



01 | 2014

4 Euro

Message

Trade Fairs Congresses Events

Leisure



The Holiday Exhibition
CMT

Fascination



Car Classics
RETRO CLASSICS

Trade Fair



Innovative Gastronomy
INTERGASTRA



All for education didacta 2014

2014


18. Echtdampf-Hallentreffen
 Ausstellung – Fahrbetrieb – Verkauf
10. – 12.01.2014 Messe Karlsruhe



2. Faszination Modellbahn
 Internationale Messe für Modell-
 eisenbahnen, Specials & Zubehör
07. – 09.03.2014 Messe Sinsheim



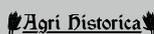
2. Faszination Modelltech
 Internationale Messe für
 Flugmodelle, Cars & Trucks
21. – 23.03.2014 Messe Sinsheim



13. Control Italy
 Fachmesse für
 Qualitätssicherung
27. – 29.03.2014 Messe Parma / Italien



13. Motek Italy
 Fachmesse für Produktions-
 und Montageautomatisierung
27. – 29.03.2014 Messe Parma / Italien



16. Agri Historica
 Traktoren – Teilemarkt – Vorführungen
26. – 27.04.2014 Messe Sinsheim



28. Control
 Internationale Fachmesse
 für Qualitätssicherung
06. – 09.05.2014 Messe Stuttgart



12. Optatec
 Internationale Fachmesse für optische Technologien,
 Komponenten und Systeme
20. – 22.05.2014 Messegelände Frankfurt / M.



4. Stanztec
 Fachmesse
 für Stanztechnik
03. – 05.06.2014 CongressCentrum Pforzheim



5. Control China
 Fachmesse für
 Qualitätssicherung
22. – 24.07.2014 SNIEC Shanghai/China



33. Motek
 Internationale Fachmesse für
 Produktions- und Montageautomatisierung
06. – 09.10.2014 Messe Stuttgart



8. Bondexpo
 Internationale Fachmesse
 für Klebtechnologie
06. – 09.10.2014 Messe Stuttgart

Microsys


7. Microsys
 Technologiepark für Mikro-
 und Nanotechnologie
06. – 09.10.2014 Messe Stuttgart

Druck+Form


20. Druck+Form
 Internationale Fachmesse
 für die grafische Industrie
08. – 11.10.2014 Messe Sinsheim

Fakuma


23. Fakuma
 Internationale Fachmesse
 für Kunststoffverarbeitung
14. – 18.10.2014 Messe Friedrichshafen



31. Modellbahn
 Internationale Modellbahn-Ausstellung
20. – 23.11.2014 Messegelände Köln



**13. Faszination Modellbau
 FRIEDRICHSHAFEN**
 Ausstellung für Modellbahnen und Modellsport
31.10. – 02.11.2014 Messe Friedrichshafen

2015


29. Control
 Internationale Fachmesse
 für Qualitätssicherung
05. – 08.05.2015 Messe Stuttgart



34. Motek
 Internationale Fachmesse für
 Produktions- und Montageautomatisierung
05. – 08.10.2015 Messe Stuttgart



9. Bondexpo
 Internationale Fachmesse
 für Klebtechnologie
05. – 08.10.2015 Messe Stuttgart



8. Microsys
 Technologiepark für Mikro-
 und Nanotechnologie
05. – 08.10.2015 Messe Stuttgart



12. Blechexpo
 Internationale Fachmesse
 für Blechbearbeitung
03. – 06.11.2015 Messe Stuttgart



5. Schweisstec
 Internationale Fachmesse
 für Fügetechnologie
03. – 06.11.2015 Messe Stuttgart



2. Coilex
 Technologiepark für elektronische
 Komponenten in der Produktion
03. – 06.11.2015 Messe Stuttgart



P. E. Schall GmbH & Co. KG
 Gustav-Werner-Straße 6 · D-72636 Frickenhausen
 T +49 (0)7025 9206-0 · F +49 (0)7025 9206-620
 info@schall-messen.de · www.schall-messen.de



Messe Sinsheim GmbH
 Neulandstraße 27 · D-74889 Sinsheim
 T +49 (0)7261 689-0 · F +49 (0)7261 689-220
 info@messe-sinsheim.de · www.messe-sinsheim.de



	News – Trends	04	Supporting expansion The industrial location of Nanjing showcased at Messe Stuttgart
		05	Editorial: “Flair for markets”
	Cover Story	08	All for education didacta 2014
	Location Stuttgart	12	Consumer trade fairs setting standards Stuttgart’s successful events for end-users
		15	Potential and projects Community portrait: Rottenburg/Neckar
	Trade Fairs – Markets	16	CMT More “C” for the CMT
		18	RETRO CLASSICS Into the next round at full throttle
		21	INTERGASTRA Trade fair set to break records
		22	auto motor and sport i-Mobility Intelligent mobility
		23	Market of Good Taste Locally grown produce
		26	LogiMAT New: TradeWorld Forum
	Media – People	40	Portrait: Lars Hildenbrand, Head of the Sales Department, Messe Stuttgart
	Events – Congresses	42	Focussing on customers Guest Events at Messe Stuttgart steps up its concentration on core industries
		43	New in Stuttgart SAP user group (DSAG) to hold congress in ICS
	Stuttgart Sightseeing	44	Insights into “Heuss’ small house” Theodor-Heuss-Haus (Stuttgart)
		45	Insider tip in the countryside HotelGENO (Stuttgart)
		45	Four star beer Echterdinger Brauhaus (Leinfelden-Echterdingen)
	Opinions + Imprint	46	Opinions: Bernd Wahler, President of VfB Stuttgart
		46	Imprint



22



23



26



Top-level discussions (from left to right): Head of Delegation and Deputy Secretary-General of Nanjing, Song Lu, Roland Bleinroth, Managing Director of Messe Stuttgart and Johannes Schmalzl, Regional Commissioner of Stuttgart.

Supporting expansion

The industrial location of Nanjing showcased at Messe Stuttgart.

Messe Stuttgart, together with its joint venture partner Nanjing Stuttgart Joint Exhibition Co. Ltd. or “Messe Nanjing”, succeeded in bringing a high-ranking delegation from Nanjing’s municipal government to an information and networking event in Stuttgart. Led by Song Lu, Deputy Secretary-General of the Nanjing municipal government, Chinese delegates showcased the potential of one of the most modern industrial locations in China to a number of representatives from the economic, political and adminis-

trative sectors in the VIP lounge of Messe Stuttgart. Among the guests were Andrea Klett-Eininger, Director of the City of Stuttgart; Johannes Schmalzl, Regional Commissioner of Stuttgart and Dr. Ahmet Bayraktar, Commercial Attaché at the Turkish Consulate General in the capital. Roland Bleinroth, Managing Director of Messe Stuttgart, stressed the significance of the Jiangsu Province and the city of Nanjing as “important forces driving the Chinese economy and the Yangtze delta.” “Ten percent of the entire Chinese gross domestic

product is generated in the province of Jiangsu alone,” he continued. “That is a significant contribution, especially when one considers the sheer size of the country. Messe Stuttgart, as the only foreign trade fair company involved in the Nanjing Stuttgart Joint Exhibition Co. Ltd. cooperative, is proud to be organising trade and consumer fairs together with its Chinese partners in Nanjing.”

Nanjing, as one of China’s most important industrial hubs, is an ideal location for international trade fairs, much like the region of Stuttgart. There has been a very positive performance from events taking place here, such as the tourism and caravanning trade fair CMT China, the machine tool trade fair AMB China, and the agricultural engineering trade fair AGMET.

Companies from the Stuttgart region and from all over Baden-Württemberg will find ideal conditions for expansion in Nanjing thanks to its modern infrastructure and the many tax advantages and customs benefits.



Networking (from left to right): Peter Sassmann, Investment Manager at Messe Stuttgart International (MSI); Roland Bleinroth, Managing Director of Messe Stuttgart; Head of Delegation and Deputy Secretary-General of Nanjing, Song Lu; Andrea Klett-Eininger, Director of the City of Stuttgart; Dr. Jörg Ulrich, Product Area Manager at BSH Bosch und Siemens Hausgeräte GmbH; Peter Keck, Head of Office 02, General District Affairs at the Esslingen District Office.



Fascination with motorbikes: On Biker Day, the biker scene will meet at Messe Stuttgart.

Biker Day 2014:

Safely underway

Motorcycle groups from the southwest of Germany will be meeting on the grounds of Messe Stuttgart on 25 May for Biker Day 2014. The rally will start, as in previous years, at different locations in the region and will bring the bikers to the Filder region, where a programme of entertainment awaits. Partners of Biker Day include the Ministry of the Interior for the State of Baden-Württemberg, the regional road safety association, TÜV Süd inspection agency, Rothaus Brewery, ENBW, SWR3 and BMW Motorcycles.

FAIR HANDELN 2014

Shaping the future

From 10 to 13 April 2014, the entire spectrum of fair trade products and services from the economic, financial, tourism, consumption and development cooperation sectors will be presented by exhibitors at the international FAIR HANDELN exhibition in Stuttgart. FAIR HANDELN is Germany's oldest and most important event of its kind. Conceptual supporter is the Foundation for Development and Cooperation Baden-Württemberg (Stiftung Entwicklungs-Zusammenarbeit Baden-Württemberg (SEZ)).



Global responsibility: FAIR HANDELN demonstrates sustainable solutions.

If you are holding this edition of *Message* in your hand, it can only be a matter of days before CMT starts, the world's largest trade fair for tourism and recreation. This is where it all kicks off, with further events following in quick succession. RETRO CLASSICS, one of the most important classic car events in Europe, will open its doors mid-March. From 10 to 13 April, the eight spring-time trade fairs will take place once



Markus Vogt, Company Spokesman for Landesmesse Stuttgart GmbH

again, attracting more than 80,000 visitors to the Stuttgart region. The consumer trade fairs that were scheduled during the autumn of 2013, ten altogether under the one roof, attracted an impressive 180,000 visitors!

Flair for markets

Messe Stuttgart is at the top of its game when it comes to public events. And not just in Germany but also abroad, with successful "offshoots" such as CMT China, the Swiss Slow Food trade fairs and the recently added Green Festivals, the most important series of trade fairs focussing on sustainability in the US. This success primarily comes down to the flair demonstrated by our trade fair people for the respective market, for the specific requirements of their visitors and the close cooperation with exhibitors. Add to this a well-measured dose of emotion, plenty of enthusiasm and a whole host of professional information provided in the shortest amount of time. This has for years been the recipe used by Stuttgart's trade fairs, ensuring packed halls and economic success despite multi-channel shopping, sociodemographic change and general time pressures.

This is also why 2014 will be another strong year for Messe Stuttgart: with trade fair giants such as INTERGASTRA taking place in February or didacta in March, Europe's largest educational trade fair which is also under the spotlight in this edition of *Message*. Not forgetting AMB in September, which was fully booked out almost light years in advance.

As the company's new spokesman, I am looking forward to sharing all the news from Landesmesse with you, dear readers, and keeping you informed of the many interesting stories from Europe's most modern trade fair grounds.

Which I hope you will enjoy reading.

AMB 2014:

AMB again fully booked in 2014



Fully occupied: The International Exhibition for Metalworking AMB.

When the International Exhibition for Metal Working AMB opens its doors in September 2014, this highlight event for the industry, which takes place every two years in Stuttgart, will again be completely booked up. At AMB 2014 from 16 to 20 September, around 1,300 exhibitors and far more than 85,000 trade fair visitors are expected.

They will come not only from all the federal German states, but also from all over Europe and overseas, in order to obtain information on innovations and further developments in metal-cutting processes and the precision-tool industry at the “centre of the market” in Stuttgart on roughly 105,000 square metres of floor space. “We again expect ground-breaking novelties at a fully occupied trade fair centre,” says a delighted Sengül Altuntas, AMB Project Manager for Machine Tools.

R+T Asia 2014:

Success story

R+T Asia will be celebrating its tenth anniversary from 25 to 27 March 2014 in Shanghai. What once started as a small trade fair with 50 exhibitors has meanwhile become Asia’s leading specialist event for roller shutters, doors/gates and sun protection systems, with 42,000 square metres of exhibition surface area. “In 2014 we will probably be able not only to repeat previous successes, but also to initiate a new era,” says David Zhong, President of VNU Exhibitions Asia and trade fair organiser of R+T Asia, looking forward to the anniversary with great optimism. Thanks to the increased exhibition surface area, this year R+T Asia will extend its programme with additional product categories. The Chinese construction industry is still recording high growth rates. Also for this reason, R+T Asia in Shanghai is enjoying greater popularity than ever before.

Building site(s): Ulrich Kromer, spokesman for the management of Landesmesse Stuttgart GmbH.

“We are looking forward to a very strong 2014”

The last weeks and months of 2013 were really something special. On the ARD German TV channels there were many days of discussions on the theme of “happiness”, the Bavarians said “No” to hosting the Olympics, thereby bowling Germany out of the race for a considerable time, and the EU deliberated on whether Germany’s export quotas should be restricted. In Berlin the game of poker around the coalition negotiations continued for many weeks, and Generation Y shaped the discussions in companies’ HR departments about the search for employees and employee loyalty.

So we can be quite satisfied that trade fair business is relatively stable and above all successful, and that we in Stuttgart – after a 2013 that was weaker according to the principle of rotation, but with a still acceptable result – can look forward to a very strong 2014, with excellent trade fairs such as AMB, Control, didacta, INTERGASTRA, LogiMAT, Motek, südback and large consumer shows such as CMT, RETRO CLASSICS and the spring and autumn trade fair combinations. Many of them occupy our entire site; practically every trade fair has grown and continues to grow.

Because trade fairs are important instruments in marketing and also for the promotion of small and medium-sized enterprises, a great deal is traditionally spoken about their significance and usefulness. I would like to share with you two interpretations of the significance of trade fairs that I have heard during these last weeks of the year. Prof. Götz Werner (dm-Markt) said on the occasion of the tenth anniversary celebrations of the Karlsruhe colleagues: “Trade fairs are places for the exchange of productivity and receptiveness.” Elsewhere (I am unaware of the name of the person who said it), trade fairs were described as follows: “The Internet is for looking inwards, TV for looking outwards, newspapers for the panorama view and trade fairs for the overview.” For all of you, dear readers, I wish you a great 2014, health and happiness in your personal lives and continued success in your professional lives. Perhaps the perception of the theologian Reinhold Niebuhr will also help: “May God give me the serenity to accept things that I cannot change, the courage to change things that I can change, and the wisdom to distinguish the one from the other.”





Sound Lighting Video

When people get together to hear the latest news and swap opinions, when companies invite guests so that they can present their products and services – such occasions demand the perfect interaction of speech, images and light. If you want to get your message across perfectly, you should trust a partner that can offer know-how, experience, creativity and reliability: trust us.

Your authorised partner of the Stuttgart Trade Fair Centre



www.NeumannMueller.com



NEUMANN & MÜLLER
VERANSTALTUNGSTECHNIK



didacta 2014: more than 900 exhibitors and a comprehensive offer of continued education for teachers, educators and pedagogues.

All for education

didacta, Europe’s largest trade fair for education and training, will be tackling the challenges of a changed education sector from 25 to 29 March 2014 in Stuttgart.

“We must have the courage, not to cure the symptoms, but to get to the root of the problem. This needs to be the maxim of education policies drafted to tackle the issue.” Prof. Wassilios E. Fthenakis, President of the Didacta Association, is not one to mince his words. For example, when it comes to the issue of inclusion, i.e. teaching people with and without disabilities together – right through from kindergarten and school to university and vocational training. Incorporating people with disabilities into the general education system is based on the UN Convention on the Rights of Persons with Disabilities and was ratified by Germany back in 2009. It has been implemented to varying degrees in

each of the Federal States. In North Rhine-Westphalia, for example, children with disabilities will have the right to attend classes together with non-disabled children when the school term starts in 2014/15, states such as Baden-Württemberg or Mecklenburg-West Pomerania are still working out the corresponding educational concepts.

The joint teaching of disabled, non-disabled and low-achieving children has proven to have positive results, demonstrated for example by a study recently carried out by the University of Potsdam for the pilot project “Inclusive Primary Education”. Spot tests in 72 classes at the second and third levels have shown that schoolchil-

dren of all performance levels benefit from the integration model. The response from the schoolchildren has also been largely positive.

President of the Association, Fthenakis, is pushing the boundaries of this concept even further. The education expert not only applies it to people with disabilities, but to all forms of discrimination. “In order to achieve the goal of educational equality, we first need to change the way in which we deal with diversity,” he explains. “To date, it has either been ignored or, at worst, eliminated. Therefore, we need to develop an educational system that meets the competencies of a child, regardless of gender or social, ethical and cultural background.”



In the exhibition area "New Technologies", educators can find out more about the latest developments in multimedia, IT and eLearning.



"Early learning" continues to play an important role at didacta.

Just how this aim of an inclusive education can be achieved will be one of the issues addressed by academic and practical experts during the forums and seminars taking place at didacta from 25 to 29 March 2014 at Messe Stuttgart. Because, in addition to school furnishings or the demand for teaching staff, the practical implementation of inclusion also affects, for example, teaching materials. These must also meet the changed requirements. At didacta, school book publishers will be presenting the latest textbooks specifically developed for this concept.

The currently hot topic of inclusion is just one of many issues addressed at Europe's largest educational trade fair. "Based on the latest developments in the education sector, it was our aim to tailor the didacta trade fair programme to the change in visitor demands," explains Joachim Sauter, Team Leader at Messe Stuttgart. "Together with the trade fair's conceptual supporters, the Didacta Association and the German Association of Educational Media, we have thus further developed its successful concept. didacta 2014 will welcome visitors to six trade fair

halls, as well as the ICS International Congress Centre Stuttgart."

For example, "New Technologies" and "Ministries/Institutions/Organisations" are new additions to the Stuttgart event. The exhibition area "New Technologies" will showcase solutions for a modern classroom, presented by suppliers of teaching and learning software, multimedia board systems, IT furniture, presentation technology and eLearning platforms. didacta provides teachers, educators, instructors, pedagogues and personnel managers with a comprehensive introduction to the latest technologies, demonstrating their skilful and didactic use in the classroom.

In the area "Ministries/Institutions/Organisations", didacta visitors can gather important and up-to-date information from the stands of the Baden-Württemberg Ministry of Cultural Affairs and the Federal Ministry for Education and Research, from teaching and parent associations, as well as education unions.



"We must have the courage, not to cure the symptoms, but to get to the root of the problem. This needs to be the maxim of education policies drafted to tackle the issue."

Prof. Wassilios E. Fthenakis,
President of the Didacta Association



didacta, Europe's largest trade fair of its kind, is a showcase and communication hub for the German education sector.

The exhibition segment “Vocational Training/Qualification” will provide visitors with the latest information on the dual education system, full-time schooling, as well as all forms of vocational preparation and vocational training up to higher technical education. The vocational publishers will be located in Hall 6, for the first time directly beside the suppliers of vocational education devices and other hardware. This will thus be a popular spot for vocational teachers and instructors.

One of three top-class events, the “Professional Market Place for the Future”, will also take place in Hall 6, in which the German Association of Educational Media is actively involved as conceptual supporter of didacta.

“Over the course of around 20 individual talks and five podium discussions, we will be promoting dialogue between educators and representatives from the economy, the associations and the ministries,” says Dr. Dagny Ladé from the German Association of Educational Media, elaborating on the exciting concept.

At the “Practical Teaching Forum” organised by the German Association of Educational Media, professionals will demonstrate best-practice examples from schools, as well as new ideas and methods for everyday teaching. The “Education Forum” also promises to provide plenty of discussion, debate and prizes on all trade fair days, together with a lot of well-known faces

and experts from the worlds of politics, education and science.

With well over 1,000 talks, seminars and workshops taking place, didacta is once again providing a unique programme of education and advanced training in 2014 for teachers and trainers of all education levels, for example for the kindergarten teachers with seminars, four symposia and the “Campaign for Early Education” (Bündnis frühkindliche Bildung). For the first time in Stuttgart, there will also be an exhibition area dedicated especially to extracurricular education. Using workshops, talks and demonstrations, the special show “Living and Learning” will showcase a cross-section of classroom options for schools.



“It is our responsibility to support teachers with innovative digital and analogue media concepts for the various learning situations.”

Wilmar Diepgrond, Chairman
of the German Association of Educational Media

Innovative media concepts

Industry figures clearly show the important economic role the education sector plays here in Germany. German manufacturers of educational media launched around 8,000 digital and analogue titles on the market in 2012. Overall turnover: around €426 million. “It is our responsibility to support



Focus on further education: Well over 1,000 talks, seminars and workshop for educators.

teachers with innovative digital and analogue media concepts for the various learning situations,” says Wilmar Diepgrond, Chairman of the German Association of Educational Media, clarifying the aims of his organisation. “However, the government needs to supply sufficient funds for the teaching resources.”

According to Diepgrond, there is primarily a need for investment in digital learning and teaching resources. Despite plenty of innovative products and the launch of the “digital school book” in 2012, this segment has been slow to get off the ground. A development which the Association of Educational Media traces back to “the poor resources in schools”. Around 30,000 people currently use “digital school books” and approx. 1,000 titles are available. At didacta 2014, analogue and digital educational media will be equally represented. Staying true to the motto that good teaching does not depend on what medium is used, but how it is used.



Stuttgart After Business

**Free App for
Business Travellers**



www.stuttgart-after-business.de





CMT, RETRO CLASSICS, The Market for Good Taste – the Slow Food Trade Fair: Stuttgart's consumer trade fairs are packing the halls.

Consumer trade fairs setting standards

Successful events for consumers are essential for the image and recognition value of a trade fair. Stuttgart knows how it's done.

If you stop and ask anyone on the streets of Stuttgart what comes to mind when they hear "Messe Stuttgart", impressive architecture and a top location are very often accompanied by two trade fairs: CMT, the world's largest exhibition for tourism and recreation, and The Market for Good Taste – the Slow Food Trade Fair. CMT has been attracting visitors to the region in their droves for more than four decades and has consistently exceeded the 200,000 visitor mark each year at the new trade fair grounds. Within only a matter of years, the Slow Food trade fair had established itself as a flagship event for Messe Stuttgart.

Around half a million visitors attend these and other events in Stuttgart each year. However, only because the effort has been made by organisers. Sociode-

mographic change, technological progress, time constraints: it hasn't been easy for the consumer trade fair over the past few years. "Organisers need to emphasise the specific qualities of the trade fair medium even more. In cooperation with the exhibitors and with a greater understanding for the requirements of their visitors," says Bernd Autenrieth, Head of Corporate Development at Messe Stuttgart. Trade journalist Wolf Lotter goes a step further, explaining that the opportunities no longer lie in providing quantity but better quality. "We are heading into an era of excellence," he says, quoting the trade fair journal m+a report. "Anyone providing quality, needs more than simply technical expertise. He needs a culture, to be able to grasp values and worth." This, combined with concepts

such as emotion and experience, are all too familiar for Guido von Vacano, Head of Lifestyle & Leisure at Messe Stuttgart. This will be clearly seen, for example, in April with The Market for Good Taste – the Slow Food Trade Fair which, together with FAIR HANDELN, auto motor und sport i-Mobility and GARTEN, represent complementary and high profile trade fairs with a focus on sustainability. And it doesn't stop there. In late 2012, "The Best Years" trade fair was launched for the 50+ generation, another addition to the series of events taking place in the autumn (Stuttgarter MesseHerbst). With CMT and the trade fair collectives in the spring and autumn "we are playing in the big leagues," says von Vacano. And not only at home. "Several of our successful trade fair concepts have also

Three questions to:

Reiner Bierig

Managing Director of the Association for Gardening,
Landscaping and Sports Grounds in Baden-Württemberg



1 The theme of the "garden" is booming. Why exactly?

There is currently a trend for all things green, the retail market is driving growth in this sector. In Baden-Württemberg alone, overall turnover has risen to more than 1.15 billion Euros in the past few years. This is an impressive figure, with well over 50 percent coming from the retail sector. Beautiful gardens are a place to retreat, to recuperate, to celebrate and to simply spend time at home and have increasingly gained in significance. Thanks to a greater awareness of climate change, the environment and particulate pollution, there are also more green areas appearing in cities in the form of parks, landscaped roofs and façades, or urban horticulture. Greenery is increasingly becoming an important location factor. It is easier to sell or rent an apartment that lies in the midst of green – a clear competitive advantage in which people are silly not to invest.

2 Why is it important to involve professionals when creating a garden?

Not everyone who claims to be a landscape gardener is a landscape gardener. Unfortunately, our profession is not

protected. There are thus plenty of charlatans out there. A professional business can be identified by the green signum. These are the real experts for gardens and landscaping, and customers can rest assured that they will receive a quality service, from which they will benefit for some time to come.

3 What garden tips can consumers expect to find at GARTEN outdoor – ambiente?

Our apprentices will be demonstrating how to transform your dream garden into reality in the trade fair halls. There, you can see how a small garden is created from scratch. Our member companies will be building wonderful show gardens, and there will be plenty to discover at our association stand also. Visitors will have the chance to gain inspiration for designing their own gardens, as well as pick up plenty of top-quality brochures about dream gardens, swimming ponds, garden lighting and garden irrigation. And, of course, talk to the right partner who can help make these dreams a reality.

gained recognition abroad." Von Vacano is referring here to events like CMT China, which will be taking place in March 2014 for the third time in the Chinese city of Nanjing. "We are the first German trade fair company to have succeeded in establishing a platform for the caravanning market in addition to the spectrum of tourist attractions." With growing success: the exhibition space had doubled by the second year. Another successful transfer of expertise through the public trade fair channel has been demonstrated by the "Slow Food sister shows" in Switzerland. With the purchase of the Green Festivals in the US, Messe Stuttgart has really hit the jackpot with regard to sustainability. "The take-over of the Green Festivals, which is one of the largest series of public sustainability exhibitions in the USA, represents another milestone in our internationalisation strategy," explains Roland Bleinroth, Managing Director of Messe Stuttgart. "In terms of content, they perfectly complement our spring-time trade fairs taking place here in April."

OFFIZIELLER VERTRAGSPARTNER DER LANDESMESSE STUTTGART

Manche tun alles, um unserem Ideenreichtum auf die Spur zu kommen.



IHR VORSPRUNG durch unsere Lösungen

- ELEKTROTECHNIK
- KOMMUNIKATIONS-, IT- UND NETZWERKLÖSUNGEN
- GEFAHREMELDE- UND SICHERHEITSTECHNIK



ZIEGLER

systemhaus gmbh

HOPPENLAUSTRASSE 3-5 . 70174 STUTTGART
TEL. 0711/22 00 778-0 . INFO@ZIEGLER-SH.DE

WWW.ZIEGLER-SYSTEMHAUS.DE



Stuttgart Faces: Gabriele Frenzel, Managing Director of Friedrichsbau Varieté Stuttgart



Gabriele Frenzel, Managing Director of Friedrichsbau Varieté Stuttgart.

“A fresh start”

Great timing for a column like this: Stuttgart’s Friedrichsbau Varieté, which I have had the pleasure of managing for almost 20 years, has been saved! At the start of December 2013, the administrative board of Stuttgart’s district council approved the necessary financial support for the provisional new building beside Stuttgart’s Theatre. After the sudden termination of our previous lease with L-Bank in the Friedrichsbau building rotunda and thus the end of any financial support from the state-owned company, the fate of Friedrichsbau Varieté was up in the air for months on end. We will now be starting afresh on 31 January with the big birthday show “20” and, on 24 February 2014, celebrating 20 years of our traditional theatre. There were moments when even I thought this would not be possible!

Despite these turbulent times, I am very proud to say that Friedrichsbau Varieté had the support of those in the cultural sector, the business sector and, of course, our loyal audiences. Mayoral offices, administrative bodies and town councils

helped us in both word and deed. New partners for the non-profit company have also been found, who will take charge from 1 January 2014. The L-Bank has also agreed to let us stay at our old venue until May 2014 – and even keep the name Friedrichsbau Varieté.

We have thus managed to hold on to this strong “brand”, which looks back on decades of success. As early as the 1920s and 1930s, we were the poster boy for world-class, modern Varieté. Back then, the old Friedrichsbau Theatre saw guest stars such as Josephine Baker or the world-famous Clown Grock take to the stage. On 24 February 1994, when the new Friedrichsbau Varieté moved to the L-Bank building, Bernhard Paul was artistic director of the new company. Back then, the director of Circus Roncalli represented innovation, stars, young talent and fantastically imaginative shows. From then on, artists of international standing called Stuttgart their home. That this success has been allowed to continue has made me unbelievably happy.

Stuttgart Bars:

Torhaus 20

Where to after the trade fair or congress? In this series, *Message* has selected bars in Stuttgart and the surrounding region for you to try out.

Futuristic atmosphere, shishas and a whole lot of cocktails: Torhaus 20 in the Stuttgart-Mitte district is a stylish bar designed along pure and minimal-

istic lines as a place to relax after a stressful day at the trade fair or congress. It is divided into a modern bar area and an elegant yet cosy lounge

section. An oversized mixing tray, 1.5 metres long, decorates the bar, brilliantly highlighted with indirect lighting.

Torhaus Manager Talih Ceylan is looking to meet the “very highest of expectations” with his bar, “both in terms of cocktails and shishas, as well as all other drinks found on our comprehensive list.” The coffee specialities on offer are also freshly prepared with professional barista machinery. Ceylan certainly has a flair for cocktails, demonstrated by both the classic margaritas and his own exciting creations such as the T20-Spritz.

Regularly changing special offers and seating available out in the open air have seen this bar become an established part of the Stuttgart bar scene, as well as a tip for cool refreshments on warmer days. Further information: www.torhaus20.de. Address: Torstrasse, 70173 Stuttgart, Tel. +49 (0)711/24868912.



Eye-catcher: The oversized mixing tray integrated into the bar.



Large selection: Plenty to choose from at Torhaus 20.



Rottenburg am Neckar is a modern town with a wealth of history to fall back on.

Potential and projects

Many communities in the Greater Stuttgart region are important business locations. *Message* presents them in a series. In this issue: Rottenburg/Neckar.

Between the Black Forest and the Swabian Alps is the city of Rottenburg am Neckar – right at the heart of a varied landscape, whose appeal is probably best enjoyed from the ruins of the historic Weilerburg castle.

With its 17 districts in the flat of the valley, as well as the slopes on either side of the Neckar, Rottenburg is today home to more than 42,000 inhabitants. A far cry from the once simple “farming town” from the first half of the 19th century. Today, Rottenburg is a modern mid-sized town within the region, home to the University of Applied Forest Sciences (Schadenweilerhof) and the University for Church Music of the Diocese of Rottenburg-Stuttgart.

Important regional economic factors include, in addition to the large industrial companies resident in the region

of Böblingen/Sindelfingen/Stuttgart, numerous public and ecclesiastical employers. The regional industrial sector has also achieved plenty since the first major localisation in 1973. New locations for companies in Rottenburg have been provided by the recently developed industrial estate Ergenzingen-Ost, directly on the A81 Rottenburg exit. Furthermore, Rottenburg has a variety of other commercial locations which all have three advantages in common: their central location at the heart of Baden-Württemberg, optimal infrastructure and a locally active promotion of economic development. Via the motorway and the B 27, Rottenburg is connected with the university town of Tübingen, with Reutlingen, Stuttgart Airport and, last but not least, with Messe Stuttgart.



Rottenburg is a diocesan town and thus also has a cathedral, surrounded by a picturesque market place with a baroque town hall dating back to the year 1735.

Die clevere Alternative



Ihr Zuhause während des Messeaufenthalts in Stuttgart.

Hotelapartments mit Küchenzeile, reichhaltigem Frühstücksbuffet und Hotelservice zum günstigen Preis.

Nur 9 km vom neuen Messegelände und dem Stuttgart-Airport entfernt.

STEINENBRONN
RESIDENZ
APARTMENTHOTEL

Tel. 0049(0)7157-7360
www.residenz-hotel.de

member of
The **LIVINGHOTELS**



TRADE FAIR CALENDAR

11.–19.01. | CMT

The Holiday Exhibition

11.–12.01. | Fahrrad- & ErlebnisReisen mit Wandern

A special section of CMT

16.–19.01. | Kreuzfahrt- & SchiffsReisen

A special section of CMT

16.–19.01. | Golf- & WellnessReisen

A special section of CMT

24.–26.01. | MEDIZIN**24.–26.01. | TheraPro**

Trade Fair + Congress

01.–05.02. | INTERGASTRA

Leading trade fair for innovative gastronomy

01.–05.02. | GELATISSIMO

The special trade fair for the manufacture of hand-made ice-cream

13.–15.02. | EXPO 4.0

Four trade fairs under one roof including: TV TecStyle Visions, wetec, GiveADays, DS TEC

25.–27.02. | LogiMAT

International trade fair for distribution, material and information flow

06.–08.03. | CEB – Clean Energy Building

Int. exhibition and congress for energy-efficient buildings

11.03. | Sicherheit + Automation

9th technical congress with exhibition "Safety and Security in Industry"

13.–16.03. | RETRO CLASSICS

The Whole World of Classic Automobiles

25.–29.03. | didacta

The trade fair for education and training

04.–05.04. | Invest

Leading trade fair and congress for finance and investment

10.–13.04. | Stuttgart spring trade fairs

More "C" for the CMT

Recreational vehicles will receive a separate hall at the world's largest public exhibition for leisure and tourism.

The caravan sector of the Stuttgart CMT (11.–19. January 2014) is flourishing. At the 2014 event, the world's largest public exhibition for leisure and tourism will grow by adding an entire hall. "Due to the enormous demand in the C section in the past years and also in 2014, we decided early on to convert Hall C2 into a caravan-only hall," says Roland Bleinroth, Managing Director of Messe Stuttgart, explaining the reasons for the extension. "Thanks to this increase by about 5,000 square metres, our visitors now have an even larger choice and will gain even more detailed impressions at first hand, right at the start of the new holiday year," says Guido von Vacano, head of the Lifestyle & Leisure department at Messe Stuttgart. "At the CMT 2014, there will be caravan exhibitors who have never before attended in Stuttgart," adds von Vacano. The newcomers this year at the world's largest public exhibition for leisure and tourism include the marques: Ahorn, Auto-

Sleepers, Elcamp, Eterniti, Forster, Giottiline, Gutbier, Hünerkopf, Knobloch, Malibu, Schwabenmobil, Sprite, Summermobil, Van Essa and Vantourer.

First-time help for newcomers

"Carvania", the "homeland" for non-caravanners or entry-level caravanners and campers, will be present at CMT 2014 in Hall C2. About a dozen vehicle rental companies will present their attractive offers in Carvania. "Our idea with Carvania is to give first-timers a helping hand to make a low-cost start into the world of camping and caravanning," explains CMT project manager Alexander Ege. "In this way we want to show our visitors that camping and caravanning can be two extremely interesting alternatives to the classic package holiday." New customers would be extremely interesting for the caravan sector since the economic downturn in Europe last



Lots of leisure time fun at one glance: the caravan sector at CMT 2014 has grown by an entire exhibition hall. For visitors this means even more first-hand information.



year was painfully felt by the German manufacturers of motorhomes and caravans. Despite all this, the German Caravan Industry Association (CIVD) was slightly optimistic in the last quarter of 2013. "We were finally able to record continuous growth figures in a difficult economic environment, in particular in the motorhome sector," declares CIVD Managing Director Hans-Karl Sternberg. The German recreational vehicle sector had already reported good third quarter figures. The contributory factor here was mainly a strong rally in August with 1,411 new motorhome registrations. This corresponds to an increase of 5.4 per cent compared with the previous year. The number of caravans sold rose by 1.3 per cent in August compared to the same month the previous year.

Award-winning vehicles

The caravan sector is looking forward with great expectation to the evening of the first day of the exhibition, Saturday, 11 January 2014. That's when the two German trade journals promobil and CARAVANING present the results of readers' votes to the Motor-Presse Stuttgart publishing group. The Motorhome of the Year 2014, the Caravan of the Year 2014

and the Best Marque 2014 will be presented. There were selected by the readers of each magazine. In the opinion of Kai Feyerabend, Managing Director and publisher of promobil and CARAVANING, it is the "most

important reader's choice in the industry. CMT is the first exhibition in the new year and offers the industry an important meeting point and a superb backdrop to present the winners with their awards," says Feyerabend.

TRADE FAIR TICKER

24.-26.09. | IT & Business, DMS EXPO, CRM-expo

Compared with the previous year, the three IT exhibitions recorded a slight increase in visitors. The number of exhibitors also rose to 464 companies and included big players such as IBM, Microsoft and SAP.

30.09.-02.10. | BATTERY + STORAGE

In collaboration with the partners f-cell and e-mobil BW TECHNOLOGIETAG, the trade fair attracted over 3,000 visitors from 35 countries to Stuttgart.

11.-12.10. | FACHDENTAL Südwest

The FACHDENTAL Südwest trade fair drew 278 exhibitors from industry and the retail trade as well as 6,400 visitors to the trade fairgrounds. Once again it was one of the largest regional dental trade fairs in Germany.



Successful meeting point: südback.

19.-22.10. | südback

Around 33,000 visitors and 595 exhibitors again made südback into one of the most important trade fairs for the bakery industry in the German-speaking region.

16.-24.11. | Stuttgart MesseHerbst

180,000 visitors, about 1,600 exhibitors, ten exhibitions over nine days: the Stuttgart MesseHerbst 2013 attained the record levels of the previous year.



Fully booked up: In the opinion of many aficionados, the Stuttgart RETRO CLASSICS is the best exhibition for classic cars in Europe.

Into the next round at full throttle

Over 1,300 exhibitors and 3,000 historic cars: in 2014, the Stuttgart RETRO CLASSICS will again set new records in the classic car sector.

It has long been rated by both fans and experts alike as the best and most modern classic car exhibition in Europe. After record results in 2013, the Stuttgart RETRO CLASSICS is now off to a flying start. Between 13 and 16 March 2014, 1,300 exhibitors will present rarities, curiosities and valuable items from every era of automotive history – from pre-war models, historic cars, legendary racing cars and American road cruisers through to future classics.

In addition there are attractive special shows, a large parts market and an highly entertaining programme of accompanying events. Just like in the past, the entire fairgrounds covering an area of more than 100,000 square metres are fully booked up. RETRO CLASSICS will again be a must-attend event for the national and international automobile scene.

“RETRO CLASSICS 2014 will set new standards in the classic car landscape,” says Karl Ulrich Herrmann, initiator and organiser of the successful project delightedly. “Thanks to better planning we will create more net exhibition space. We can then not only reduce the waiting list for exhibitors, but also offer an exhibition programme with unprecedented variety. Everything from A to Z will be presented.”

Visitors can look forward to a large number of top presentations, for example by Ferrari and Maserati, Mercedes-Benz and Porsche. Hall 3, the “traditional hall for dealers and restoration garages”, will contain companies such as Lorinser and the RPR Group along with a large number of new exhibitors, including dealers from the Netherlands, Belgium and Italy. Historical treats will include the special show featuring for-

gotten French marques in Hall 4 and the special motorcycle show in Hall 8 with rare motorcycles bearing the Stuttgart brands Standard and UT (“Untertürkheim“), which are highly coveted collectors’ items.

“We are not an exhibition for old cars, but rather for driving culture,” stresses Herrmann. “This is why we have also expanded the NeoClassics sector.” The most exclusive representatives of this segment include VOS (“Vision of Speed”) which can also supply, on request, a motorcycle matching its unique vehicles. American classics, chrome legends of the highways and cult films, are becoming increasingly more popular, especially among young people. At RETRO CLASSICS 2014 an entire hall will again be devoted to American cars, a segment which is enjoying “incredible” growth, according to Herrmann.

Sicherheit + Automation 2014:

New date, more programme

The leading trade event on the subject of safety in automation will take place on Tuesday, 11 March 2014 for the ninth time. In the past few years, the event has grown to become a genuine industry summit meeting with over 30 exhibitors and around 300 participants.

In 2014, the organisers, who comprised Pilz GmbH & Co. KG, Messe Stuttgart and the Konradin Media Group, will be joined by three new organisers for the first time: Hirschmann Automation und Control GmbH from Neckartenzlingen, Rittal GmbH & Co. KG, Herborn, and the Technische Akademie Esslingen (Esslingen Technical Academy) in Ostfildern.

The congress agenda, which covers all topics to do with machine safety, has been expanded at the 2014 event to include the sector of security. This is a topic which also plays an ever more



Machine security will be a major topic at Sicherheit + Automation 2014.

important role in industrial automation. One reason for this is the increase in machine and plant networking, even outside company boundaries. Sicherheit + Automation 2014 will include

renowned speakers from science and industry. It is directed at engineers, designers and IT specialists in the machine tools and plant engineering industry.

EDUCATION CITY | RELAXATION CITY | SUCCESS CITY | AIRPORT CITY | PLEASURE CITY | TRADEFAIR CITY | SPORTS CITY

TRADEFAIR *Leinfelden-Echterdingen* CITY

Leinfelden-Echterdingen is the nearest town to the new Stuttgart trade fair centre. And the town has everything you'd expect from an exhibition venue, with hotels, restaurants, culture, nature, and sports and relaxation facilities. For more information, please visit www.leinfelden-echterdingen.de



Leinfelden-Echterdingen – where else.



Invest in Stuttgart is the largest event in the German-speaking region on the themes of finance and investment.

Sensitising young people

When you are young, old age seems so far away – a dangerous fallacy, as a congress at Invest on the theme of pension schemes shows.

Think today about tomorrow: This applies above all to the theme of pension schemes, to which the organisers of the finance and investment trade fair Invest 2014 are dedicating its own congress. Patron and opening speaker at the event is Baden-Württemberg's Minister for Social Affairs Katrin Altpeter, who primarily wants to sensitise a young public to the significance of pension schemes. "Today there is no way past private pension schemes,"



Patron: Baden-Württemberg's Minister of Social Affairs Katrin Altpeter.

explained the Minister when announcing the congress on pension schemes which will be held within the framework of Invest 2014 on 4 April 2014. "Since the introduction of state-supported private pension schemes in 2002 at the latest, each individual shares the responsibility for ensuring that he or she will be sufficiently provided for in old age. For this reason, pension schemes must become an important topic even for young people" It is also the duty of the politicians, Altpeter continued, to inform youths and young adults about the contribution they must make in order to ensure sufficient financial security in old age. Invest provides a suitable framework for this purpose. "In particular we will invite school children, trainees and students to the congress on pension schemes," says Ms Altpeter. "Experts will provide them with information on old-age pension systems and the demographic challenges. The young people will naturally also have the opportunity to express their own ideas and to ask questions."

For the congress on pension schemes, organised for the first time by the Ministry for Social Affairs in Baden-Württemberg, renowned experts from the German Pension Association of Baden-Württemberg, the German National Pension Association, the Work Group for Company Pension Schemes, the insurance industry and the Baden-Württemberg Consumers' Association have been engaged. In addition to their presentations, the pension scheme professionals will speak within the framework of a podium discussion on current challenges regarding the issue of old-age pensions and useful approaches to finding solutions. Invest, which is organised by Messe Stuttgart and the Stuttgart Stock Exchange, is the largest event on finance and investment in the German-speaking region. The broad-ranging exhibition, with six main areas of focus and over 250 events in the congress and framework programme, will present visitors with concentrated know-how and the opportunity for a top-quality exchange of experiences with renowned financial experts.



Tasty prospects: INTERGASTRA will achieve record results with regard to visitors, exhibitors and hall space in 2014.

Trade fair set to break records

At INTERGASTRA around 1,300 exhibitors present themselves on 100,000 square metres of hall space. The trade fair continues to gain international significance.

100,000 – 1,300 – 90,000: 100,000 square metres of hall space, around 1,300 exhibitors, 90,000 expected visitors: INTERGASTRA, the leading trade fair for restaurants and hotels in the German-speaking region, is already presenting “dream statistics” before the start of the trade fair taking place from 1 to 5 February 2014.

“The growth of INTERGASTRA can be seen in all areas of the exhibition, and is driven by satisfied exhibitors from past events, as well as by numerous new exhibitors,” states Ulrich Kromer, Managing Director of Messe Stuttgart. “A representative study carried out by Heilbronn University shows that INTERGASTRA occupies a top position among the HORECA trade fairs not only in Germany, but is also gaining in international significance,” explains Kromer. “Meanwhile, this is also reflected in the figures, which confirm the high acceptance of our trade fair in the various branches of the hospitality sector.”

According to the study, INTERGASTRA is in front in comparison with other events in the German-speaking

region in terms of visitor quality, variety of the offer and attractiveness. The growing demand and increasing awareness profile and popularity also result in INTERGASTRA regularly receiving top marks from exhibitors and specialist visitors.

Comprehensive framework programme

The most important factors for the success of Messe Stuttgart and its partners – the German Hotel and Restaurant Association DEHOGA Baden-Württemberg e.V. and the State Association of Guilds of Baden-Württemberg Confectioners – are the wide offer in the trade fair exhibition area and a diverse framework programme, which allows visitors to take part in an exchange of opinions and experiences on all levels, as well as discussions with experts, and also highlights trends in the sector. In Stuttgart, the specialist public from the German-speaking region and bordering countries will find Europe’s largest exhibition hall for kitchen technology. Here and in the

neighbouring food halls, chefs and cooks will gain an overview of novelties and specialities. Another unique feature of INTERGASTRA is the drinks hall with the largest offer of drinks at a trade fair in Germany for the gastronomy sector. In Hall 8, around 30 breweries, 15 drinks fountains and providers of spirits and non-alcoholic beverages will present themselves. Many industry leaders will showcase their novelties for the first time at INTERGASTRA in February.



Kitchen technology is a central theme at the leading gastronomy trade fair.



Delivering solutions.

Auf Messen **zeigen Sie**, was Sie können.
Wir auch.
DB SCHENKER *fairs*.

Guter Stand, starker Auftritt. DB SCHENKER *fairs* bietet Messelogistik nach Maß, damit Ihre Exponate immer Vorsprung haben. Weltweit. Mit dem Full Service der Schenker Deutschland AG.

An 16 Standorten in Deutschland besitzen wir den Status des offiziellen Messespediteurs.

Schenker Deutschland AG
Geschäftsstelle Stuttgart
Messepiazza
70629 Stuttgart
Telefon +49 711 18560-3300
Telefax +49 711 18560-3349
fairs.stuttgart@dbschenker.com
www.dbschenker.com/de



Experience electric cars: no problem at auto motor und sport i-Mobility.

Intelligent mobility

At the Stuttgart auto motor und sport i-Mobility 2014, everything will revolve around alternative drive systems.

Recent car sales figures show there is movement at last on the European electric car market owing to the wide range of production cars. According to BEM (national association for electric mobility) four out of a thousand new registered cars in France are Renault ZOE's. In Norway the Nissan LEAF is currently the second most sold car. Annual production in 2013 of the smart fortwo electric drive was 6,000 units. According to Daimler, they were sold out on all markets in August last year. And this year, the trend will continue to rise.

Trigger for the German market

According to BEM Germany is the only market which is not yet prepared to grow. "The fact that the world premiere of the BMW i3 is taking place in New York, London and Peking instead of the car manufacturer's homeland is significant and makes very clear that so far Germany is not the prime market or the leading market for this new technology," states Kurt Sigl, BEM's president. Nonetheless the launch of the BMW i3 and the associated strategic marketing campaign of the German car manufacturer is still an important

sign for the whole industry. So far the market is dominated by mostly French and Japanese electric cars. But since Autumn 2013 the German market has picked up speed with the electric BMW and other models announced by German manufacturers. "This may lead to the trigger that is needed in this country," thinks Sigl. "But only if the political and legal conditions are right. As before, this is where the government is expected to provide interesting incentives." The new sustainable and climate-friendly form of mobility should find its way into society and into the conscious minds of the population. According to Sigl, Germany should resume a strong European lead in the field of this innovative key technology. At the auto motor und sport i-Mobility, the Stuttgart trade fair for intelligent mobility, interested visitors will have the opportunity to test alternative drive systems hands-on on the test course from 10 to 13 April 2014. The choice is open: electric, hybrid or fuel cell. This year, the visitor attractions will again be the new models by premium car makers BMW, Mercedes-Benz and Volkswagen. Not forgetting the many two-wheelers on offer, of course.



Exhibitors at the "Market of Good Taste" must meet high demands.

Locally grown produce

Consumers appreciate products from the region: this is good for the Stuttgart Slow Food Fair.

A recent survey by management consultants A.T. Kearney shows that over 70 per cent of consumers in Germany, Austria and Switzerland purchase food from their region several times a month. Our Austrian neighbours here lead the ratings at about 60 per cent followed by the Germans (about 47 per cent) and the Swiss at roughly 41 per cent. Among the top five products whose regionality consumers regard as particularly important are eggs, vegetables, fruit, meat and dairy products.

Good taste and quality

The reasons for deciding to purchase from regional producers vary. According to A.T. Kearney, consumers mainly associate regionally produced food with an improved range of products and supporting the local economy. In the end, two criteria are decisive when it comes to a decision to purchase local produce: taste and quality. Products at the Stuttgart public exhibition "Market of Good Taste – the Slow Food Fair" must meet extremely high demands in these two points. The exhibition will take place at the Messe Stuttgart fairgrounds from 10 to 13 April 2014. True to the Slow Food slogan "good, clean, fair", local products are

made according to traditional artisan techniques which preserve resources and are mainly free from additives. As a result, only exhibitors are admitted to the Stuttgart exhibition – and to its successful subsidiary fair in Switzerland – if their products are guaranteed to meet these requirements.

The "Market of Good Taste – the Slow Food Fair" will take place exclusively at the Stuttgart location until at least 2021. Messe Stuttgart and Slow Food Deutschland e.V. reached an agreement on this in October 2013.



Successful subsidiary show in Switzerland: the Slow Food Market in Zurich.

Gute Geschäfte macht man nur in besten Lagen.



5 Minuten zur Messe.
5 Minuten zum Flughafen.

Neu. Erfrischend anders.
Und so erfolgreich wie Sie!



Jetzt 75 Top-Business-Zimmer im neuen Airport-Messe-Hotel in Stuttgart-Filderstadt.

- kostenloses WLAN
- kostenloses Parken
- teilweise klimatisiert
- Flat-TV
- Zimmersafes
- gratis Kaffee & Tee im Zimmer
- und ein Frühstück, das Sie den Tag so richtig genießen lässt.



Business Rooms
for Business People

AMHotel
Stuttgart/Filderstadt

Airport-Messe-Hotel Stuttgart
Industriestraße 9
70794 Filderstadt

Tel. 07158/70 97 97-0
Fax 07158/70 97 97-99

info@airport-messe-hotel.de
www.airport-messe-hotel.de



Quality bike routes and quality bike regions are top of the list of favourites for demanding bike tourists.

Cycle tourists value quality

The biking and trekking market is an important growth sector in tourism. The trend is moving increasingly towards individual high-quality offers.

The popularity of cycle tourism in Germany remains unbroken. “This is because of the trend towards health-oriented holiday experiences close to nature,” says Erich Kimmich, Regional Manager of the German Cycling Club (ADFC) in Baden-Württemberg. Tour operators can shift the focus to specific regions with well-planned concepts and profit from the boom in cycle tourism. “There again, the demands and wishes of cycle tourists are becoming more and more individual,” says Kimmich. “Cycle tourists are con-

tinuously looking for more quality,” says the biking expert. As a result the ADFC rates quality biking routes and quality biking regions. The most favourite cycling routes are along rivers.

Extend signposting

Many holidaymakers love to cross borders when they travel. “Cycle tourism attracts international guests who are interested in our culture and our natural treasures,” says Kimmich. Even urban bike tours are in great demand, according to the ADFC. Well planned thematic bike routes have even been offered on many occasions, for example the museum bike path in the greater Stuttgart region.

“Baden-Württemberg is well on the way to catching up when it comes to cycle tourism,” says Kimmich. The state is currently investing in signposts along about 20 long-distance cycle routes in Baden-Württemberg. But the cycle expert warns, “This is vital to remain an interesting destination for cycle tourists, but alone it is not enough.” He calls on the state to award stars to as many of these long-distance routes

as possible. This would raise the level of their popularity and recognition.

The Rems-Murr district and the districts of Ludwigsburg, Böblingen, Esslingen and Göppingen are planning a showcase cycling project with e-bike cycle routes across districts and networked rental stations. The project partners are producing a joint information brochure together with the Transport and Tariff Authority of Stuttgart (VVS). Starting in January 2014, people will be able to view routes in the web-based portal www.e-bike-region-stuttgart.de and book pedelecs (pedal electric cycles).

The “E-Bike Region Stuttgart” will be presented at the Fahrrad- & Erlebnis-Reisen mit Wandern (Bicycle and Adventure Holidays with Trekking) fair which has attracted about 240 exhibitors from the whole of Europe. It will take place on 11 and 12 January 2014 during the CMT tourist industry fair in Stuttgart. According to the German Bicycle Association (ZIV), there are around 71 million bicycles in Germany. About four million bicycles are sold every year and the trend is towards high-quality bikes and e-bikes.



The consumer trend is towards high-quality bikes and e-bikes.

TV TecStyle Visions 2014:

"Style at Work"

At the TV TecStyle Visions, the international trade fair for textile finishing / textile decoration / garment decoration, the special show "Style at Work" will take place for the first time from 13 to 15 February 2014. Its main theme focuses on workwear and corporate fashion. At Europe's number 1 textile finishing trade fair, manufacturers, retailers and design agencies present collections which can be individually decorated with embroidery, imprints, flock or laser engraving. More and more companies regard occupational and working garments as a corporate textile business card: jackets and trousers are not just everyday necessities – run-of-the-mill is old hat. Blue overalls are on their way out and are only one example of the changes in the occupational and working garment industry. Customers increasingly want fashionable cuts and individual designs.



Corporate Fashion replaces blue overalls: TV TecStyle Visions shows trendy workwear.

Against this backdrop customised finishings are gaining in popularity with logos and slogans. Clothing is becoming a textile advertising medium and has many advantages to offer as a marketing tool. Employees are immediately recognisable and uniform clothing has a more professional and competent impact. An additional name tag, for example on the breast pocket, makes personal contact much easier. Besides external presentation, professional corporate fashion also has an internal impact: it can promote

a we-feeling among employees, raise work motivation and increase identification with the company.

The aim of the special show "Style at Work" is to present trade visitors with first-hand experience of the various possibilities of modern textile finishing and its applications for occupational and working garments. "Style at Work" is sponsored by PPF Personal Protection & Fashion, the leading trade journal for personal protective equipment, workwear and corporate fashion.

CEB® 2014:

Bundle of energy

CEB® Clean Energy Building is the leading trade fair and congress for energy-efficient buildings, technical building equipment and regenerative power generation. In 2014, the event organised by REECO GmbH in Reutlingen will take place at Messe Stuttgart from 6 to 8 March. CEB® is one of the largest building fairs in Germany in 2014 and focuses on energy efficiency in buildings.

"The main themes of CEB® covers the entire spectrum of climate-friendly changes in the building industry," says REECO Project Manageress Sandra Bayer Teixeira. "Every trade visitor can obtain detailed information on all facets of building efficiency at the fair." "Energy-efficient building is an absolute key future issue," stresses Roland Matzig, Chairman of Pro Passivhaus e. V. "CEB® has been committed to the field of passive houses for the past 15 years and has become established as one of the largest special events in Europe."



ALLES WIRD GUT.

Wir sind ein zertifizierter Fachbetrieb für Elektroinstallation – und weit mehr als das. Jahrzehntelange Erfahrung, kompetente Beratung und schnelle Ausführung haben uns viele zufriedene Kunden mit unterschiedlichsten Anforderungen beschert. Vom Einfamilienhaus bis zum komplexen Industrieprojekt. Wir installieren nach individuellen Wünschen: Licht, Wärme, Energie, Kommunikation und Sicherheit auf höchstem technischen Niveau. Dafür stehen wir als mittelständischer Meisterbetrieb mit unserem guten Namen – **Berner**.

Berner Elektrotechnik GmbH | Hafnenbahnstraße 16 | 70329 Stuttgart
Tel. (0711) 937 456-0 | Fax (0711) 937 456-111 | info@berner-gmbh.com | www.berner-gmbh.com

HOTEL UNGER
STUTT GART



Im Herzen der Stadt

günstige Verkehrsanbindung

eigene Hotelgarage

Gourmet-Frühstücks-Buffer

S-Bahn zur Messe

**Business-Zimmer mit
Internet-Zugang**

Klimaanlage

Hotel Unger
Kronenstraße 17
70173 Stuttgart
Telefon: (0711) 20 99-0
Telefax: (0711) 20 99-100
E-Mail: info@hotel-unger.de

www.hotel-unger.de

This year, the "TradeWorld" Forum will take place for the first time during the logistics trade fair LogiMAT. The fair will focus on modern trading processes.



New: TradeWorld Forum

Dynamic times need efficient logistics: LogiMAT brings professionals up to date.

LogiMAT 2014 will take place from 25 to 27 February 2014 under the slogan of Intelligent networking – Mastering complexity. "Dynamic times with volatile market fluctuations and constantly rising customer needs require above all highly efficient logistics flanked by flexible processes," says trade fair manager Peter Kazander explaining the new slogan. "In the end, it's all about carefully selecting the best strategies and tools to conserve resources and increase efficiency."

Modern trading processes

A large number of LogiMAT trade fair visitors come from the wholesale and retail trade and use a wide variety of sales outlets, such as stationary POS, catalogues, e-commerce and increasingly multi-channel retailing. According to a survey by the Federal Association of German Mail Order Companies (bvh), e-commerce and mail order companies achieved sales in the first quarter of 2013 amounting to 10.7 billion Euros (first quarter 2012: 8.9 billion Euros). This represents an increase of 19.4 per cent compared with

the previous year. The e-commerce sector in particular is enjoying rapid growth in Germany. A total of 8.7 billion Euros – corresponding to a share of 81.5 per cent – were achieved by e-commerce alone. This means a massive increase of 37.3 per cent over the previous year.

The decisive factors governing the competitive and optimised structuring of retail processes are mainly efficient logistics and secure payment processing systems. LogiMAT, which already combines many logistics competencies, offers an ideal platform to present these themes. "We want to cater more directly than before to the information needs of these important visitor target groups. This is why we have organised the TradeWorld Forum for the first time at LogiMAT 2014. Its focus will be on modern retail processes," says Kazander. It is the ideal setting for service providers to show the professional world their products and services in the field of fulfilment, payment and receivables management, logistics and returns management, direct marketing, e-business as well as consulting and creation.



More and more Germans are enthusiastic about sea cruises all over the world.

Trend dream cruises

New bigger ocean cruisers will attract more wealthy tourists to the sea.

The cruise industry is booming and more and more Germans are finding their dream voyage on a "dream ship". According to market researchers GfK, cruise operators in Germany reported an increase in passengers of around eleven per cent last year up to and including August 2013. A lucrative business since statistics show that Germans on average pay twice as much per night for a cruise including flight than for a package tour.

Holidaymakers choose their operators not according to the itinerary but also according to the ship and its infrastructure. Here the slogan would be something like "The ship is the event is the aim, not only the voyage".

It's no wonder therefore that every year, cruise operators crowd the hotly contested market with new, more spectacular cruise liners. If you think the upper limits have long been reached with surf simulators or free-floating promenade decks, you are in for a big surprise. The maxim is to tailor the tours more precisely to larger specific target groups. However, operators maintain that the main reason for their new liners is

to fit less polluting engines which consume less fuel.

Attractive travel offers

The Kreuzfahrt- & SchiffsReisen exhibition will open its gates during the CMT leisure and tourism fair in the Alfred Kärcher Hall (Hall 9) from 16 to 19 January 2014. This is where large operators are traditionally represented with new ships, itineraries and concepts as well as small niche providers who offer special individual types of voyages. There are offers for every taste and budget. This makes the cruises and ship travel exhibition into the ideal springboard to plan the next holiday on the sea.



In May, TUI Cruises is planning to commission the new "Mein Schiff 3" cruiser.

PARKHOTEL
STUTTGART
MESSE-AIRPORT



The privately run 4 star superior hotel is located in the heart of Echterdingen, near the airport and new trade fair of Stuttgart.

„Certified Conference Hotel“

... you can do excellent conferences at our hotel!

„Certified Business Hotel“

... benefit of our offer: use WiFi free of charge!

„Certified Green Hotel“

... achieving both comfort and sustainability saving energy. In addition you'll get a subway ticket to airport and fair for free!



Just convince yourself:

220 design-oriented rooms
restaurant with show kitchen and courtyard terrace

own microbrewery with beer garden
Havana lounge & fireplace lounge with bar
18 conference rooms
for up to 320 participants

free use of WiFi
sauna, steam bath and fitness area
sun terrace, Indoor Golf



Parkhotel Stuttgart Messe-Airport
Filderbahnstraße 2 · 70771 Leinfelden-Echterdingen
Telefon 0711/63344-0 · Telefax 0711/63344-100
info@parkhotel-stuttgart.de · www.parkhotel-stuttgart.de



Vielfalt & Qualität
bieten viele ...

**DAS
ERGEBNIS**

... macht den
Unterschied



SV Druck + Medien GmbH & Co. KG
Wasserriesen 42
72336 Balingen

Telefon 07433 9893-0
Telefax 07433 4798

info@sv-druckmedien.de
www.sv-druckmedien.de



Green oases of peace: The finest show gardens are awarded at the trade fair.

Garden displays

Artistically decorated show gardens are an eye-catcher at the GARTEN outdoor – ambiente in 2014.

Spectacular garden scenes full of inspiration for professional and amateur gardeners: The 1,000 square metre world of experience of show gardens at GARTEN outdoor – ambiente has been impressing visitors with its planning concepts ever since its foundation. From 10 to 13 April you can once again marvel at the excellent creations in the trade fair halls in the Filder region. The theme this year is: “Free spaces”. As is tradition, the finest show gardens will be presented with the coveted GARTEN award in Gold, Silver and Green within the framework of the evening event “Night of the Senses”. There is also the garden gnome in matching colour from the artist Otmar Hörll. In 2014

there are once again two participants from previous years, among others, competing. Natural stone lover Wilfried Krauß won an award in 2012 with his show garden “Round and Cubic”; Michael Kupka from the garden agency of the same name is considered the “lifestyler” among gardeners. All show gardens will be examined by a competent jury according to an extensive evaluation catalogue.

Comprehensive offer

At GARTEN outdoor – ambiente gardening and landscaping companies provide visitors with professional and competent advice on designing or re-designing their private “free spaces”. High-quality accessories and new, innovative materials for the garden complement the offer. Design furniture and accessories for balconies and terraces can also be seen at the public trade fair such as pergolas, awnings, modern garden cubes, sheds – and of course an abundance of plant splendour.



Light, water, natural stone: This is how a garden becomes a modern design object.



Suitable equipment for golf can be found at the Golf- & WellnessReisen in 2014.

20 years of golf trade fair

The most important meeting place in Germany developed from the special event of CMT.

From 16 to 19 January the Golf- & WellnessReisen trade fair will celebrate its 20th anniversary. What started out as a small special area of the CMT holiday trade fair, has long since become the biggest industry event in Germany for exhibitors and visitors. "Many of our 74,000 members obtain information here about equipment, clubs and holiday offers for golfers", states Otto Leibfritz, President of the Baden-Württemberg Golf Association, knowingly, which is also a cooperation partner of the Golf- & WellnessReisen.

The first trade fair day starts with the traditional press conference. Representatives from the economy, golf industry, tourism and politics exchange information and ideas in the Alfred Kärcher Hall (Hall 9) on the topic "Golf in Germany". This year the President of the Baden-Württemberg Golf Association Leibfritz is expecting "another slight increase in growth in comparison to many other sports". The Baden-Württemberg Golf Association is also primarily focussing on promoting young talent. "For this purpose we have, among other things, developed a statewide youth development concept which is unique in Germany", explains Leibfritz. "There are

currently a total of 17 talent and performance bases in all regions of Baden-Württemberg, at which we introduce golf to talented people between 8 and 16 years of age in various squads."

The best players train in the D4 squad in the St. Leon-Rot Training Centre south of Heidelberg. There was strong international competition there for the holding of the world-renowned Solheim Cup. The top event in professional ladies' golf takes place for the first time on German soil from 18 to 20 September 2015. Approximately 100,000 golf fans are expected – an important event, not only from a financial viewpoint, for the Rhein-Neckar metropolitan region, for Baden-Württemberg and all of Germany.

Otto Leibfritz, President of the Baden-Württemberg Golf Association, is focussing on a professional youth development concept.



OLYMP Hemden



Mit IHREM Logo!

... außerdem

Polo-Shirts

T-Shirts

Mit IHREM Logo!

Messe-Taschen



...aus unserem Geschäftsbereich:

Messe-Bedarf für Aussteller

.....Lanyards...Kulis...Give-Aways...

ADVERTISE

T E X T I L

DE-73092 HEININGEN bei Göppingen

Tel.:(+49) 07161 12773

info@advertise.de



www.advertise.de



The Stuttgart Coffee Summit at the INTERGASTRA is the meeting point for the European coffee industry.

The complete supply chain

FOKUS HOTEL, GELATISSIMO, Stuttgart Coffee Summit: INTERGASTRA will also be presenting the entire spectrum of the innovative gastronomy business.

From the plantation to the coffee cup! From 1st - 5th February, 2014 Stuttgart will be the meeting point for the European coffee scene for the second time. At the INTERGASTRA, the leading trade fair for gastronomy in the German-speaking region, the Stuttgart Coffee Summit will be showing its trade visitors the coffee's complete supply chain – from the plantation and cultivation of the coffee beans, the roasting process

and sensor technology, right through to the preparation and sale. After the successful premiere at the last event, Dr. Steffen Schwarz, the proprietor of Coffee Consulate Deutschland, sees the event as being well on the way to becoming the European meeting for the coffee industry, and as a perfect symbiosis with the leading trade fair for gastronomy. "The Coffee Summit is the only programme that depicts the complete coffee supply chain in the gastronomy business. At the INTERGASTRA this topic is ideally shown. In two halls, specialists will be present from the entire coffee industry – from the green beans to the roasting plants and machine manufacturers, through to outfitters, packaging, processing and training." At the Coffee House, producers will be showing their new products – all the different machine types are represented, from the filter holder to the fully automatic machines. At the Rösterdorf (Roasting Village), small roasting plants and cultivation areas show the diversity of their assortment. Micro-roasters similarly come together under the same roof at the Stuttgart Coffee Summit.

After the success of the last events, the INTERGASTRA will again be presenting the Themenpark (Topic Park) FOKUS HOTEL in the Oskar Lapp Hall (Hall 6). Leading producers and service providers will be showing materials, products and exemplary solutions there for the various different hotel segments. The overall focus will be on practice-oriented dialogue between the trade visitors and well as the exhibiting companies and experts. The "Themenpark" will be the meeting point for hoteliers, architects, planners and designers. Exhibitors from GELATISSIMO will be integrated in the INTERGASTRA and presenting cold delicacies. The trade fair for the non-industrial production of ice-cream is not only an important meeting point for the German/Austrian/Switzerland region, but also for Italy and the bordering European countries. The trade fair in Stuttgart taps the entire market potential of the ice-cream parlours, confectioners, and the hotel and catering industry. Since its successful premiere, it has enjoyed the highest degree of acceptance among international market leaders and industrial experts.



At the Themenpark FOKUS HOTEL exhibitors show products for hotels.

SÜFFA 2014:

A strong duo

From 28th - 30th September 2014, decision-makers of the meat industry will be meeting at the SÜFFA at the Messe Stuttgart for the 21st time. The recipe for success of the most significant Trade Fair for the artisanal Meat Industry in German-speaking regions is its extensive range of exhibit sectors. The spectrum ranges from slaughtering technology and production to delicatessen products and merchandise, and the classic meat and sausage specialties. More than 280 expected exhibitors will be presenting shop fittings and equipment, logistics, packing and hygiene as well as industry-specific DP and marketing solutions.

Competitions and prize-giving events will serve as a stimulation for trade visitors in their daily work. The SÜFFA Innovation Award which is to be awarded for the fifth time, honours pioneering ideas for the butchers' trade from the technology, products and



State-of-the-art production technology will be a main topic at SÜFFA.

marketing sectors. The “quality” competitions in the butchers' trade will be taking place before the Stuttgart trade fair opens and the winners will then be awarded their prizes at the SÜFFA. The promotional and professional support

of the “strong duo”, i.e. the trade fair responsible, and the practice-oriented framework programme, is the State Guild for the Butcher's Trade (Landesinnungsverband für das Fleischerhandwerk) of Baden-Württemberg.

YogaExpo 2014:

Discovering yoga

Yoga – a niche offer for esoteric-enthusiastic contemporaries? Not by any means. Reliable estimates have shown that there are about 20,000 yoga teachers in Germany alone, and approximately five million people who practice yoga. Internationally, yoga is on the way towards big business. The Wall Street Journal estimates the value of the international yoga industry at about 42 billion dollars. And the trend is on the increase. Regardless of whether you have already been practicing yoga or ayurveda as part of your life for a longer time, or whether you would just like to “try it out” for the first time, the YogaExpo in Stuttgart will have something to offer all its visitors from 10th - 13th April, 2014, i.e. the opportunity to find out more about it in detail, meet other like-minded people, purchase products or simply become inspired. At the YogaExpo, visitors can spend the whole day discovering, learning and experiencing how the Yogic culture contributes towards a healthy,



There are many different forms of yoga to be discovered at the YogaExpo 2014.

conscious lifestyle and how it can enrich one's life. And whoever wishes to gain further insights will then visit the numerous free workshops and seminars; in the catering sector visitors will be able to enjoy vegan or vegetarian dishes.

It is important to know that the YogaExpo in Stuttgart is an interactive fair. Therefore it is best to come in comfortable clothes, so that you can take part directly in all the workshops, treatments and discussions.



“Garage gold” as investment property

Historic and classic cars are attractive investments. With a Youngtimer newcomers can also combine driving pleasure and return on investment.



Historic and classic cars in a top-class condition appreciate in value over time.

Growing public interest, increasing number of exhibitors, constantly increasing media coverage: Following thirteen events up to now, the Stuttgart-based RETRO CLASSICS trade fair is one of the most important public trade fairs for car classics in Europe. In 2014 it takes place from 13 to 16 March in all halls of Messe Stuttgart. The huge success of RETRO CLASSICS lies in its high calibre and the clear, independent profile. But there is also a business reason: More and more people are investing their money in car classics, so-called “garage gold”. The record result of the Stuttgart-based historic and classic car trade fair last year is further confirmation of this. Horst Brüning, President of the Historic and Classic Car Global Association FIVA (Fédération Internationale des Véhicules Anciens) knows exactly how much money the industry is making. He estimates the turnover of the historic and classic car industry to be around six billion Euro in Germany alone. Over 385,000 of the cars which are at least 30 years old are currently on the road in Germany – with for years now constantly increasing registration figures. Approx. 30,000 people in this country live off the sales and

service of historic and classic cars. In times of volatile financial markets the word has gotten around that the historic treasures not only bring driving pleasure to their owners, but also offer a tidy return. Above all, high-priced historic cars are a good investment over the long term. According to the Historic Automobile Group International (HAG), since 1980 they have an average return of over twelve percent. Less well-off fans of old cars can realise their dream of a hobby and investment with so-called Youngtimers, vehicles between 20 and 30 years old. A steady supply in this vehicle class is guaranteed: According to statistics from the Federal Motor Vehicle and Transport Authority (KBA) there are around 6.6 million cars in Germany which fall into the Youngtimer category, i.e. between 15 and 30 years old: a manageable investment in financial terms for newcomers to the fascinating classic hobby. If the “garage gold” increases in value over the years, then genuine historic and classic car fans still have to think long and hard about selling their collector's item. An acceptance threshold which is definitely slightly lower for shares or fund shares.

Vertragspartner der Landesmesse Stuttgart für Werbeflächenvermarktung



Rund um die Werbung für Ihren Messeauftritt, alles aus einer Hand!



- Innen- und Außenwerbung
- Beschriftung / Siebdruck / digitaler Druck
- Sponsoringmöglichkeiten
- Individuelle Anfertigung von Werbeträgern
- Produktion der Werbebanner
- Montage / Demontage

Showcase for innovations

Hall 6 of Messe Stuttgart is called after the inventor and entrepreneur Oskar Lapp. An obvious marketing partnership for U.I. Lapp GmbH.

Oskar Lapp (1921 – 1987) was an exceptional inventor and passionate entrepreneur: He developed the first industrially produced colour-coded control lead and with the support of his wife Ursula Ida ensured that his new product was indispensable for mechanical and plant engineering. The idea which gave the invention the brand name ÖLFLEX® is also forward-thinking and today represents on an international level power supply cords and control leads. Ursula Ida and Oskar Lapp have made history with this product. Four years after the foundation of U.I. Lapp KG in 1959 the entrepreneurial couple invested in their first production plant, and in the process laid the foundation stone for the globally successful family business. 120 people are employed in the Stuttgart-based cable plant, of which 90 are involved in production and 30 work in administration. Approximately 15,000 kilometres of cables are produced there each year. In addition to the cable plant in Stuttgart, the Lapp Group also operates another 16 independent production sites around the world. In 2007 the Stuttgart-based family company acquired the naming right for the 10,000 square metre Hall 6 of the new trade fair centre in the Filder region.



Commitment to the location: the Oskar Lapp Hall at Messe Stuttgart.

“The Oskar Lapp Hall is a commitment to the location of Stuttgart and to the trade fair centre”, highlights Andreas Lapp, Chief Executive Officer of Lapp Holding. “Our father constantly caused a sensation with his innovations. It made sense to remember him where Baden-Württemberg industry is showcased today.”



bwghotel.
HotelGeno STUTTGART

Das Tagungszentrum des BWGV in Stuttgart, Mitglied der TOP 250 Tagungshotels, besticht vor Allem durch seine zentrale Lage: Sowohl das Messe- und Kongressgelände, als auch der Flughafen liegen in unmittelbarer Nähe. Die Innenstadt Stuttgarts kann in etwa 20 Minuten mit den öffentlichen Verkehrsmitteln erreicht werden. Direkte Anbindung an die A8 und die B27 sorgen für angenehm kurze Wege im Minutenbereich.

- zentral und doch im Grünen
- 24 großzügige, klimatisierte Veranstaltungsräume mit Tageslicht für max. 200 Personen
- modernste Tagungstechnik, kostenfreies WLAN
- 145 komfortable Gästezimmer
- kostenfreie Parkplätze
- eine leichte Wellfoodküche mit regionalen Köstlichkeiten
- ein hervorragendes Preis-Leistungs-Verhältnis
- eine persönliche Betreuung für Ihre erfolgreiche Veranstaltung

 Wir sind ein Certified Conference Hotel. Bei uns tagen Sie mit Auszeichnung!

HotelGeno

Steckfeldstraße 2
70599 Stuttgart

Fon: +49 711 45 81-0
Fax: +49 711 45 81-3209

www.hotel-geno.de
hotel.stuttgart@bwgv-hotel.de





Trend and training and further education platform for therapists: TheraPro.

Congresses, workshops, seminars

Specific advanced training offers and current trends are the focus of the trade fair for therapists TheraPro.

From 24 to 26 January 2014 numerous exhibitors present new devices, products, trends in therapy methods and therapy options at TheraPro. Physiotherapists, occupational therapists, osteopaths and masseurs also have the opportunity to undertake training in congresses, workshops and seminars. Several exciting events are taking place within the framework of TheraPro, each of which provides more in-depth knowledge on a current therapy topic. In over 50 presentations visitors find out how they can optimally use and implement new knowledge in everyday working practices.

The presentations in the congress include topics such as cartilage injuries as well as problems with the spine and in the jaw joint. The event is complemented with podium discussions on topics such as cognitive disorders and impaired movement in old age. The physio congress takes place on Friday and Saturday. On Sunday the Thieme publishing company will supplement the therapy forum in the trade fair hall with presentations on therapeutic methods and topics for self-employed individuals. At the symposium of the Thieme publishing company for occupational therapists it is all about participation in adult

neurology. Therapists can obtain information about the areas of fascias, intervertebral disks and pain at the South-German Symposium of VPT Baden-Württemberg and Bavaria. At the German Symposium for Mechanical and Manual Therapy there are presentations on the topics chronic pain and lumbar stability, as well as two interactive seminars, which are held under the title “From theory to therapy”. The symposium is organised by the McKenzie Institute D/A/CH (Germany/Austria/Switzerland) in cooperation with FOMT (Further training for orthopedic medicine and manual therapy).

Messe Stuttgart:

LOUNGES and VISION PHARMA relocate to Stuttgart

From 2014 the LOUNGES and VISION PHARMA events take place in Stuttgart. Messe Stuttgart and the organiser, Inspire GmbH, have signed a three-year contract to this effect. At LOUNGES companies from the area of high purity media and cleanroom technology will

showcase their products and services from 3 to 5 June 2014 in the L-Bank Forum (Hall 1). During the same period the partner event VISION PHARMA will show providers along the value-added chain of pharmaceutical technology and biotechnology.

Both concepts will be rounded off with talks, demonstrations and exclusive evening events, among other things. “The two events are a perfect addition to our current portfolio”, delights Ulrich Kromer, Management Representative of Messe Stuttgart.



Dream beaches: CMT partner country Dominican Republic.



Pure culture: Nearby CMT partner country Serbia.

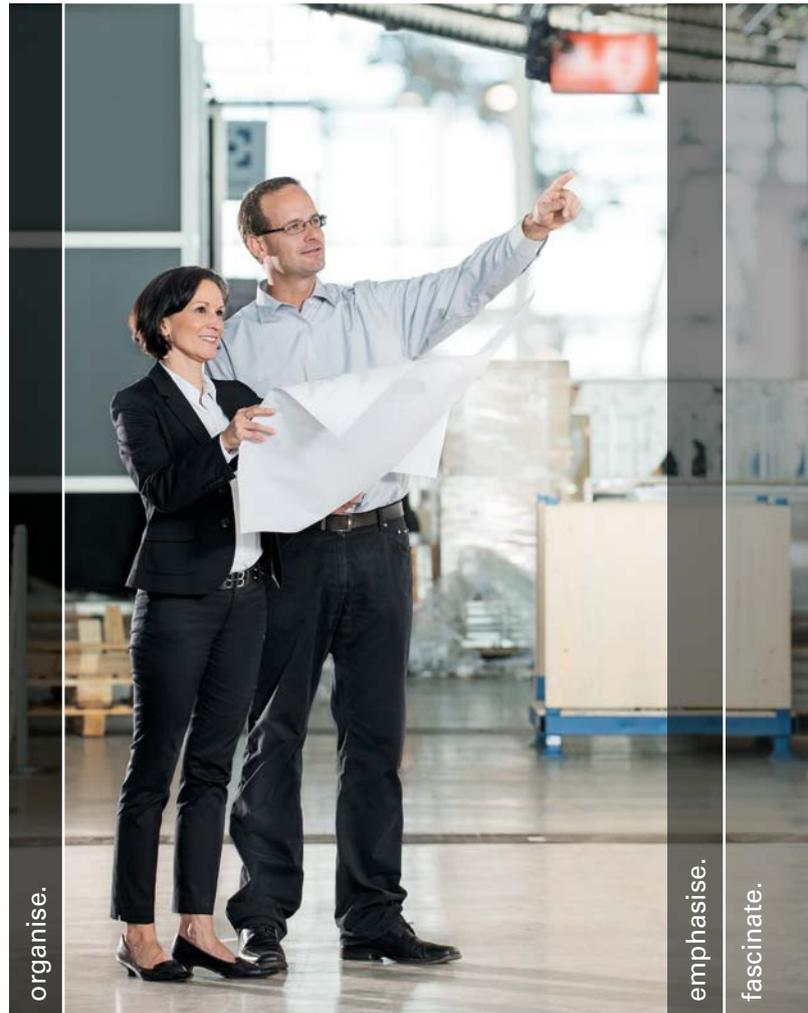
CMT 2014: Partner countries and region

Attractive destinations

CMT, the world's largest public trade fair for tourism and leisure, has two partner countries in the tourism area: a nearby holiday destination and a long-haul destination. There is also a partner region in the caravanning area. In 2014 they are the holiday destination Serbia and the long-haul destination the Dominican Republic. Costa Brava presents itself as a camping and caravanning partner region from 11 to 19 January.

The reason for the interest in Serbia on the German travel market is simple: The number of German visitors to Serbia is constantly increasing. In 2012 approximately six percent more German tourists decided in favour of Balkan destinations than the year before. The German guests are mainly interested in the cultural diversity and the rural beauty of the country.

600 kilometres of dream beaches, 255 days of sunshine every year and a pleasant average temperature of 27 degrees Celsius make the Dominican Republic a unique holiday paradise, and is equally suited to families, singles and couples. Caravanners and campers find an excellent offer of camping sites in all comfort categories and price classes along the "wild coast" of the Costa Brava - and in the hinterland. The annual camping season starts shortly before Easter and depending on the camping site lasts until the end of September or even into October.



organise.

emphasise.

fascinate.

Partnership to us always means giving our all.

[Then we turn your ideas into reality.]

Benefit from the expertise of a strong team. The more competent your partner is, the more convincing and unmistakable your appearance will be. Our specialists provide comprehensive support for your projects on a personal, individual and targeted basis. From consultation and planning through to successful implementation. And if you wish – even beyond this!

Would you like to learn more about us as a partner?

Check out www.bluepool.de/partnership and place your personal enquiry. Convince yourself of bluepool – your strong partner!



**[Rely on a
strong team!]**

www.bluepool.de/partnership

Trade Fair People: “Do you know ...?”



René Teske

Two sentences and it's already clear: René Teske is the right man at the right place. Sentence 1: “I need action. Carrying out minor repairs and fixing things at one's leisure from 7 am to 3 pm is not for me!” Sentence 2: When it's a trade fair, it's a trade fair.” This means: As manager of the caretaking team with a total of 13 employees, Teske more often than not does not have any public holidays or weekends due to the fully booked event calendar of his employer. Because it's trade fair time! Or a trade fair is being disassembled. Or constructed. Or both simultaneously.

The consequences are also obvious: a lot of overtime, which Teske and his colleagues must use up during the summer months when there are fewer trade fairs. A period which the qualified metal worker Teske also knows how to enjoy with his summer hobbies motorcycling or mountain biking on marked downhill routes. But somehow he also quietly longs for their end. Because: Action during the holiday period is good, but action at the trade fair is somewhat better!

And there is plenty of action there for the man born in Bad Muskau. Teske coordinates, for example the caretaking teams, takes part in technical discussions, maintains intensive

contact with the contractual partners of Messe Stuttgart and external trade fair constructors. Many times Teske and his colleagues are asked to show psychological sensitivity: “On the final day of construction, in the night shift before the start of the trade fair and also often on the first trade fair day it is by tradition particularly hectic”, states Teske knowingly. “It is best to provide flustered or agitated exhibitors or trade fair constructors with prompt, non-bureaucratic and professional assistance and approach the matter with plenty of good will and in good spirits.” When it becomes really tight, the team leader naturally lends a hand. And what do caretakers like Teske do when there is no trade fair? They revise the furniture and fittings, carry out minor repairs or tidy up the warehouse. Because it simply doesn't work without action.

CMT China 2014:

Chinese are the world travel champions

Are the Germans not the world travel champions? They use to be. At least, according to the figures of the World Tourism Organisation of the UN (UNWTO). According to a current statistical survey, the Chinese spent approximately 102 billion US dollars on travelling in 2012, thus overtaking the Germans and the Americans (each with almost 84 billion US dollars). This represents an increase of over 40 percent compared to 2011. Pleasing prospects for tour operators: The vast

majority of Chinese travel was private holidays; just under half of the trips were made for business purposes.

The fact that China was able to overtake Germany was obvious according to the German Travel Association (DRV). “It was to be expected that the rapid economic development of China would sooner or later lead to us having to hand over our title as world travel champions based on the expenditure for foreign trips”, states DRV President Jürgen Büchy. “The fact that the

Chinese overtook us so soon, however, is quite remarkable.”

Good signs also for CMT China, which takes place in 2014 from 14 to 16 March in the Nanjing International Expo Center and is organised by Messe Stuttgart Nanjing Ltd. 289 exhibitors from 28 countries and regions showcased their products and services there in 2013. With roughly 100 caravans and motorhomes CMT China was the largest indoor caravan trade fair in the country. During the three-day event approximately 40,000 visitors made their way to the ultra-modern trade fair grounds in Nanjing.



289 exhibitors from 28 countries and regions showcased themselves to approximately 40,000 visitors in 2013 at the CMT China.

UNITI expo 2014:

New leading trade fair for the world of filling stations

The heart of the German automotive industry beats in Stuttgart. Well-known suppliers and car manufacturers almost cover the entire production process: from the first design sketch to the vehicle ready for sale. Now an important module is being added to the value-added chain. The UNITI expo makes its debut at Messe Stuttgart from 3 to 5 June 2014. The international congress exhibition, which takes place every two years, covers all areas of the filling station sector – from the technology to shop concepts through to convenience products. Approximately 300 exhibitors and 10,000 visitors from home and abroad are expected at the première in the ICS International Congress Center Stuttgart, in Hall 4 and the Alfred Kärcher Hall. “There is currently no comparable event to UNITI expo”, is how Elmar Kühn, Managing Director



Unique to Germany: UNITI expo covers the entire filling station business.

of UNITI, stresses the significance of the event. The target market of UNITI expo is huge. The UNITI (Bundesverband Mittelständischer Mineralölunternehmen) and MWV (Mineralölwirtschaftsverband) represent a total of 12,500 filling stations in Germany alone. International groups and associations are further partners of the new leading trade fair. Stefan Lohnert, Area Manager for Guest Events at Messe

Stuttgart: “UNITI expo lies precisely at the intersection of our core industries automotive, trade and IT. The decision to locate in Stuttgart highlights the great reputation our company enjoys in these economic sectors.” The Guest Events division is planning on obtaining further top-class exhibitions, congresses and company events from these areas in the Filder region in the coming years.

LogiMAT China 2014:

Export model

LogiMAT, the international trade fair for distribution, material and information flow, also takes place for the first time in China from 10 to 12 April 2014. The Munich-based EURO-EXPO Messe- und Kongress-GmbH and Landesmesse Stuttgart GmbH are organising LogiMAT China 2014 at the Nanjing location. It will be implemented by Messe Nanjing, an affiliated company of Landesmesse Stuttgart. “We are delighted to export the LogiMAT brand to China together with Messe Stuttgart”, states Peter Kazander, Project Manager of LogiMAT in Stuttgart, who is also responsible for LogiMAT China. “We are copying the recipe for success step by step. The focal points of LogiMAT China are identical to those of the Stuttgart-based LogiMAT.” Roland Bleinroth, Managing Director of Landesmesse Stuttgart, adds: “We have an experienced team on site. The best conditions to continue the Stuttgart-based success story in Nanjing.”

OFFIZIELLER VERTRAGSPARTNER DER LANDESMESSE STUTTGART

Wir liefern täglich frische Lösungen für Ihre Probleme.

IHR VORSPRUNG durch unsere Lösungen

- ELEKTROTECHNIK
- KOMMUNIKATIONS-, IT- UND NETZWERKLÖSUNGEN
- GEFAHREMELDE- UND SICHERHEITSTECHNIK

ZIEGLER
systemhaus gmbh

HOPPENLAUSTRASSE 3-5 . 70174 STUTTGART
TEL. 0711/22 00 778-0 . INFO@ZIEGLER-SH.DE
WWW.ZIEGLER-SYSTEMHAUS.DE

Trade Fair Partner: dias Gebäudemanagement /Alba Stuttgart GmbH



Dynamic duo when it comes to cleanliness: dias and Alba.

Cleanliness from one source

Exhibitors and visitors expect spick and span trade fair grounds. dias and Alba make sure of this.

Two companies, one objective: a clean trade fair centre. As a contractual partner since 1998 dias Gebäudemanagement with its head office in Munich and subsidiaries in Nuremberg and Sindelfingen assumes responsibility in the area of cleaning. The Alba Group Stuttgart GmbH looks after the entire waste management of the trade fair grounds in the Filder region. At the start of January last year two areas in Stuttgart were combined under the management of dias – upon the request of the management of Messe Stuttgart.

18 permanent employees of dias ensure that the entire trade fair grounds, including the trade fair halls, the ICS International Congress Center Stuttgart, administration building and operations areas, are constantly kept tidy and clean. dias/Alba together with partner companies carry out the winter road maintenance and courtyard cleaning. “Depending on the hall utilisation and the number of occupied stands, up to 150 employees are employed”, explains dias Cleaning Service Manager Thorsten Pohl. Alba is represented with eight permanent employees at Messe Stuttgart. For large events such as AMB and CMT, the waste management company may increase the number of staff up to 50. Every year the waste management company must direct up to 3,000 tons of waste after trade fairs or congresses to the right channels. “Waste separation is extremely important to us”, states Alba employee Fabian Tichy. The waste/raw materials are collected in 400 containers at each door of every hall. The containers are emptied daily: The residual waste is sent to refuse incineration plants, the recyclable material is sent to Waiblingen for processing at the Alba recycling yard.

Company Portrait: Karl Dungs GmbH & Co. KG

The hidden champion from the Rems Valley

Over 500 people work worldwide for the Dungs Group, the majority of workers are employed in Urbach near Stuttgart. However, it is almost only industry insiders who are familiar with the successful medium-sized company.

Thus much of the worldwide success takes place in secret, for the inexperienced lay people at least. For example, that of Karl Dungs. He manages Karl Dungs GmbH & Co. KG in Urbach and thus continues on a family tradition. And he has made his company what it is today: a leading international supplier company of heating and process heat plants, specialised in components and systems of fuel technology. It is quite possible that this is why Dungs is also involved in the provision of heat in your rooms. The successful medium-sized company works with all well-known manufacturers of fan burners and gas condensing boilers. “Our technology has a significant influence on the energy efficiency and thus the efficiency of gas heating systems”, states Karl Dungs. “The systems have also proved themselves in the process heat industry, for example for the gentle heating of chocolate or high-grade incineration of hazardous waste.”



Urbach-based global company: Karl Dungs GmbH & Co. KG.

The hidden champion from the Rems Valley develops and produces customised systems for diverse industry applications: for example for food production, for the manufacture of metal, glass and ceramics, and also for the manufacture of steel. “Our company plans, builds and inspects gas safety and control systems”, explains the company boss. “And all from a single source. From the project planning and the engineering to customs clearance. For this we have specialised teams and have developed a global infrastructure. This way we can always be on site quickly during the project phase and later during operation.” The main plant is in Urbach and there is another production site in Osnabrück. Dungs also has over 30 agencies worldwide – in all key gas consumption countries.

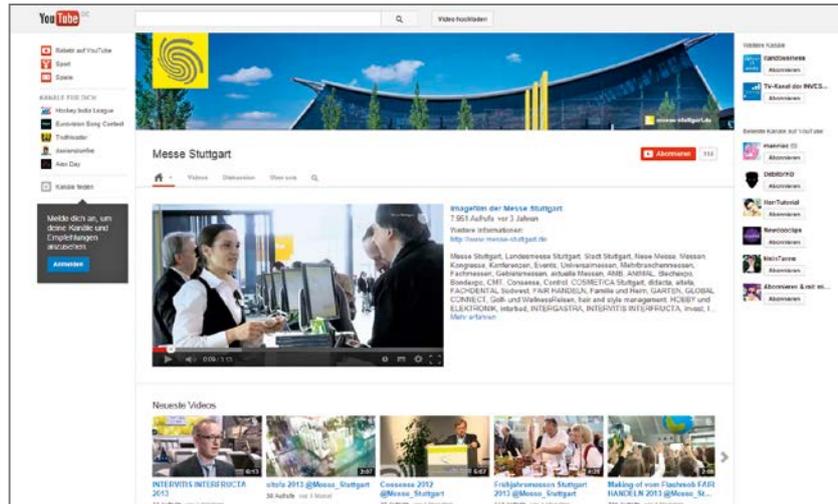
Messe Stuttgart:

Moving images strategy undergoes further expansion

Messe Stuttgart is active on all important social media channels. "According to the umbrella brand strategy of the company we incorporate all our own and guest events on Facebook, Twitter, YouTube, LinkedIn, XING and Google+", is how Wolfram Huonker explains the procedure.

Messe Stuttgart has been operating its own YouTube channel since 2008, producing videos on trade fairs and then making these available on the video portal. Mainly to use the popular online marketing mechanisms such as rating and linking to other social media services.

"Moving images are a suitable means to generate enthusiasm and to quickly get to the point for less complex themes",



The YouTube channel of Messe Stuttgart is to undergo significant expansion in 2014.

is how Huonker describes the advantages of the medium. For 2014 Messe Stuttgart is planning to expand its YouTube offering: setting up a Messe Stuttgart TV channel with reports (video casts), incl. interviews and other presentation forms. "It is also planned to report twelve times a year about

everything at Messe Stuttgart, which is of interest to customers and visitors", is how social media professional Huonker describes the editorial plan. "With this initiative we are making our offering on YouTube more current and integrating our target groups even more intensively in the communication."

MEDIZIN 2014:

Live diagnosis

From 24 to 26 January the key topic "Diagnosis" will take centre stage at MEDIZIN 2014: during the medical congress organised by the North Württemberg Chamber of Doctors and at the trade fair. Doctors can collect up to 22 continuing education credits on three event days by participating in the congress. In addition, visitors find out about current trends in their industry in forum contributions from exhibitors, as well as in seminars and presentations of the professional associations.



The latest diagnostic technology can be seen at MEDIZIN 2014.

www.memis.tv

Miet- und Veranstaltungsservice

Beschallung

Planung

Konferenz- und Medienräume

Videokonferenz

Broadcast

Videoüberwachung

Reparaturservice



*With a little help from my friends**

Sie möchten eine Veranstaltung gänzlich ohne Stress durchführen? Wir planen und organisieren den gesamten Ablauf nach Ihren Wünschen. In unserem umfangreichen Mietpark finden Sie alles für Ihr Event: Beschallungsanlagen, Broadcast-Equipment, Video- und Computertechnik sowie Daten-Projektoren und Flachdisplays in allen Größen.

Gerne übernehmen wir für Sie auch den Auf- und Abbau der Geräte und betreuen bei Bedarf ebenso die Veranstaltung vor Ort – alles ohne Stress.

* Während die BEATLES im Jahre 1967 den Titel „With a little help from my friends“ nicht als Single veröffentlichten, schafften es gleich drei Coverversionen auf den ersten Platz der britischen Hitparade.



Innovative Medienlösungen

Servicepartner der Landesmesse

mevis.tv GmbH · Blumenstraße 40–42 · 70182 Stuttgart · E-Mail: messe@mevis.tv
Telefon: +49 (0) 711 / 2142 - 165 · Telefax: +49 (0) 711 / 2142 - 249

MESSAGE PORTRAIT



“An ear to the market”

Message portrait:
Lars Hildenbrand,
Head of the Sales Department,
Messe Stuttgart

Nine, from spring 2018 onwards ten exhibition halls, currently with around 100,000 square metres of exhibition space: such a large area must first be filled. Lars Hildenbrand and his team have been responsible for the acquisition of primarily new customers since 2010. The native of Renningen has held the post of Head of the Sales Department of Landesmesse Stuttgart GmbH for just under three and a half years. Prior to this, the 35-year-old graduate in economic engineering (main subjects: advertising and market communication) was Assistant to Ulrich Kromer, Managing Director of Messe Stuttgart.

Acquiring new customers

“We are the ear to the market,” is how Hildenbrand describes his task. “Using different sales measures, we acquire new exhibitors for every own event of Messe Stuttgart. We are firstly four sales representatives, each of whom is responsible for ten to twelve trade fair topics. One female team leader also manages the sales office which comprises one other female colleague, who is primarily responsible for the area of visitor marketing, and six salespersons who carry out telephone canvassing to win new customers“, says Hildenbrand describing the structure of his Department. “At present the same task is being performed by another four external partners. That number is actually too small,” says Hildenbrand. That's because his task area is expanding – just like that of Messe Stuttgart.

The traditional call centre from former days has long ceased to be an important factor in the professional acquisition of new customers for Messe Stuttgart. Instead, the objective is now to replace mass sales by high-quality address selection and addressing of new exhibitors based

on precise target groups with the highest possible hit rate. In addition to telephone acquisition, so-called re-bookings are used, for example, in sales. In specific terms: during the current event, Hildenbrand's employees speak personally to the individual exhibitors in order to acquire them on the spot for the next trade fair.

The sales team of Messe Stuttgart also attends rival events in order to generate enthusiasm among new exhibitors for the trade fair city of Stuttgart. “The colleagues from other trade fair companies normally accept this in a very sporting way,” says Hildenbrand with a smile. “After all, and this is an open secret, some of them also come to the Stuttgart trade fair centre here on the Filder.“ Hildenbrand's sales team also invites, in close cooperation with the project managers of Messe Stuttgart, potential interested parties to customer events during trade fairs organised by Messe Stuttgart itself.

Messe Stuttgart has also been intensifying its visitor acquisition activities for two years. “For this purpose we contact, among others, already registered exhibitors and tell them, for instance, how they can obtain admission codes via the SMS portal of Stuttgart Messe Services and therefore invite their customers,” says Hildenbrand explaining the procedure. “The SMS portal also offers them purposeful advertising media and services relating to their attendance at the trade fair.”

All in all, an extremely demanding job. But primarily a very exciting task for marketing professional Hildenbrand and his highly motivated team: “Every employee has a passion for his events. This makes me extremely proud,” enthuses the sales professional. Private life? “Yes, of course: sport and everything what you can do with two small daughters aged 1 and 3,” says Hildenbrand with a laugh.

LMS Internal

Landesmesse Stuttgart GmbH (LMS) has a new Company Spokesman. **Markus Vogt (39)** has been responsible for corporate communication since 1 January 2014. He is the Press Spokesman for LMS and also holds the post of Director of the Corporate Communication Division. His area of responsibility includes the Marketing Communication and Protocol Departments. Vogt reports to Ulrich Kromer, Chairman of the Board of Management, who has simultaneously headed this Division to date.



Markus Vogt, Company Spokesman for Landesmesse Stuttgart GmbH.

“With Markus Vogt, we have obtained a specialist with many years of experience to manage our Communication Division. Thanks to this experience, he has first-class knowledge of the media business and has participated in and shaped information and public relations work from several perspectives,” says Ulrich Kromer about the new appointment.

The 39-year-old previously performed the function of Head of Corporate Communication and Marketing at Stadtwerke Stuttgart. The native of Sauerland also worked for three and half years as Spokesman for Mayor Prof. Dr. Wolfgang Schuster and the city of Stuttgart. He was also Head of the Communication Department in Stuttgart City Hall. Vogt also brings to his new task area experience as managing director of a communication agency owned by Angelika Jahr in Hamburg. Between 2003 and 2006, Vogt was a member of the Executive Board in the Siegen-Wittgenstein District Administration (North Rhine-Westphalia), initially as the personal assistant to District Administrator Paul Breuer and later as Head of the Communication and Management Department. Following classic training as a journalist and a degree in communication science, Vogt worked as an editor for several daily newspapers in North Rhine-Westphalia. Vogt is married and has an 8-year-old daughter.

Guest Event Department:

New explanatory clips with utility value

Presenting a great deal in a clear way: in 2014 the Guest Event Department of Messe Stuttgart wants to market the Stuttgart trade fair centre even more effectively and even more successfully. “The modular clips were designed by the explanatory video specialist Simpleshow, are utility-oriented and compact, and use a modern visual language,” says Martin Walter, Head of Marketing Communication, describing the advantages of the format. The clips will be used, for example, to show the different advantages of Messe Stuttgart as a guest event venue in the Internet or during presentations. The topics here range from infrastructure and service through to sustainability.



Simple and useful: the new explanatory clips of the Guest Event Department.

“Thanks to the clips, we can now present ourselves in even more detail as an event platform,” says Stefan Lohnert, Divisional Director for Guest Events and the ICS International Congress Center Stuttgart.



SIE ERREICHEN UNS IN
15MIN VON MESSE/FLUGH.
VIA B27 NACH TÜBINGEN

Hotel La Casa GmbH
Hechingerstr. 59
D- 72072 Tübingen
Tel. +49 (0) 70 71 94 666 0
www.lacasa-tuebingen.de



Stefan Lohnert, Head of Guest Events at Messe Stuttgart.

Focussing on customers

Guest Events at Messe Stuttgart steps up its concentration on important core industries.

Guest Events at Messe Stuttgart was restructured at the end of 2013. The primary objective is to meet customer requirements with even greater focus. The restructuring affected Sales, Marketing and Project Management. At the centre is the concentration on core industries oriented on the profile of Messe Stuttgart and the Stuttgart economic region. "We have achieved an important goal when exhibitors and decision-makers at the leading industries' exhibitions in Messe Stuttgart become organisers", explains Stefan Lohnert, Head of Guest Events. The new structure now designates specific sales team contact partners to customers from the medicine and health care industries, automotive industry, power management

as well as the trade and commerce and IT industries. In step with this, suitable marketing and promotional measures are currently being developed. The increased customer orientation is also reflected in project management. From now on, events in the ICS and trade fair halls are supervised from a single source. The extent to which the new strategy will go can already be seen in the example of the automotive industry. The importance of the automotive and supplier industry makes Stuttgart a frequently booked event location for product launches and presentations held by leading German automobile manufacturers. Photo shootings for new models and studies are held in front of the attractive backdrop of the trade fair halls.

Automobile manufacturers invite their sales partners and customers here to learn about the advantages of new developments in the exclusive ambience where confidentiality is guaranteed. In short: halls and outdoor areas provide the best possible conditions for turning a product information event into an experience for all the senses. In the future therefore, Messe Stuttgart will also incorporate proven as well as potential customers in the planning for the redesign of the outdoor areas. They will be asked about their preferences so that we can develop the area even further into being a perfect location for all ranges of driving events. This project is groundbreaking in the German trade fair sector and enters the crucial phase in 2014. Experience of these types of events is already held by Guest Events. It has successfully completed driving events ranging from practical testing for models developed by engineering students, through new launches of cars and trucks right up to major events such as the Biker Day with 10,000 motorcycles including shows and exhibitions. 95 percent of customers today are satisfied or very satisfied with their guest event. "We are already looking forward to next year!", says for instance Stefan Bücher from the Stagegroup Agency after he held a company event here. Such votes of approval could soon become more frequent with the new cluster strategy.



Hotel Sindelfingen

• Ihr Messe Wohnort

Nur 15 min von der Neuen Messe entfernt

**** **balladins SUPERIOR Hotel Sindelfingen**

- 135 geräumige Zimmer, davon 18 Deluxe Studios mit Klimaanlage
- reichhaltiges Frühstücksbuffet
- Bar & Restaurant
- kostenfreie Benutzung unserer Sauna und des Fitnessraumes
- kostenfreie Benutzung der Hoteltiefgarage
- kostenfreies W-Lan

Calwer Straße 16-18, 71063 Sindelfingen

Tel.: + 49 (0) 7031 933-0

Fax.: + 49 (0) 7031 933-100

Internet: www.balladins-hotels.com

E-Mail: sindelfingen@balladins-hotels.com





New in Stuttgart

The SAP community is drawn to Stuttgart. After the German-speaking SAP user group (DSAG) staged its most recent annual Technology Days in Mannheim, the congress exhibition will come to Stuttgart for the first time. The première of the DSAG Technology Days will be celebrated in the ICS International Congress Center Stuttgart on 18 and 19 February 2014. "The region has therefore gained an important IT industry event", is how Stefan Lohnert, Head of Guest Events, expressed his delight on the successful acquisition. "And we again strengthen the position of Messe Stuttgart as being one of the top locations for IT congresses in Germany." Around 1,800 SAP specialists from Germany, Austria and Switzerland will exchange views on latest developments under the motto "Level Completed? Breakthrough into new technology worlds". "In companies, the conditions must now be created and procedures worked out so that benefits of SAP innovations can be used profitably", is the aim of the event stated by Andreas Giraud, member of the board of DSAG, Technology Department. For



Move to Stuttgart: DSAG specialists meet in the ICS for the first time in 2014.

this purpose, congress delegates will formulate requirements and address them to SAP. With approximately 48,000 members, the DSAG is one of the largest global SAP user groups. The conference will place high demands on the event logistics with over 20 simultaneous sessions plus an accompanying exhibition. "With our various rooms, short routes and ample natural light in buildings, we will create a pleasant and stimulating working atmosphere for participants", explained the responsible Guest Events Project Manager Sabine Heck.

We



trade fairs

CONGRESSES & EVENTS 2014

05.01.2014
**21st Youth World
Mission Conference**

Organisers: Ludwig-Hofacker-Kreis e. V.

11.02.2014
4th LBV Entrepreneur Day

Organiser: Regional Farmers' Association
Butchers' Guilds

18.02.2014
DSAG Technology Days 2014

Organiser: DSAG
Dienstleistungs GmbH

22.03.2014
**Juice PLUS+ European
Leadership Convention
Stuttgart**

Organiser: NSA AG

01.04.2014
**Emerson Global Users
Exchange, Europe,
Middle East and Africa**

Organiser: Emerson SRL

10.04.2014
**auto motor and
sport congress**

Organiser:
Motor Presse Stuttgart GmbH & Co. KG

24.05.2014
The Spirit of Lifepus 2014

Organiser: Lifepus Europe Ltd.

25.05.2014
Biker Day

Organiser: Ministry for Internal Affairs
Baden-Württemberg



messebau und service gmbh

www.ms-messebau.com

Address: Albstr. 9
73765 Neuhausen
Phone: +49(0)7158 - 90 24 -0
Fax: +49(0)7158 - 90 24 -26
Mail: info@ms-messebau.de

Sightseeing Tip: Theodor-Heuss-Haus (Stuttgart)



Exhibition room and study of the first President of the Federal Republic of Germany Theodor Heuss in Stuttgart's Killesberg.

Insights into "Heuss' small house"

In the Theodor-Heuss-Haus a piece of German history is brought to life.

The dry charm of the Swabians is often convoluted: "what the devil has it got to do with you how I live!" – these were the words with which Theodor Heuss greeted waiting photographers as he moved into his final home in Stuttgart's Killesberg. The first post-war President of the Federal Republic of Germany lived there



Modest abode in the best residential area of Stuttgart: the Theodor-Heuss-Haus in the direct vicinity of the Porsche villa.

from 1959 to 1963 after he left office, received political and private visitors, and wrote parts of his memoirs. He made the decision to spend his retirement in Stuttgart in the early 1950s together with his wife, Elly Heuss-Knapp.

"Heuss' small house" – is how the single family domicile, which is not particularly representative on the outside, is referred to – was of course modest and emphasised that also an ex-president is an ordinary citizen in a democratic state. Though the "small house" is in the coveted hills surrounding the city of Stuttgart, which even then had exorbitantly high property prices, in the direct vicinity of the Porsche villa.

The external appearance of the building remained virtually unchanged after its conversion to a memorial. The original floor plan of the ground floor that accommodates the living rooms has been largely preserved. To convey an impression of Heuss' lifestyle, the foundation has reconstructed the study, lounge and dining room using original period furniture.

A personal bourgeois atmosphere prevails in the lounge. Numerous works of art give a personal touch to the room. Works by internationally renowned 20th century artists such as Max Liebermann and Ernst Ludwig Kirchner are on display.

In the garden level of the house, visitors can expect an informative permanent exhibition that traces the life and work of the journalist, author, lecturer and statesman Heuss and embeds it in four epochs of German 20th century history. The foundation research team devised the concept for the exhibition and united around 1,000 exhibits from over 80 archives, museums and private collections from Germany and abroad under one roof. Up to 30th March 2014 the special exhibition in "Heuss' small house" is still "hands on!" To be seen: documentary photographs of democratic rooms – from the local council on the Swabian Alb right up to the European Parliament in Strasbourg. Further information: www.stiftung-heuss-haus.de. Phone +49 (0) 711 / 95 59 85-0.

HIGHLIGHTS 2014

until 23.02.
**Brueghel, Rubens,
Ruisdael – treasures
from the Hohen-
buchau Collection**

Stuttgart State Gallery



15.03.
Long Night of the Museums
Stuttgart

until 23.03.
**In the splendour of the
czars – the Romanovs,
Württemberg and Europe**
Landesmuseum Württemberg

19.04. – 11.05.
Stuttgart Spring Festival
Cannstatter Wasen

22. – 27.04.
**21st International
Cartoon Festival**
City centre cinemas/Schlossplatz

Restaurant Tip: Echterdinger Brauhaus (Leinfelden-Echterdingen)

Four star beer

From traditional wine bars to exquisite gourmet restaurants: Stuttgart has it all.

When the director and managing director of a four star hotel each have a degree in master brewery, then the hotel must almost inevitably also feature a craft brewery including a rustic Swabian restaurant: Andrea and Wolfgang Scheidtweiler from the Parkhotel Stuttgart Messe-Airport serve freshly brewed beer in close proximity to the Messe Stuttgart and Stuttgart Airport. While enjoying a meal there is a view over the wort of the in-house beer – brewed from organic hops and malt – boiling in the copper kettle.

This can be accompanied by classic Swabian delicacies such as roast beef with an onion sauce on Filderkraut cabbage with spätzle, home-made Swabian raviolis with a potato and cucumber



Swabian specialities: Echterdinger Brauhaus close to Messe Stuttgart.

salad, lentils with spätzle, marinated pot roast, and the Echterdinger brewery platter with liver sausage and small grilled sausages, cooked belly of pork, Filderkraut cabbage and Älbler farmhouse bread. The snack menu is also oriented to a great extent on local home-style cooking. Address: Filderbahnstraße 2, 70771 Leinfelden-Echterdingen, phone +49 (0) 711/63344-0.

Hotel Tip: HotelGENO (Stuttgart)

Insider tip in the countryside

Where can you experience a relaxing stay or conduct effective conferences during the trade fair? Message presents attractive hotels in the Stuttgart region.

Located centrally but in the countryside: the modern HotelGENO conference hotel between Stuttgart City and the airport is still an insider tip in the region: 24 event rooms offer space for groups of 20 to 200 people over a total of 1,115 square metres. All rooms are air conditioned with generously sized windows allowing ample natural light to assist in concentrated learning and working. Functional conference technology goes without saying in HotelGENO: all rooms are equipped with ISDN, flip charts, presentation boards and overhead projectors. Additionally there are video and data beamers as well as loudspeaker systems and video equipment. Wi-Fi is free of charge.

Pleasant, quiet rooms with a view over the scenery and short routes to the event rooms turn the HotelGENO into an oasis of rest and relaxation for business travellers and also private persons. 142 bright, single and double rooms with modern furnishings are available for a relaxed stay, all including flat screen TV, radio and free Wi-Fi. Whoever wants to relax when exercising with sport can do this in the in-house fitness rooms. Swimming, squash, ice-skating, beach volleyball are available close by, the sauna landscape in the Schwaben Quellen springs is two kilometres away.

The kitchen team in the hotel restaurant provides a well-balanced, light and varied choice of dishes made from high-quality ingredients. Ideal for a working meal in-between or for prestigious company events. Further information: HotelGENO, Steckfeldstraße 2, 70599 Stuttgart, phone +49 (0) 711/4581-0; www.hotel-geno.de.



Good atmosphere: generously sized windows for ample natural light.



Live well: 142 double and single rooms with modern furnishings.



There are things which appear at first glance to be quite unrelated, for example the football club VfB Stuttgart and the new Stuttgart trade fair centre on the Filder. However, anyone looking more closely will no doubt quickly see that Messe Stuttgart and VfB actually have something in common. For example, they are both – each in the respective field –



Bernd Wahler,
President of VfB Stuttgart.

important ambassadors for the city of Stuttgart. And with both of them, the message is closely connected to success. Naturally sporting success, above all, for VfB and primarily economic success for Messe Stuttgart.

It is also extremely important for both VfB and Messe Stuttgart that people in the city, in the surrounding region and – in an ideal scenario – all over Baden-Württemberg take a keen interest in their football club and the Stuttgart trade fair centre, and also identify with them.

How is this achieved? For instance by creating permanent emotional experiences. People therefore attend our matches in the Mercedes-Benz Arena and crowds flock every year to the Messe Stuttgart to enjoy the successful public exhibitions

“We are ambassadors for Stuttgart”

such as CMT or RETRO CLASSICS. Successful brand managers and trade fair organisers also know that anyone wanting to increase the charisma of a top brand – whether VfB or Messe Stuttgart – must redefine it through the interplay between tradition and innovation, the past and future, and fill it with interesting content. Born in the Rems Valley, I also expect the supposedly natural caution of the Swabians in this respect. But once they start to become emotional, they are delighted – as long as they see top performances. This enthusiasm must be generated. At Messe Stuttgart by first-rate public exhibitions and trade fairs, and at VfB by a regular place among the top 6 teams in the German First Division. I realise that this is a very ambitious objective. But especially ambitious enough for the ambassadors of a top location such as Stuttgart.

IMPRINT

Editor:
Landesmesse Stuttgart GmbH,
70629 Stuttgart

Responsible: Markus Vogt

Editorial office and production:
correct. – Klaus G. Danner,
70182 Stuttgart,
Telephone: +49 (0)711 4579-551

Editorial staff:
Christine Bender, Anja Bräutigam,
Claudia Döttinger, Gerd Fleischer,
Jens Kohring, Andreas Ott, Sonja
Otterbach, Petra Ponier-Sure, Axel
Recht, Gudrun Richter, Elvine-
Isabella Schuller, Silvia Stoll,

Andreas Wallbillich, Christine
Wiedmann

Photos: German Cycling Club
(ADFC), Baden-Württemberg Golf
Association, correct., Diocese of
Rottenburg-Stuttgart, DSAG, Karl
Dungs GmbH & Co. KG. EUROEXPO
Messe- und Kongress-GmbH,
Friedrichsbau Variété, Hotel
GENO, Baden-Württemberg
Coordination and Development
Centre for Traffic Prevention
(KEV-BW), Tübingen Regional
Council, Serbian National Tourism
Organisation/D. Bosnic, Reeco
GmbH, Reed Exhibitions
Deutschland GmbH, Peter Sauber
Agentur Messen und Kongresse

GmbH, P. E. SCHALL GmbH & Co.
KG, Baden-Württemberg Ministry of
Social Affairs, Stuttgart State Gallery,
city of Rottenburg/Neckar, Stiftung
Bundespräsident-Theodor-Heuss-
Haus, Stuttgart-Marketing GmbH,
Konstantin Tschovikov/Messe
Stuttgart, Torhaus20, Tourist Board
of the Dominican Republic, TUI,
U. I. Lapp GmbH, UNITI, Baden-
Württemberg Association for
Horticulture, Landscaping and
Sports Facilities Construction,
VfB Stuttgart, YogaExpo.

Layout, composition, repro proof:
Gerhard Baumann GmbH & Co. KG,
71638 Ludwigsburg,
Telephone: +49 (0)7141 68896-3

Graphics: Gabriele Kleefeld

Advertisements:
Beck Medien- und Verlags-GmbH,
73732 Esslingen, Contact: Karin Weber,
Telephone: +49 (0)711 335916,
Fax: +49 (0)711 937893-9,
e-mail: weber@beckmedien.de

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

Messe Stuttgart:
Messeplazza 1, 70629 Stuttgart,
Telephone: +49 (0)711 18560-2436,
Fax: +49 (0)711 18560-2305
Internet: www.messe-stuttgart.de
e-mail: markus.vogt@messe-stuttgart.de

TSCHÜSS = SESSEL. HALLO SHOPPINGTOUR, KAFFEEKLATSCH, YOGAKURS, KINOABEND ...



Jetzt Abo auf der CMT
abschließen und Gourmet-
Gutschein sichern.*





Einfach zusammenkommen ...



... **mitten in Europa.** Anreise

mit Auto, Flugzeug oder Bahn und

dann sind es nur noch drei Gehminuten

bis zum ICS Internationales Congresscenter

Stuttgart. Ideal für alle: überzeugende Logistik-

bedingungen, lichtdurchflutetes Ambiente,

moderne Medientechnik sowie Platz für bis zu

10.000 Besucher. Und wenn es ein bisschen

mehr sein darf, kombinieren wir das ICS mit dem

Messegelände. 100.000 qm Hallen- und 40.000 qm

Außenflächen bieten Freiraum für Events der Extraklasse.

Erfolgreiche Veranstaltungen durch perfekten Service.

Wir sind für Sie da: www.mitten-im-markt.de

