress (27 January) of LOGO Deutschland e.V. will examine problems such as "logopaedic diagnostics among multilingual children". "Digitalisation and data protection (GDPR)" will be one key topic during the 16th VDP Quality Conference of the Association of German Podiatrists.



New products are an important element of TheraPro.



More info: [www.messe-stuttgart.de/therapro](http://www.messe-stuttgart.de/therapro)  
#therapro19



# FAIRS EVENTS SERVICE

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TRADE FAIR COMPACT

► *Welcome to the Wellness Village*

A special holiday clientèle will meet at Golf- & WellnessReisen from 17 to 20 January 2019 in order to look for new spa destinations, luxury cruises and the latest equipment. Over 250 companies present their innovations while more than 30,000 golfers and wellness enthusiasts are enthralled by the offers every year. According to a study by the Global Wellness Economy Monitor, the value of the worldwide wellness industry has grown in the last two years from \$3.7 trillion to the current figure of \$4.2 trillion. Also a trend for Golf- & WellnessReisen. In January 2019 Golf- & WellnessReisen will therefore feature a new special section, i.e. the “Wellness Village” with masseurs and beauticians. Another première at WellnessReisen: “Base fasting”, developed by the best selling author Sabine Wacker; with specially certified hotels in Germany, South Tyrol, Tyrol and Salzburger Land.



Economic factor: Wellness holidays and offers very much in vogue worldwide.

► *New dates for R+T 2021*

Trade visitors at R+T, the leading world trade fair for roller shutters, doors/gates and sun protection systems in Stuttgart, prefer to make use of weekdays. This is the result of a survey of exhibitors and visitors conducted during R+T 2018. Together with the Trade Fair Advisory Board, the project management team under Sebastian Schmid, Department Director Technology Trade Fairs at Messe Stuttgart, therefore decided to change the trade fair schedule to the weekdays Monday to Friday (22 to 26 February 2021). “We plan our event for and with the industry. The Trade Fair Advisory Board, which consists of the promotional and technical supporters – Bundesverband Rollladen + Sonnenschutz e.V., BVT – Verband Tore and Industrieverband Technische Textilien-Rollladen-Sonnenschutz e.V. – as well as leading manufacturers approached us with this recommendation which we are following,” says Schmid.

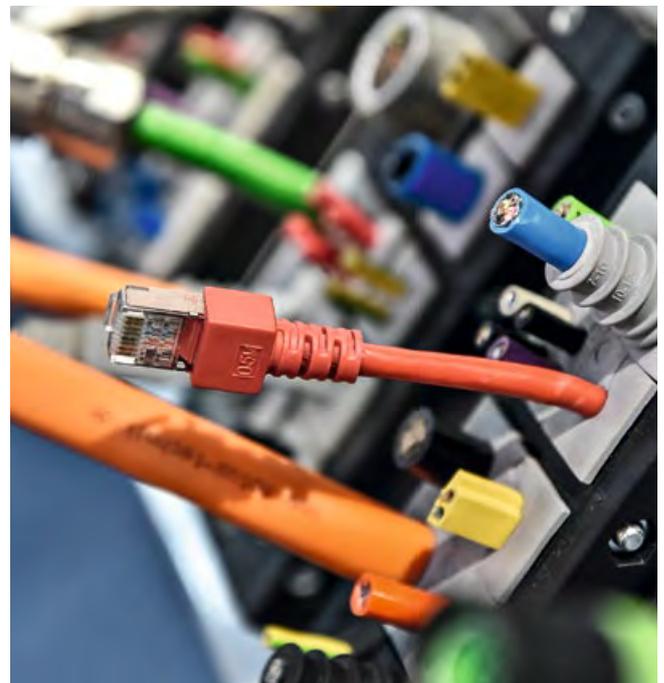
EMV

It’s the mixture that counts

EMV, Europe’s most important trade fair, will be held at Messe Stuttgart from 19 to 21 March 2019 when it will provide, in combination with workshops, an extensive overview of the latest trends and developments in the area of electromagnetic compatibility. On an area of around 4,200 square metres over 115 international exhibitors will present their products from the areas of measurement and testing technology, filters and filter components, shielding systems and shielding materials, switch cabinet components, mechatronics, EMC services, accreditation and certification. The annual trade fair of the guest organiser mesago Messe Frankfurt Group is primarily aimed at visitors from the areas of electrical engineering, measurement and testing technology, motor vehicle construction and mechanical engineering.

TRADE FAIR, CONGRESS, WORKSHOPS

The special advantages of EMV are its extensive workshop and tutorial programme along with the Congress featuring first-class speakers. Visitors to EMV in Düsseldorf last year were impressed by a total of 98 talks by 96 speakers in the Congress, the tutorials and the workshops. 91 per cent of visitors were therefore satisfied to very satisfied with their attendance. The expectations here differed considerably. Whereas some visitors were looking for special technical know-how (73 per cent), others wanted to exchange information (63 per cent) or directly establish new business relationships (32 per cent).



Compatibly connected: everything revolves around technology and services for electromagnetic compatibility at EMV.



More info: <https://emv.mesago.com/events/de.html>



eltefa 2019 will offer trade visitors a practice-oriented presentation platform for industrial and building applications.

## eltefa 2019: extending the area of industrial technology

*Industry 4.0 and digitalisation of the entire value-added chain harbour enormous growth potential for the electrical industry. Especially in the area of switchgear construction.*

**E**ltefa, the highly traditional trade fair for electrical engineering and electronics in Stuttgart, is expanding the key topics for its 20th anniversary edition. Whether switchgear manufacturing, lighting systems, energy or building networking, trade visitors will be able to obtain information about trend topics at first hand on the exhibition stands, in pavilions, during forums and in the special shows at Germany's leading regional trade fair for the electrical sector from 20 to 22 March 2019.

### POTENTIAL IN SWITCHGEAR CONSTRUCTION

Digitalisation is developing at a rapid pace – in and around the entire industry. This is also becoming much more noticeable in the area of switchgear and control systems. Intelligent switchgear must now comply with higher requirements – especially also in regard to communication and networking capability. eltefa is therefore systematically extending the industrial technology section; switchgear construction will be an important key topic in 2019.

"Industry 4.0 and the accompanying digitalisation of the entire value-added chain are creating enormous potential in switchgear construction," says Reiner Schanz, Project Manager for eltefa. "With the solutions park 'Focus on switch-

gear' including a technical forum, we are therefore offering trade visitors a practice-oriented presentation platform for industrial and building applications." A partner is helping Messe Stuttgart to organise the technical forum: the TeDo publishing company is contributing its expertise. As the publisher of the magazine "Schaltschrankbau", TeDo is very familiar with this topic.

Other exciting topics will be presented in the architecture event AID – Architects and engineers in dialogue. Architects, interior designers, engineers, planners and representatives from local authorities will meet here to exchange technical knowledge and experiences. During the topic blocks "Light" and "Energy" renowned speakers will provide insights into current developments and trends. "AID will be held for the first time at eltefa 2019 right in the middle of the trade fair action in the Alfred Kärcher Hall (Hall 8)," says Schanz. Due to the positive development, the exhibition hall will only be occupied by exhibitors from the lighting systems sector. Full networking between visitors and exhibitors is therefore guaranteed. Smart home solutions for existing buildings will be another key topic at eltefa. The focal point here will be the wide range of retrofitting options in intelligent building networking.



More info: [www.messe-stuttgart.de/eltefa](http://www.messe-stuttgart.de/eltefa)  
#eltefa19

TRADE FAIR PARTNER: IKONO

## Individual lounge worlds for VIP guests and exhibitors

*IKONO, new partner of Messe Stuttgart, stands for modular premium furniture.*



Armchairs and lounge worlds from IKONO invite visitors to stay a while both inside and outside the IKONO VIP Lounge.

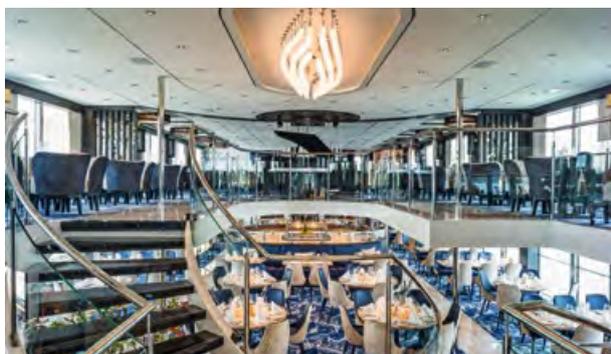


More info: [www.ikono.de](http://www.ikono.de)

First-class upholstered furniture made in Germany: at its own factory in Paderborn IKONO produces modular lounge furniture with premium leather for indoor areas and innovative, weatherproof fabrics for the outdoors. The company also produces special models in agreement with customers, the in-house Product Design Department and its own Product Development Department. Every product becomes a personal calling card thanks to the large number of leather and fabric variations, and through individual branding based on corporate design.

As a partner of Messe Stuttgart, IKONO fits out the IKONO VIP Lounge, its outdoor area and the Press Centre lounge with armchairs and lounge worlds. Lounge modules for exhibitors are also jointly marketed. "With Landesmesse Stuttgart we have found a cooperation partner who knows how to ideally demonstrate the value of our innovative seating furniture," says a delighted Olaf Kramm, CEO of IKONO.

HIDDEN CHAMPIONS: nicko cruises Schiffsreisen GmbH



Floating hotels: the fleet of nicko cruises offers 4 to 5 star luxury based on German standards.

## At home on water

*Cruise experiences made in Stuttgart.*

Nicko cruises Schiffsreisen GmbH, whose head office is in Stuttgart, is one of the leading river cruise companies in Europe and operates its modern fleet in more than 20 countries and on 23 stretches of water, including the Rivers Rhine, Danube, Douro and Yangtze. With effect from the 2019 season, nicko cruises will also offer ocean routes, thereby extending its portfolio. The newly built "World Explorer", a modern, 126-metre-long expedition ship accommodating a maximum of 200 passengers, will sail from this year onwards to 24 countries on 16 different routes in five cruising areas. With Ice Class 1B and Polar Class, it can safely navigate every ocean.

All of the ships of the traditional Stuttgart-based company comply with 4 to 5 star categories at on-shore hotels based on German standards. The cruise experience will be rounded off by shore excursions and diverse culinary offerings with international and national specialities from the visited countries.



More info: [www.nicko-cruises.de](http://www.nicko-cruises.de)

## Testing, putting, discovering new golf paradises

The 2019 golf year will be very much influenced by a new set of rules. According to Golf Post, the specialist online magazine, "the most significant rule change for golfers" in 60 years came into force on 1 January 2019. Golf- & WellnessReisen in Stuttgart will undoubtedly examine this hot topic. Visitors with a passion for golf will be able to obtain information there on the exhibition stage and at the various club stands from 17 to 20 January 2019.

Golf- & WellnessReisen will also again focus on everything relating to the small white ball and other aspects of golf. Playing golf, shopping and discovering the most beautiful golf destinations around the world – visitors can look forward to this during the first golf swing of the year in Stuttgart. Driving, putting, testing – the full-size driving range with 14 tee boxes and the short game area in the Paul Horn Hall (Hall 10) will provide visitors with every opportunity to try out the latest equipment on the spot and adapt it to their personal needs.

### GOLF CLUBS AND FIRST-CLASS DESTINATIONS

The focal point and central location in the hall will be the stand of the Baden-Württemberg Golfverband (Baden-Württemberg Golf Association), "which will contain sufficient presentation space for more than 20 clubs and partners," says Project Manager Dörte Werner. On the stage of the "Golf Academy" during the accompanying programme of the exhibition, golf professionals will show how golfers can reduce their individual handicap.

Two new first-class golf destinations will be represented at Golf- & WellnessReisen. "Majorca is an absolute golf paradise," says Werner. "With 24 golf courses, including 3 private complexes, the Balearic island offers every golfer the right place to play." There are 52 golf clubs in Catalonia in northern Spain.



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



Visitors to the exhibition can test their new equipment on the full-size driving range.

**MÖVENPICK**  
HOTELS STUTTART

*coming soon*  
Mövenpick x 2

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

Mövenpick Hotel Stuttgart Airport  
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[movenpick.com](http://movenpick.com)

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



Oliver Schmeisser, Project Manager for Event Technology/Technical Event Management

## Oliver Schmeisser

A successful trade presentation is one of the most important instruments in customer communication. Modern technology makes it perfect. As Project Manager for Event Technology, Oliver Schmeisser (47) and his colleagues ensure that trade fair, congress and event customers can make optimum use of images and sound. "We deal with the event technology at the trade fair, e.g. maintenance and monitoring of the permanently installed lighting and sound systems, the stage machinery in the ICS and the video equipment in the conference rooms in the seminar section," explains Schmeisser. He and his colleagues are also responsible for organising the event equipment for different trade fairs and exhibitions of Messe

Stuttgart and guest organisers. Everything is coordinated with Neumann & Müller, the contract partner of Messe Stuttgart. Schmeisser came to Messe Stuttgart in 2007 as a freelance employee of Neumann & Müller and as a specialist for the then brand-new infrared interpreting equipment. The rock music fan previously worked, for example, as a stage hand for bands such as Black Sabbath or Santana, and established himself as a freelance lighting engineer. He attended the master school for craftsmen in Baden-Baden and joined Messe Stuttgart. The avowed Elvis fan and rock guitarist now "only" indulges his passion for music in the Messe Stuttgart band. He spends the rest of his free time with his wife and two daughters.

## GARTEN

### Living gardens and barbecue culture



The barbecue area at GARTEN features the right equipment for every purpose.

Biodiversity instead of monoculture: the motto of the show gardens at GARTEN outdoor ambiente from 25 to 28 April 2019 will be "Living Gardens". Messe Stuttgart and member companies of the Verband Garten-, Landschafts- und Sportplatzbau Baden-Württemberg shows why domestic plant diversity is so important and presents gardens containing insect-friendly flowering plants, shrubs and bushes which provide bees, butterflies and birds with sources of food and places to stay. Another highlight at the start of the season will be the enlarged barbecue area of "BBQ Week". Barbecuing, cooking and baking will also take place in the Rothaus Park. The choice of equipment extends from smokers, pellet, ceramic, gas and infrared equipment to outdoor kitchens.



More info:  
[www.messe-stuttgart.de/garten](http://www.messe-stuttgart.de/garten)  
 #Garten19



Every product at the Market for Good Taste must comply with the strict quality requirements of Slow Food Deutschland.

## Even more transparency at the Market for Good Taste

*Embracing quality and reflecting it comprehensively: anyone wanting to become a “market hero” must undergo an even stricter Slow Food test before the Market for Good Taste.*

High quality of all products: this is the unique characteristic of the Market for Good Taste – the Slow Food trade fair which will be held at Messe Stuttgart from 25 to 28 April 2019. Visitors will meet around 500 artisan craftsmen from Germany and Europe countries at this event. To ensure the unique quality concept of the public exhibition in Stuttgart, these craftsmen give an undertaking to comply with the binding quality requirements of Slow Food Deutschland and offer a unique range of regional specialities.

A three-stage test procedure is also being used for the first time at the trade fair in 2019 so that exhibitors and visitors have even more transparency. Slow Food Deutschland and Messe Stuttgart will make a distinction in future between conventional, organic (according to the EU Organic Production Regulation) and Slow Food market heroes. In all three categories the objective will be to bring good, clean and fair food to Stuttgart. “We want to provide enough leeway for every approach at the trade fair,” says Messe Stuttgart Project Manager Nikitas Petrakis. “However, only exhibitors who extensively demonstrate and embrace the quality concept of Slow Food over and beyond the Trade Fair Regulations can become a market hero.” Applicants must undergo an even more detailed test by the Slow Food Test Commission.

In general, Slow Food takes random samples before and during the trade fair. “We will remove from the stand products that do not meet the trade fair quality standards but are still brought to Stuttgart,” says Petrakis explaining the unique procedure in the trade fair industry. “We take a great deal of time and incur high costs in this respect.”



Eating together at the Market for Good Taste.



More info: [www.messe-stuttgart.de/marktdesgutengeschmacks](http://www.messe-stuttgart.de/marktdesgutengeschmacks)  
#Slowfood19

HAUS HOLZ ENERGIE

## Expert information about own homes



Tips from professionals for home owners at HAUS HOLZ ENERGIE.

**B**uilding, renovating, refurbishing and obtaining advice from experts: during the building trade fair HAUS HOLZ ENERGIE of Peter Sauber Agentur Messen und Kongress GmbH from 25 to 28 April 2019, around 150 exhibitors will show visitors ways in which they can make some real improvements. Experienced specialist companies will provide information about all important furnishing, construction and renovation topics during this four-day event, which forms part of Messe Stuttgart's spring line-up.

One of the traditional focal points is home energy supply. Owners are faced with the challenge of finding, among many possibilities, a system which matches their property, its use and their requirements regarding the price and environmental compatibility. The other trend topics include smart home solutions, burglary protection, living ambience, healthy living and free energy consulting on "the future of old buildings". On the "Property Marketplace" visitors will find out what special aspects they must consider when inspecting a property and how they can meaningfully finance their dream home.



More Info: [www.hausholzenergie.de](http://www.hausholzenergie.de)  
#HHE19

BABYWELT

## BABYWELT profiting from ideal market conditions



BABYWELT is also aimed at expectant parents.

**F**or the first time this year BABYWELT, Germany's leading baby trade fair, will not only form part of Messe Stuttgart's autumn line-up, it will also be held from 26 to 28 April 2019 during Messe Stuttgart's spring line-up.

As a shopping experience featuring expert advice, BABYWELT from the guest organiser FLEET Events offers expectant and young parents everything under one roof: first-class exhibitors, product demonstrations, workshops, expert tips and entertainment. During the public exhibition manufacturers and retailers from the areas of mobility, toys, health, furniture, body care and fashion present and sell the latest trends relating to pregnancy and babies. "A large number of consumer exhibitions had problems in recent years or have disappeared from the market," says Sales Director Jutta El-Rashidy. "However, BABYWELT has expanded. We are profiting here from the market conditions which are currently ideal for our industry." According to the latest IFH Industry Fokus, the fixture and fittings market for babies and children will also remain a growth industry in the longer term. In 2017 turnover rose to € 7.33 billion, i. e. an increase of 2.1 per cent compared with the previous year.



More Info: [www.babywelt-stuttgart.de](http://www.babywelt-stuttgart.de)  
#Babywelt19



Cold can be so tasty: In conjunction with INTERGASTRA GELATISSIMO 2020 will again present every innovation and trend relating to hand-made gelato.

## The next "ice age" comes

*GELATISSIMO, the Stuttgart gelato trade fair, is already up and running for 2020.*

Following a successful GELATISSIMO 2018, the biggest gelato trade fair north of the Alps is getting ready for round six. Gelatieri, ice-cream parlour owners and café managers will present the latest gelato innovations and trends in the Paul Horn Hall (Hall 10) at Messe Stuttgart from 15 to 19 February 2020. GELATISSIMO boasts a wide range of products and services extending from raw materials, accessories, ice cream making machines and cooling technology through to ambience, presentation and sales promotion.

Through its association with INTERGASTRA, one of the most important European trade fairs for the hotel and restaurant industry, trade visitors from Germany and abroad can expect to find products and services for kitchen technology, ambience and equipment, as well as beverages and coffee. The accompanying programme invites visitors to extend their technical knowledge during direct discussions with industry experts. 2020 will also see the return of the Grand Prix GELATISSIMO, which gives the best gelatieri a chance to showcase their skills and impress the expert judging panel.

"With around 100,000 visitors, our trade fair duo and, thus, also GELATISSIMO have developed very well," says the delighted Project Manager Markus Tischberger. "We have received consistently positive feedback from our exhibitors. Many of them want to come back again in 2020 and have already registered without obligation. A total of 50,000 visitors attended the trade fair in spring 2018 to obtain information about product innovations and discuss the latest trends in the industry."



More Info: [www.messe-stuttgart.de/gelatissimo](http://www.messe-stuttgart.de/gelatissimo)  
#Gelatissimo

## 60 JAHRE HOTEL UNGER STUTTGART



Im  von Stuttgart liegt Unger's Hotel

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[www.hotel-unger.de](http://www.hotel-unger.de)

Fair Handeln

## Modern, chic, trend-conscious – and naturally sustainable



The "Future Fashion" Forum of Fair Handeln presents sustainably produced fashion.



More Info: [www.messe-stuttgart.de/fairhandeln](http://www.messe-stuttgart.de/fairhandeln)  
#Fairhandeln19

More and more people want to know where their clothes come from and how they were produced: the lack of health and safety standards and insufficient environmental protection "are promoting the trend towards slow fashion," says Marie Wuttke, Project Manager for Fair Handeln, International Exhibition Focusing on Fairtrade and Globally Responsible Trade and Activities. This trade and consumer event, which is held as part of Messe Stuttgart's spring line-up, will examine this topic from 25 to 28 April in the "Future Fashion" Forum. Over 30 exhibitors from home and abroad will show that sustainably produced fashion is modern, chic and trendy. The Future Fashion Forum will also feature a wide range of information about eco-fair fashion and sustainable value-added chains.

KREATIV

## Playing, exercising, being creative



There will be no limits to fantasy in the special section "Creative Playing".



More Info: [www.messe-stuttgart.de/kreativ](http://www.messe-stuttgart.de/kreativ)  
#Kreativ19

KREATIV will offer two highlights between 25 and 28 April 2019: It will be staged for the first time concurrently with Mineralien, Fossilien, Schmuck in the L-Bank Forum (Hall 1). Secondly, the special section "Creative Playing" will be larger than its première in 2018. Handicrafts, painting, building, inventing, role playing – everything will be possible there. Visitors can look forward to a large number of exhibitors from the creative and games sector, who will offer an extensive range of products to try out. From educationally valuable mental games and innovative ideas relating to crafting, kneading and making pottery through to toys which encourage exercise. The motto in 2019 will again be "Exercise". There will be a large indoor playground with an exercise area of up to 800 square metres. The planned attractions there include a slackline, a climbing park and a race track.

## Three days of participation in yoga and ayurveda

Yoga World, Germany's largest marketplace for practising and teaching yogis, yoga enthusiasts and retailers from the yoga sector, will be held again in Stuttgart from 26 to 28 April 2019. Over a period of three days visitors to this participation exhibition will be able to take part in free yoga taster courses or attend workshops and talks. Renowned yoga teachers such as Patrick Broome, the yoga teacher of the German national football team, but also representatives of local yoga studios will present their different styles and encourage people to participate in and try out yoga. "The objectives of the exhibition are to bring together people with an interest in yoga and players on the ever expanding yoga market, and present the entire range of yoga," says Alexander Lacher, organiser of YogaWorld. "Everyone will therefore obtain an overview and can select the aspects in which they are interested."

### YOGA IS VERY MUCH IN VOGUE

According to studies by the "Berufsverband der Yogalehrenden in Deutschland" (BDY) (Professional Association of Yoga Teachers in Germany), more than 2.7 million people practise yoga in Germany. There is also growing interest in Far Eastern body and relaxation exercises. There are many different yoga styles, which often makes things confusing for beginners. YogaWorld in Stuttgart wants to provide guidance here and show through its extensive programme the diversity of yoga and that yoga has something to offer everyone. Children's yoga, meditative yin yoga, sweat-inducing ashtanga yoga, singing mantras together, meditation, body journeys and more: yoga is diversity in practice. Admission to YogaWorld as part of Messe Stuttgart's spring line-up entitles visitors to take part in all trial lessons, talks and the yogi marketplace offered on the corresponding day. Vegan and ayurvedic food will be available during the event.



Mantra singing is one of many different forms of yoga at YogaWorld.



More Info: [www.yogaworld.de](http://www.yogaworld.de)  
#YogaWorld19

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## Ready for the future: Testing intelligent mobility



Intelligent mobility “Made in Baden-Württemberg”: The market for electric and hybrid vehicles is developing positively.

The market for electric cars is growing – in Baden-Württemberg too. The year 2017 saw 4,387 electric vehicles registered for the first time; an increase of 106 percent compared to the previous year. Among the hybrid vehicles, which also have an electric motor, there were 12,547 new vehicles registered in Baden-Württemberg – an increase of 79.4 percent compared to 2016. “In absolute terms, these are indeed low, yet they show one thing: that electric mobilities developing positively. I will be very happy to see this growth continue,” explains Baden-Württemberg’s Transport Minister, Winfried Hermann.

The growth in electric mobility can be seen across Germany, increasing in 2017 by approximately 120 percent for electric vehicles and around 75 percent for hybrid vehicles when compared to the previous year. “In terms of the new electric models, almost every fifth vehicle was registered in Baden-Württemberg,” says Hermann. “This steady increase in registrations confirms the approach taken by the state to promote electric mobility and to further expand the charging infrastructure required.”

Leading events such as the i-Mobility exhibition, taking place from 25 to 28 April 2019 in Stuttgart, are important for securing acceptance and the continued growth of intelligent mobility. Here, under the patronage of Baden-Württemberg’s Transport Minister, the focus is on new, sustainable vehicles on two and four wheels – cars, pedelecs, e-bikes, cargo bikes, Segways and Hoverboards. On a test track visitors can take hybrid, electric and fuel cell vehicles for a quick spin.



More info: [www.messe-stuttgart.de/i-mobility](http://www.messe-stuttgart.de/i-mobility)  
#imobi19



Finishing touches from the expert at Mineralien, Fossilien, Schmuck.

## A gem of an exhibition

The Mineralien, Fossilien, Schmuck exhibition, taking place as part of Stuttgart’s Spring Fairs, is a Mecca for fans of precious stones, fossils and unique jewellery. Experts from all over the world will be showcasing their gems from 25 to 28 April 2019 and providing visitors with sound advice. Artists and jewellery designers will be presenting individual hand-made pieces on the Jewellery Boulevard. Anyone interested in making their own rings, necklaces or bracelets can work with goldsmiths or benefit from professional instruction during one of the many workshops. Exhibitors will also be offering various materials and sets for visitors looking to replicate or recreate what they have seen at the fair.



More info: [www.messe-stuttgart.de/mineralien](http://www.messe-stuttgart.de/mineralien)  
#MFS19



Innovative roller shutters comprise an important segment at R+T Asia.

## New twin pack

*R+T Asia tapping into new target groups together with HD+ Asia.*

**R**+T Asia, the leading Asian trade fair for roller shutters, doors/gates, windows and sun protection, has two changes to announce when it takes place from 27 February to 1 March 2019: It will be held in the Shanghai New International Expo Center (SNIEC) a month earlier than before. And it will no longer be taking place at the same time as DOMOTEX asia/CHINAFLOOR. Both trade fairs occupied the entire SNIEC; a new, separate trade fair date was thus required for the planned expansion of both events.

### NEW PARALLEL EVENT

R+T Asia will be flanked by HD+ Asia for the first time in 2019. The main focal points of the exhibition for home textiles and decoration will be curtains, wallpaper, home textiles, furniture fabrics and the respective machinery. HD+ Asia originated from two accompanying events of R+T Asia 2018: at the Soft Outfit Congress, over 1,000 Chinese textile designers focused on the integration of window decoration, interior sun protection and interior design. Also the cooperation with textile manufacturers from the region of Hangzhou, the main region for Chinese textile production and location of a large number of Chinese curtain manufacturers, will continue at HD+ Asia. The Yuhang Home Textile Pavilion organised in March 2018 met with a very positive reception among visitors.

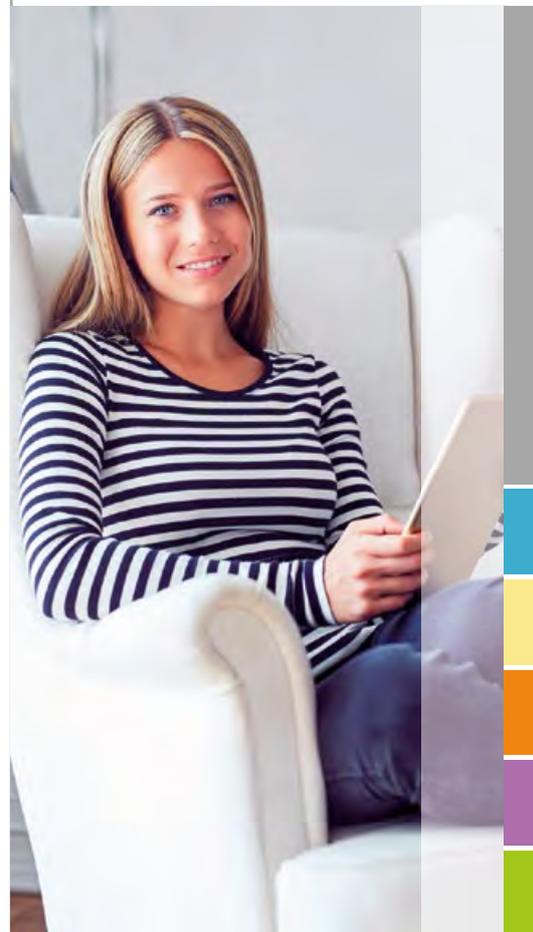
R+T Asia is an offshoot of Stuttgart's leading international trade fair R+T, which also has successful subsidiaries in São Paulo and Istanbul. In 2018, the trade fair welcomed around 34,000 visitors from more than 90 countries to Shanghai. This represented a visitor increase of ten percent compared to the previous year.



More info: [www.rtasia.org/en](http://www.rtasia.org/en)  
#RTAsia

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MESSAGE-PORTRÄT



Rudolf Anders, Head of IT, is well aware of how users at Messe Stuttgart and other locations spend their screen time.

## “Tomorrow, today will be yesterday”

*Rudolf Anders has been responsible for the innovative IT network at Messe Stuttgart for almost 30 years now. And, as always, has its users in mind.*

Having a vision of what is technically feasible is all part of the job for Rudolf Anders (60). Messe Stuttgart’s Chief Information Officer (CIO) has witnessed first-hand, and helped shape, the IT revolutions of our time. He studied Computer Science and Communications Engineering, before turning his attention to industry automation at three large car manufacturers. From 1991 onwards, now part of the Messe Stuttgart team, he was involved in the up-and-coming areas of office automation and electronic data processing.

And today? “Today, almost everything revolves around the digitalisation of work and business processes,” explains Anders. “Around the recognition and economically viable application of competitive technologies. For the good of the company and its employees.” As Messe Stuttgart CIO, Anders heads a team of twenty hard- and software experts who are not only responsible for the smooth-running IT operations in the individual trade fair departments and on the trade fair grounds, but also – via agency business – for the IT applications required by Stuttgart’s event locations, among them the Porsche-Arena, the Liederhalle culture and convention centre, the Hanns-Martin-Schleyer-Halle, Stuttgart-Marketing, Easy-Ticket-Service and many more. Live status reports fill the many screens in the IT department, potential problems are

thus quickly recognised, analysed and solved. “All in all, we take care of twelve data centres at ten locations,” says Anders. The trade fair has four redundant data centres and 140 servers equipped with state-of-the-art technology, ensuring the smooth operation of employee PCs, the switchboard, the box offices and turnstiles, the intelligent visitor and orientation system, as well as the latest generation of WLAN, LAN and Internet technology.

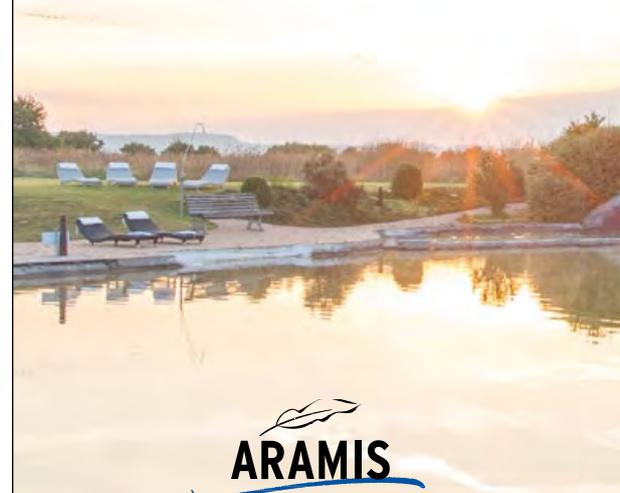
Huge volumes of data are dealt with daily: around 25,000 incoming mails every day. Twelve servers are required solely for managing the flood of 200,000 spam mails. A four-fold system successfully blocks any attempts from hackers to access the system. “Many large companies in Germany still operate a twofold system,” states Anders with surprise. “But this is easily hacked.”

For all his technical affinity, Anders has not lost sight of what is important: the people. He is involved, for example, in Messe Stuttgart’s unique “virtual office” service which allows employees from all over the world to “work from their desk” via laptop, or in the new personalised services for exhibitors. “Tomorrow, today will be yesterday,” quips the enthusiastic boules player, using an aphorism to sum up his industry adeptly. For Anders, a quote that loses none of its validity after almost 30 years at Messe Stuttgart. Quite the opposite in fact.

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## Digital exhibitor directory

### Customer-oriented content

Thick books, mountains of brochures: trade fair preparations, even today, often include the printed exhibitor catalogue. "Messe Stuttgart thus offers printed material for almost every trade fair, alongside the classic online exhibitor database," says Florian Weller, Team Director of Digital Communications at Messe Stuttgart. "Circulation numbers are falling, however, as user behaviour changes," he explains. "Customers want round-the-clock access to relevant content on their PCs, smartphones and tablets. Most of the digital exhibitor databases are lacking visitor orientation, with requirements differing here from those for a print medium."

#### INNOVATIVE APPROACH TO DIGITAL MOBILITY

Led by Weller, Messe Stuttgart is thus now working with internet agency Pluswerk AG to create a new digital exhibitor directory. "The Messe Stuttgart Digital Exhibitor and Content Hub (DACHS for short, taken from the German) will focus, in part, more on customer-relevant content and optimum usability, for example using considerably better search algorithms," explains Weller. "With DACHS, Messe Stuttgart is taking an innovative approach to digital mobility, while strictly adhering to the practical requirements of our customers."

For example, the new tool will facilitate the easy integration of product information, images and videos from exhibitors. "For exhibitors, this means a considerably better brand profile," continues Weller. "Visitors will be faster at finding the relevant information about trade fairs, as well as the companies, industries and associations attending. New customer-oriented marketing and business models for Messe Stuttgart will also be facilitated."



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

## Messe Stuttgart

### Top career opportunities

Germany's Focus magazine has crowned Landesmesse Stuttgart GmbH a company with "Top Career Opportunities". Among the German trade fair companies, Messe Stuttgart achieved the maximum of 100 points. This put the company just ahead of Messe Frankfurt (99.4 points) and well ahead of Messe München (71.8 points).

17,500 big employers in Germany were considered for the accolade, with career and development opportunities coming under scrutiny. Also assessed was the development of employee figures, the share of female employees and managers, as well as opportunities for advancement and further training.

The Battery Show and Electric &amp; Hybrid Vehicle Technology Expo Europe

## New guest event for electromobility



Over 400 exhibitors are expected to attend The Battery Show and Electric & Hybrid Vehicle Technology Expo Europe.

The Battery Show and Electric & Hybrid Vehicle Technology Expo Europe, now in its third year, is a guest event taking place at Messe Stuttgart from 7 to 9 May 2019 at Messe Stuttgart. "We are delighted to see this renowned trade fair for electromobility return to Stuttgart," confirms Stefan Lohnert, Vice President of Guest Events, enthusiastically. "It was a real stroke of luck that we could find a time slot in 2019 to suit everyone." The L-Bank Forum (Hall 1) and a number of rooms in the ICS International Congress Center Stuttgart are reserved for the industrial conference which includes workshops and talks. Over 400 exhibitors and around 8,000 visitors are expected to attend. According to its organiser, Smarter Shows Europe Ltd. based in Brighton (UK), The Battery Show Europe is the largest trade fair and conference for advanced battery and H/EV technology in Europe. "We are looking forward to holding this event in the hometown of Mercedes-Benz and Porsche, in a city with the highest concentration of original equipment manufacturers and suppliers in Europe," says Event Director Robin Shelton.



More Info: [www.evtechexpo.eu](http://www.evtechexpo.eu)

## INTERPHARM



The scientific congress is part of INTERPHARM.

## A return to Stuttgart

INTERPHARM, Germany's largest pharmaceutical congress for pharmacists, pharmaceutical students, employees and technicians, will be celebrating 30 years on 15 and 16 March in the ICS International Congress Center Stuttgart. "We are delighted to return to Stuttgart again with INTERPHARM following our last visit in 2008," says Dr. Benjamin Wessinger, Managing Director of the Deutscher Apotheker Verlag media group, organiser of the event. The first INTERPHARM was held in Stuttgart back in 1989. In 2019, the scientific congress for pharmacists and pharmaceutical students, as well as the PTA-heute congress for pharmaceutical assistants, will be the focus of the event. The two-day congress will be accompanied by the ApothekenRechtTag, a forum looking at the current legislative changes and judicial decisions governing pharmacy, and by the PKAaktiv seminar for pharmaceutical employees. The Filialapotheken-Tag is also taking place on 16 March. The pharmaceutical exhibition will be presenting new concepts from the pharmaceuticals and pharmacy market. During INTERPHARM's "Chance Pharmazie" career day, congress participants have the opportunity to find out more about the latest job opportunities in the industry.



Big exhibition with new ideas from the pharmacy industry.



More Info: [www.interpharm.de](http://www.interpharm.de)

## Variety of start-up culture live at the L-Bank Forum

Around 4,000 participants, approx. 350 start-ups from Baden-Württemberg and international partner regions, 200 network partners from consultancy, support and technology transfer, 400 B2B partners from large and medium-sized companies: The Ministry of Economic Affairs, Labour and Housing in Baden-Württemberg will be hosting the Start-up BW Summit at Messe Stuttgart on 1 February 2019. The event will be opened by Minister-President Winfried Kretschmann and Dr. Nicole Hoffmeister-Kraut, Minister for Economic Affairs, Labour and Housing of the federal state of Baden-Württemberg. Here, in the 25,000-square metre L-Bank Forum (Hall 1), the entire spectrum of starting new businesses will be demonstrated. The event is aimed at start-ups from Baden-Württemberg and beyond, partners of the Baden-Württemberg start-up ecosystems, corporates with start-up activities, potential entrepreneurs from companies and universities, as well as representatives from the worlds of politics and media. The event programme includes start-up pitches clustered according to technology and sector.



The Start-up BW Summit 2019 succeeds the "Start-up-Gipfel BW", which also took place at Messe Stuttgart in 2017.



More Info: <https://summit.startupbw.de/>

## Beauty glamour with GLOW

Since 2016, GLOW by dm has successfully established itself among consumers with its mix of beauty and lifestyle endorsed by brand ambassadors and online stars. The event is currently held



Beauty experts apply make-up to the predominantly young guests at the live GLOW event.

twice a year in Germany's metropolitan regions – on 30 and 31 March 2019 in Stuttgart. Since the end of 2017, GLOW has collaborated with drugstore chain dm, who is supporting the convention as partner and main sponsor.

Online stars and beauty experts such as Dagi Bee, Stefanie Giesinger, Boris Entrup and Paola Maria regularly appear at the event. Well-known brands such as L'Oréal Paris, Maybelline New York and Nivea, as well as lifestyle start-ups, will be attending GLOW to present their latest products, set the next beauty trends and interact directly with their young, wide-reaching target audience.



More Info: [www.glowcon.de](http://www.glowcon.de)  
#glowcon

- ▶ 06.01. 26th Youth Conference for World Mission 2019  
Organiser: Lebendige Gemeinde. ChristusBewegung.
- ▶ 07.–08.03. Deutscher Bautechnik-Tag 2019 (German Construction Technology Day)  
Organiser: Deutscher Beton- und Bautechnik-Verein e. V.
- ▶ 28.–30.03. 49th Congress of the German Society for Endoscopy and Imaging Procedures  
Organiser: German Society for Endoscopy and Imaging Procedures
- ▶ 02.04. ams Congress 2019  
Organiser: Motorpresse Stuttgart GmbH & Co. KG
- ▶ 09.–10.04. ProSTEP iViP Symposium 2019  
Organiser: ProSTEP iViP Association
- ▶ 21.–23.05. TecPart Forum for Plastic Products 2019  
Organiser: GV/TecPart
- ▶ 08.06. The Spirit of Lifeplus 2019  
Organiser: Lifeplus Europe Ltd.

SIGHTSEEING TIP: StadtPalais – City of Stuttgart Museum

# Experience the history of Stuttgart

*Anyone coming to Stuttgart to a trade fair is generally only familiar with a few aspects of the state capital. In StadtPalais visitors are given the whole picture.*



The former Wilhelmspalais has a colourful history behind it. Today, it houses the StadtPalais – the City of Stuttgart Museum.

How did Stuttgart become the city it is today? What were the driving forces behind the development of the state capital? And what does its future hold? Answers to these questions – and more – have been provided by the StadtPalais, the City of Stuttgart Museum, since 2018. In a place already synonymous with the history of the city: Wilhelmspalais. Built in 1840, it was used as a residence by Princesses Sophie and Marie. In 1887, it became the home of Wilhelm II of Württemberg and his wife Charlotte. In 1918, the monarchy came to an end in Württemberg and on 9 November, revolutionaries stormed the house. Wilhelm abdicated on 30 November. The building was used for various purposes during the Nazi era until it was destroyed (everything but the outer walls)

in 1944 during the air raids, then restored to be used as a public library – and, from 2013 onwards, completely renovated to become a modern city museum providing uninterrupted movement between the rooms and exciting visual axes.

## FROM FILDER CABBAGE TO THE SOLITUDE PALACE

The permanent exhibition “Stuttgarter Stadtgeschichten” looks at the city’s history from the end of the eighteenth century to the present day from a number of perspectives. A giant model of the city as it is now provides the visitor with a multimedia experience. In the “Stadtgespräche” about freedom of the press, electrification or hip-hop, Stuttgart locals past and present have their say in radio plays and exhibits. At the interactive stations “Geist” and “Gestalt” buildings and items from the past 200 years of Stuttgart tell their own “personal” history – which includes everything from Filder cabbage to the Solitude Palace. All of which strive to answer the following: What makes Stuttgart so special? What were the people from Stuttgart like and who are they today? And: When is one considered a Stuttgart native? Furthermore, special shows take a closer look at the individual areas of the permanent exhibition. Here, too, the focus is on exciting themes relating to the city’s history, about its people, their culture, their life experiences across generations. And right at the heart of it all, connecting everything: Stuttgart as a city, a place to live, a place to call home.



The “Stuttgarter Stadtgeschichten” permanent exhibition in the StadtPalais highlights the history of the city up to the present day.



More Info: [www.stadtpalais-stuttgart.de](http://www.stadtpalais-stuttgart.de)  
#PalaisStuttgart

HOTEL TIP

## Quality Hotel Schwanen

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

Just three kilometres from the Stuttgart Trade Fair Centre, Stuttgart Airport and A8 motorway, Hotel Schwanen Stuttgart-Airport/Messe is located in the middle of Filderstadt-Bernhausen. The next rapid-transit railway station is situated around 300 metres from the hotel. Hotel guests can reach the SI Centre with its musical theatres and the casino in just ten minutes.

The approximately 100 modern rooms and suites in the hotel come with a shower/WC, hairdryer, mini bar, satellite TV, Sky and free Internet access. The categories here range from a Classic single/double room and the Comfort and Superior variant through to a suite.

Apartments with a small kitchen for a longer stay are available to guests in the "main building". Hotel Schwanen can also offer the culinary delights of "Schwanenbräu", a traditional pub offering home-brewed beer and Swabian/Bavarian specialities. Pizza, pasta and more are on the menu in "Ristorante La Fortuna". At the end of a day at a trade fair, guests can enjoy a nightcap in the refined atmosphere of the lobby bar with its Davidoff cigar depot. And anyone looking to round off the day with some physical exercise can do so in the adjacent Studio Fitness World with sauna.



Approximately three kilometres from the airport: Quality Hotel Schwanen boasts the ideal location for trade fair guests.



More Info: [www.hotelschwanen.de](http://www.hotelschwanen.de)

RESTAURANT TIP



Exclusive PRIME BEEF served on hot stone in a sophisticated setting: The modern way to enjoy steak.

## ABACCO'S STEAKHOUSE

*Beef sourced directly from top breeders in Nebraska and Buenos Aires: Quality steak you can taste.*

If you're into high-quality meat specialities, you'll find what you're looking for at ABACCO'S STEAKHOUSE on Rotebühlplatz in Stuttgart city centre.

ABACCO's imports the signature cuts directly from its own breeders in Nebraska (US) and Argentina. The beef is 100 per cent guaranteed quality, coming from anti-biotic- and hormone-free cattle.

Another highlight is the final preparation PRIME BEEF at the table: Guests are presented with a steak briefly seared on all sides, caramelised and served on hot stone. They are then free to decide how best to enjoy the perfect US Prime Tenderloin Filet or Argentinian Premium Rib-Eye Steak.



More Info: [www.abaccos-steakhouse.de](http://www.abaccos-steakhouse.de)

HIGHLIGHTS 2019

- ▶ **Until 24.02. EKSTASE**  
Where: Stuttgart Art Museum

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- ▶ **Until 28.04. Faszination Schwert**  
Where: Landesmuseum Württemberg

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- ▶ **Until 11.08. Demokratie. Vertrauen?**  
Where: Haus der Geschichte Baden-Württemberg

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- ▶ **Until 31.08. Anastasia Musical**  
Where: Stage Palladium Theater

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- ▶ **06. – 10.02. ECLAT – Stuttgart Festival of New Music**  
Where: Theaterhaus Stuttgart

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- ▶ **17. – 22.04. Theaterhaus Jazz Days 2019**  
Where: Theaterhaus Stuttgart

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- ▶ **20.04. – 12.05. Stuttgarter Frühlingsfest 2019**  
Where: Cannstatter Wasen

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- ▶ **30.04. – 05.05. 26th Intl. Festival of Animated Film in Stuttgart**  
Where: Various venues in Stuttgart

Hermann Pfaff



Hermann Pfaff, President of the Caravaning Industry Association (CIVD)/Hymer Business Development GmbH.

## “Caravaning captures essence of our time”

Going away on a whim, stopping at the most beautiful places or simply continuing on during bad weather – caravaning is, more than any other type of holiday, synonymous with flexible travelling. It thus meets the requirements of a growing number of people looking for freedom and individuality when on holiday.

A large number of Germans have also (re) discovered their love of nature. The noise, the bustle, the poor quality of air – many people living in the city want to get away from it all in their free time. Hiking has long been popular. Regardless of whether you prefer to go by foot, by bicycle, on or near the water: there are plenty of ways to explore nature when caravaning. As a slower-paced type of travelling, going on holiday with a caravan or motorhome perfectly captures the essence of our times.

These preferences are nothing new, it is simply a case of more people now appreciating their benefits, as shown by the steadily growing number of new leisure vehicles registered. Today’s vehicles are considerably more user-friendly, more compact and more comfortable; you have everything you need

without compromising on convenience or flexibility. There is also an app to plan the trip or reserve a spot at the campsite.

There are also other new and exciting options to choose from. Take the almost family-like network of farms, wineries and other producers as an example, who provide a selected few caravan and motorhome owners with a place to stay for the night – with packages providing a chance to learn more about sustainable production or the opportunity to purchase regional products. This aspect has attracted entirely new target groups to caravaning, while also having a positive impact on the image projected by such holidays. Anyone active in social media will also see just how popular caravaning is when they search for #Vanlife.

Long-term trends are the reason for this steady increase in popularity. Which is why this development looks set to continue for the foreseeable future. We are thus expecting another very successful CMT this year. The caravaning section of the holiday trade fair has steadily grown in recent years, with CMT establishing itself as the most important caravaning trade fair in Southern Germany. It is also an important indicator for the coming and, more than likely, very successful caravaning year of 2019.

“CARAVANING IS, MORE THAN ANY OTHER TYPE OF HOLIDAY, SYNONYMOUS WITH FLEXIBLE TRAVELLING.”

### IMPRINT

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2019

**7. Faszination Modellbahn**

Internationale Messe für Modell-  
eisenbahnen, Specials & Zubehör  
**15.–17.03.2019 Maimarkthalle Mannheim**

**33. Control**

Internationale Fachmesse  
für Qualitätssicherung  
**07.–10.05.2019 Messe Stuttgart**

**38. Motek**

Internationale Fachmesse für  
Produktions- und Montageautomatisierung  
**07.–10.10.2019 Messe Stuttgart**

**13. Bondexpo**

Internationale Fachmesse  
für Klebtechnologie  
**07.–10.10.2019 Messe Stuttgart**

**18. Faszination Modellbau  
FRIEDRICHSHAFEN**

Int. Messe für Modellbahnen und Modellbau  
**01.–03.11.2019 Messe Friedrichshafen**

**14. Blechexpo**

Internationale Fachmesse  
für Blechbearbeitung  
**05.–08.11.2019 Messe Stuttgart**

**7. Schweisstec**

Internationale Fachmesse  
für Fügetechnologie  
**05.–08.11.2019 Messe Stuttgart**

2020

**34. Control**

Internationale Fachmesse  
für Qualitätssicherung  
**05.–08.05.2020 Messe Stuttgart**

**15. Optatec**

Internationale Fachmesse für optische  
Technologien, Komponenten und Systeme  
**12.–14.05.2020 Frankfurt / M.**

**7. Stanztec**

Fachmesse für Stanztechnik  
**23.–25.06.2020  
CongressCentrum Pforzheim**

**39. Motek**

Internationale Fachmesse für  
Produktions- und Montageautomatisierung  
**05.–08.10.2020 Messe Stuttgart**

**14. Bondexpo**

Internationale Fachmesse  
für Klebtechnologie  
**05.–08.10.2020 Messe Stuttgart**

**27. Fakuma**

Internationale Fachmesse  
für Kunststoffverarbeitung  
**13.–17.10.2020 Messe Friedrichshafen**



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