



Message

TRADE FAIRS | CONGRESSES | EVENTS

01 | 2016



Success through diversity

INTERGASTRA – World of hospitality

CMT
More highlights for
tourism professionals

RETRO CLASSICS
Experiencing historic
and classic car legends

Control
The latest on
quality assurance

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

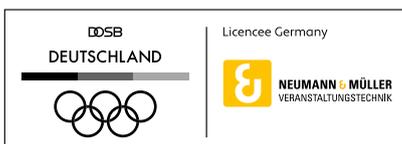


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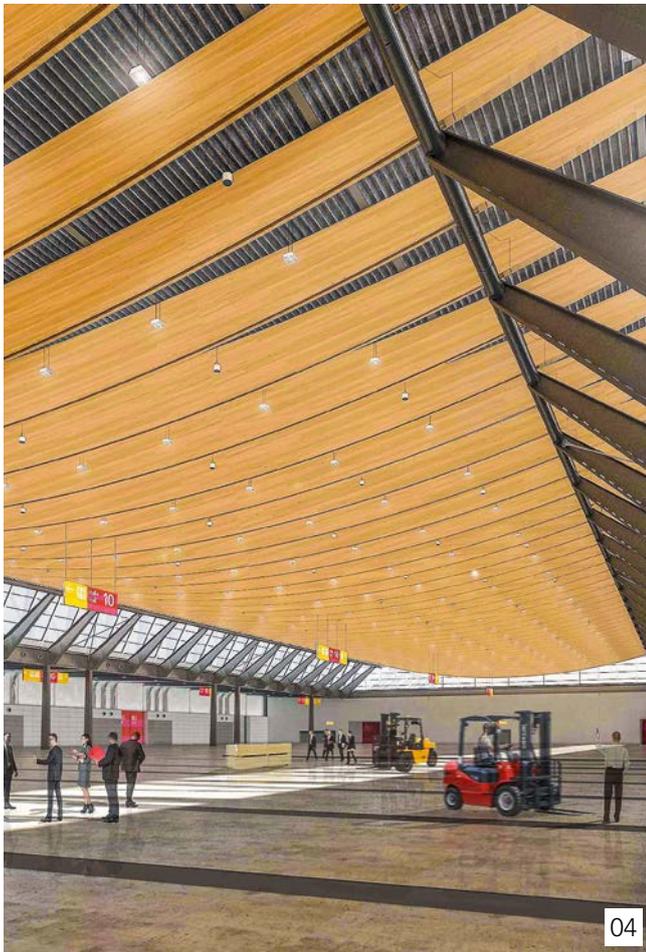
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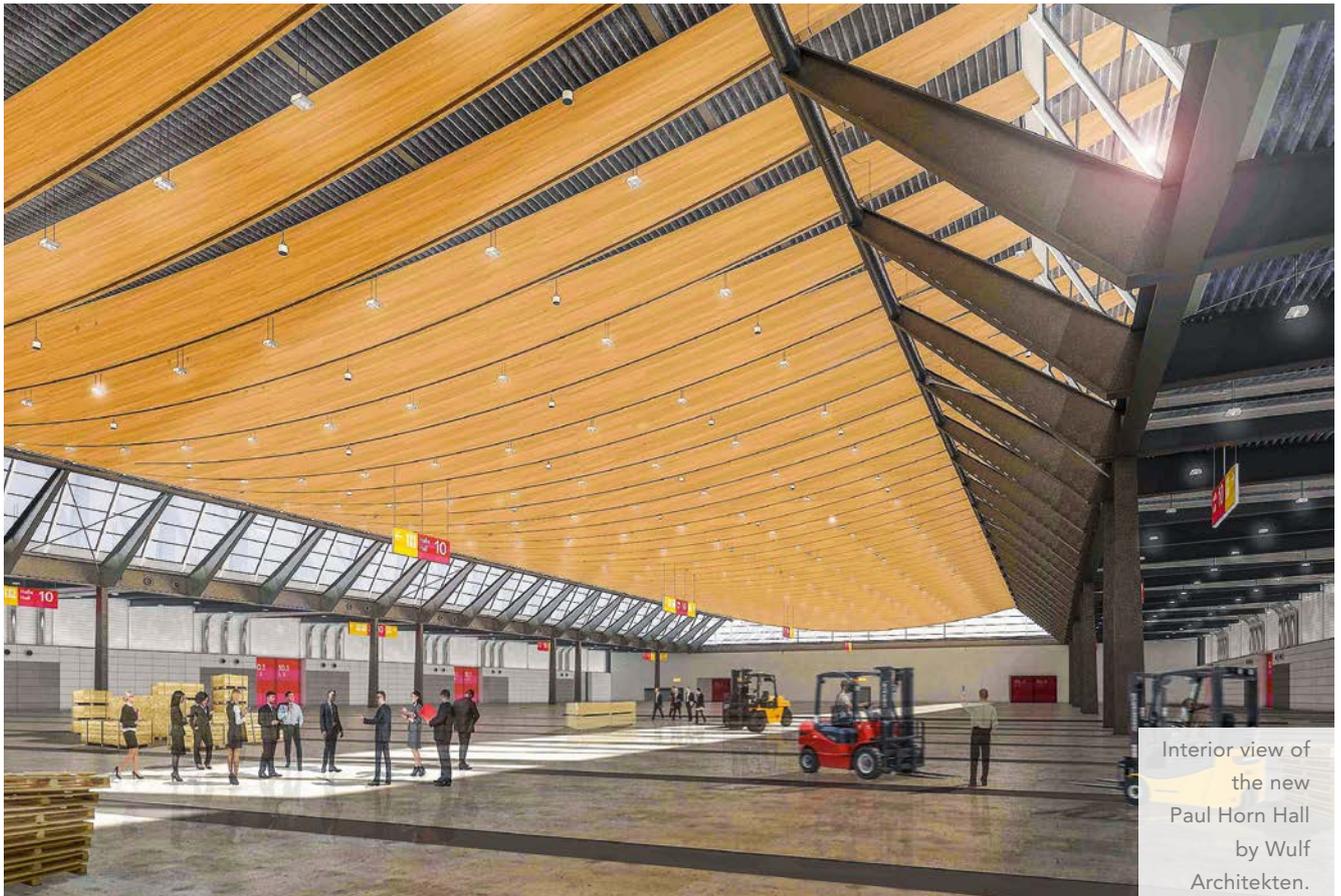


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Interior view of the new Paul Horn Hall by Wulf Architekten.

Start of the extension of Messe Stuttgart

The new Paul Horn Hall and the enhanced West Entrance will be ready for operation at the beginning of the super trade fair year of 2018. The construction work is already underway.

Messe Stuttgart is expanding: November 2015 saw the start of construction work for the new Paul Horn Hall (Hall 10), which will have an exhibition area of 14,600 square metres, on the former P25 car park and for the enhancement of the West Entrance. Following the decommissioning of the West Entrance after Messe Stuttgart's autumn line-up and the subsequent dismantling of the façades, a temporary entrance containing cash desks, a registry and other service facilities will be created there. The Stuttgart Trade Fair Centre itself will be accessed via Hall 9. Around 400 square metres of exhibition space will therefore be lost there. These temporary facilities will be operational at the start of CMT 2016.

"We can reuse some façade elements of the old West Entrance for the new building," says Thomas Glawa, Vice President Event Operations, Building & Facility Management at Messe Stuttgart, and "Prokurist" (authorised representative) of Projektgesellschaft Neue Messe GmbH & Co. KG. One important aspect for visitors and exhibitors alike: "The temporary entrance will not change throughout the entire construction period," said Glawa. "Our customers will therefore not be confronted by continually changing building conditions."

If everything goes according to plan, the earthworks, sewerage work, shell construction, steelwork and timber construction will be carried out up until autumn 2016. This will be followed by façade and installation work, as well as roof insulation. Interior work in the Paul Horn Hall and at the new West Entrance will be on the agenda in 2017. "The construction work will then be finished for CMT, i.e. on time at the start of the super trade fair year of 2018," predicts Glawa.

REPLACEMENT PARKING AREA FOR LARGE EVENTS

In order to minimise disruptions to traffic, the building site will be supplied entirely from just one side. A replacement parking area for events which attract very large numbers of visitors, e.g. AMB 2016, will also be available. "The new Paul Horn Hall will provide new prospects for further expansion of many of our events which have long reached their capacity limits," enthuses Ulrich Kromer, CEO of Messe Stuttgart.



More information: www.messe-stuttgart.de/halle10



Successful première: around 800 mountain bikers cycled around the Stuttgart Trade Fair Centre during the 24-hour race.

Messe Stuttgart

Racing atmosphere

The première of the "Focus 24 Hours of Stuttgart powered by Bosch" was held on and around the grounds of the Stuttgart Trade Fair Centre on 5 and 6 September 2015. The around 800 mountain bikers were highly impressed with the 7.5-kilometre-long course. "The feedback was extremely positive," said Stefan Lohnert, Vice President Guest Events at Messe Stuttgart. Planning of the 2016 event has already started.

 More information: www.messe-stuttgart.de

Moulding Expo

New date for MEX

The 2nd Moulding Expo (MEX), International Trade Fair for Tool, Pattern and Mould Making, will take place from 30 May to 2 June 2017, i.e. no longer concurrently with Control which is staged by the guest organiser Schall. "Both trade fairs will in all likelihood continue to grow," says Ulrich Kromer, President of Messe Stuttgart. "The new date for MEX will make this is possible."



New date: the trade fair Moulding Expo will be held from 30 May to 2 June 2017.

 More information: www.messe-stuttgart.de/moulding-expo

EDITORIAL

Markus Vogt,
Company Spokesman
Landesmesse Stuttgart GmbH.



"Growth prospects"

We could get used to this situation: Messe Stuttgart will also usher in 2016 in a festive mood. Even though the remnants of the party to celebrate the company's 75th anniversary have just been cleared away. Nevertheless, it is necessary to savour the event extensively. A few days ago, the excavators moved onto the trade fair grounds and the building cranes were set up: construction of the tenth exhibition hall – the Paul Horn Hall – is underway. 14,600 square metres of additional exhibition space will be created during the two-year construction period. The West Entrance will be greatly enhanced. The hall will open on time for CMT 2018.

It has now been revealed – after experience gained over eight years of operation – that the initial plans with ten exhibition halls were realistic. Right from the very start, the Stuttgart Trade Fair Centre has boasted some of the best capacity utilisation throughout Germany. Thanks to the Paul Horn Hall, we will also be able to satisfy the demand in future. The new hall will offer fresh prospects for further growth for many of our events which are already reaching their capacity limits.

The new West Entrance will enable us to make even better use of the trade fair grounds simultaneously from two sides and distribute and direct the flows of visitors at different events more easily. Page 4 of this issue of Message contains an initial optical impression of the hall.

The cover story of this issue focuses on one event which will also benefit from the increased amount of exhibition space, i.e. INTERGASTRA. The importance of the European industry meeting point for restaurants and hotels has increased continuously in the last few years. INTERGASTRA 2016, which will be held from 20 to 24 February 2016, has already been booked up solid in terms of exhibitors for months.

Another key factor for the success of INTERGASTRA is the wide-ranging exhibition programme in the halls which are thematically arranged according to all areas of the hotel and restaurant industry. Details of everything which INTERGASTRA has to offer this year can be found inside from page 8 onwards. We hope you have an enjoyable read!



Time travel: 75 years of Messe Stuttgart in three minutes.



The 5000th visitors to the bus: Denise Reger (left) and Daniel Pauer.

75 years of Messe Stuttgart

Anniversary bus live on tour

Trade fairs must be experienced, trade fair history too: this was the motto of the Discovery Bus "75 Years of Messe Stuttgart", which went on a live tour around Baden-Württemberg during the anniversary year of 2015. In January 2015 at an outdoor temperature of 0 Celsius on the trade fair centre piazza during the New Year's Reception and also at a sizzling temperature of 38 Celsius in June 2015 during "Retro meets Barock" at Schloss Solitude. In 2015, over 6,000 visitors looked back on the 75-year history of Messe Stuttgart in three minutes on the 10-metre-long screen. The 5,000th visitors to the bus – Daniel Pauer and Denise Reger – were presented with a small thank-you, which included admission tickets for Messe Stuttgart's autumn line-up. "The Anniversary Bus attended nearly all of our own events," says Martin Walter, Director of the Marketing and Communication Department. "However, the high-tech cinema on wheels, also covered a total of more than 800 kilometres in the region up to the finale at Messe Stuttgart's autumn line-up." And therefore not only showed people the 75-year history of Messe Stuttgart, but also advertised current events on the Filder.



More information: www.messe-stuttgart.de



Around 2,500 refugees in the L-Bank Forum (Hall 1).



A roof over their head again after weeks of uncertainty.

Messe Stuttgart

Temporary accommodation

There were less than 24 hours to turn an exhibition hall into emergency accommodation for refugees. On midday on Monday the Refugee Accommodation Staff Unit in the Baden-Württemberg Ministry of the Interior had decided to take this step since the number of new arrivals was too high. The first refugees arrived at the L-Bank Forum the next morning by bus. For a period of ten days up to 15 October 2015, Hall 1 was one of the largest emergency accommodation centres in Germany, i.e. temporary lodgings for 2,500 people. "It was only natural for us to offer the refugees a roof over their head for a short period of time," says Ulrich Kromer, CEO of Messe Stuttgart. Messe Stuttgart also supported Baden-Württemberg in another way: more than 1,000 refugees were accommodated in Alfred Kärcher Hall (Hall 9) up to the middle of December 2015. There were no problems despite the large number of additional guests during the concurrent trade fairs. "This was also due to the commitment of many colleagues from Messe Stuttgart, the contractual partners of Messe Stuttgart and the numerous volunteers from the fire brigade, the German Red Cross, the Malteser organisation and the THW Esslingen", says Ulrich Kromer.



More information: www.messe-stuttgart.de

Fit for spring



Third edition: The number of participants in the AOK Women's Run in 2016 is limited to 1,500 runners. Quick registration is therefore necessary.

Starting at 14.00 on 2 April 2016, around 1,500 female runners will take part in the 3rd AOK Women's Run on the trade fair centre piazza. The 7-kilometre-long course will run around the grounds of Messe Stuttgart. Together with the entry forms, every participant will receive 2 free admission tickets to the spring exhibitions of Messe Stuttgart held from 31 March to 3 April 2016. Numerous bands will play at the course.



More information: www.eventservice.stahl.de

Stuttgart

Free Wi-Fi

Stuttgart-Marketing GmbH, the cable operator Unitymedia and the cooperation partner BW-Bank are supplying visitors to Stuttgart with free Wi-Fi at four locations in the city centre. The Wi-Fi network called "Unitymedia Wifi" will be available free of charge on Schlossplatz, Schillerplatz and Marktplatz, as well as at the i-Punkt Tourist Information Centre. In addition to an improved online infrastructure, the new service will produce additional benefits for both foreign visitors to Stuttgart and the city's residents: an information portal on the Wi-Fi login page containing up-to-date tips and information on tourist highlights, events, restaurants, opening hours, timetable information and much more besides. Wi-Fi registration is not necessary to call up this information.



More information: www.stuttgart-tourist.de



Ulrich Kromer, President/CEO of Landesmesse Stuttgart GmbH.

"No business as usual"

On the whole, 2015 was – primarily due to the large number of very successful events – an extremely positive uneven and, thus, traditionally "weaker" year for Messe Stuttgart. We finished the year in excess of our target with a turnover of around €106 million. With the successful première of Moulding Expo, we established the leading event for tool, pattern and mould making, and therefore sent out a clear message to these industries. We must also ungrudgingly admit that formnext in Frankfurt was a successful première for the special segment of additive technologies. Both trade fairs will go their own way and become the hub and marketplace for the respective industry.

However, 2015 was by no means a year of "business as usual" in spite of these positive developments. The inquiry by the federal state of Baden-Württemberg and the temporary accommodation of refugees in an exhibition hall (initially the L-Bank Forum and then Alfred Kärcher Hall) for more than ten weeks were also the "other side of reality" for us and other German trade fair companies in 2015: a step for Messe Stuttgart from "the key to markets" to "the middle of society" – something which we demonstrate anyway in many topics. Because everything which affects our society is reflected among our exhibitors, visitors and people working at Messe Stuttgart. It only remains for me to express my thanks for the extraordinary dedication of our employees and partners – especially the security service, the Stuttgart Regional Council, the Malteser organisation, the German Red Cross, the voluntary fire brigade, the Federal Armed Forces and the police for coping with the humanitarian and logistical challenge, especially also during the parallel implementation of trade fairs and public exhibitions. The exhibitors also cooperated in this case with a great deal of understanding, and crowds of visitors came to us on the Filder in spite of the unusual circumstances. Every event during this period turned out to be more successful compared with the previous year!

For me personally, 2015 therefore came to a satisfactory end, but with a feeling of contemplation. Messe Stuttgart is faced with a full and strong trade fair year in 2016. And all of us will probably have one or two pensive minutes in the interaction between the economic and social tasks that await us. I would like to wish you good of luck in this respect.

Success through diversity

INTERGASTRA is one of the most important European trade fairs for the world of hospitality. Its recipe for success: an extensive exhibition programme, innovative topics with high value-added and the location at the heart of the gastronomy market in Baden-Württemberg.

The Baden-Württemberg branch of the German Hotel and Restaurant Association (DEHOGA) is the long-standing promotional supporter of INTERGASTRA.





The area of kitchen technology will occupy 20,000 square metres of exhibition space in the largest hall during INTERGASTRA.



Packed house at INTERGASTRA 2016, booked up halls months before the start of the trade fair: everything which is read in the press again every two years as a matter of course is the result of hard work. That's because even a Stuttgart classic such as the trade fair for decision-makers and specialists from restaurants and hotels is by no means a foregone conclusion. This is in no way altered by the fact that INTERGASTRA started way back in 1967 – at that time at the old Stuttgart Trade Fair Centre in Killesberg. Simple trade fair arithmetic also applies here: tradition without innovation equals stagnation. “One key factor for the success of INTERGASTRA in the last few years is the wide-ranging programme of the trade fair, ideally presented in clear thematically assigned exhibition halls containing innovations relating to all areas of restaurants and hotels,” says Andreas Wiesinger, Vice President and Member of the Board of Management of Messe Stuttgart. “This unique organisational position of INTERGASTRA became possible with the move to the trade fair grounds next to Stuttgart Airport.”

The advantages for exhibitors and trade visitors are obvious: “Planning according to theme halls is strongly oriented towards customer value,” says Project Manager Markus Tischberger, explaining the special nature of INTERGASTRA. “We currently occupy every exhibition hall, i.e. more than 100,000 square metres of exhibition space, with the areas of kitchen technology, food, services, beverages, ambience, fixtures/fittings, hotels, the trend topic of coffee and GELATISSIMO, Trade Fair for the Manufacture of Hand-Made Ice Cream.” One advantage for trade visitors: even more efficient attendance at the trade fair with all the latest offers on one topic at a glance. INTERGASTRA 2016, which will be held from 20

to 24 February 2016, is expected to attract more than 90,000 trade visitors from Germany, Switzerland, Austria and other European countries. They can look forward, for example, to one of the largest exhibition halls in Europe with an area of 20,000 square metres. There and in the adjacent food halls, kitchen managers and chefs will obtain an extensive overview of product innovations at close quarters. They will also benefit from the location advantage of INTERGASTRA in Baden-Württemberg with its high gastronomic reputation and strong economy. “Around one third of our exhibitors come from southwest Germany. Many of them are world market leaders in their segments,” says Project Manager Tischberger. “Nowhere else are economic strength and innovation power so closely linked as here in Baden-Württemberg.”

“PLANNING OF INTERGASTRA ACCORDING TO THEME HALLS IS STRONGLY ORIENTED TOWARDS CUSTOMER VALUE.”

Andreas Wiesinger, Vice President and Member of the Board of Management of Messe Stuttgart

Proprietors and decision-makers from hotels traditionally meet architects and designers during INTERGASTRA in the special section “Fokus Hotel” in Oskar Lapp Hall (Hall 6). In Alfred Kärcher Hall (Hall 8) trade visitors can find the largest range of beverages at a trade fair for the restaurant industry in Germany. Over 30 breweries, 15 mineral water companies and a large number of suppliers of spirits and non-alcoholic beverages present their products there. The new exhibitors this year in this area will include, for example, Coca-Cola, Eckes-Granini, the Distelhäuser Brewery and the Kulmbacher Brewery Group.

A special success story is being written by GELATISSIMO, which has been a separate part of ▶





GELATISSIMO forms part of INTER-GASTRA and is the only trade fair for the manufacture of homemade ice cream north of the Alps.



From crockery through to complete hotel fixtures and fittings: INTERGASTRA offers trade visitors an ideal range of products and services in all areas.

INTERGASTRA since 2010. GELATISSIMO is the only trade fair for hand-made ice cream north of the Alps," emphasises Project Manager Tischberger. "It brings together exhibitors, owners of ice cream parlours, café operators and restaurateurs from all over Europe. And this takes place in Germany, the second largest market for ice cream after Italy." The unique position of INTERGASTRA is one reason for the rapid growth of the trade fair. "The first GELATISSIMO in Stuttgart in 2010 attracted around 30 exhibitors. After three editions, this figure has risen to around 120 companies and will continue to rise," adds Tischberger. "During INTERGASTRA 2016 GELATISSIMO will fully occupy Hall 7 for the first time."

In addition to the large number of product innovations, trade visitors from home and abroad can also look forward, for example, to information on the latest market developments. Latest trend: more and more ice cream parlours in Germany are extending their season into November or even further into the winter months. The reason: climate change with an ever increasing number of mild autumn days and - especially - a rise in the fixed costs of an ice cream parlour that can no longer be compensated, unlike in previous years, by higher sales in summer. During GELATISSIMO ice cream makers will find out what offers can generate higher sales in the cooler part of the year. The possibilities here range from special winter ice cream flavours and treats from German and Italian confectioners through to salty snacks accompanying an aperitif - an ideal combination at INTERGASTRA.

Extensive information on the topic of business administration and company management will also be focal points of interest at GELATISSIMO: from the - apparently - simple calculation of the sales price for a scoop of ice cream through to complex costing of raw materials, personnel and machines. Anyone not wanting to rely solely on the knowledge of their tax adviser will find suitable financial experts and consulting services of different organisations for comparison at GELATISSIMO. Owners of ice cream parlours will also have the opportunity there to obtain

information on the services offered by tax advisers and service providers who specialise in this area.

COMPLETE COFFEE VALUE-ADDED

The trend topic of coffee will also be a complete INTERGASTRA hall for the first time in 2016. During the 3rd Stuttgart Coffee Summit in Hall 9, dedicated restaurateurs and managers from the hotel industry will meet international coffee experts. "The special aspect of the coffee theme hall at INTERGASTRA will be the presentation of the entire value-added chain from the plantation right through to the cup," says Vice President Wiesinger. "This will also include suppliers of traditional restaurant machines, but also large and small coffee roasters and farmers from many different cultivation regions of the world. For trade visitors another opportunity to broaden their horizons and generate additional revenue for their company with coffee specialities."

"GELATISSIMO IS THE ONLY TRADE FAIR FOR THE MANUFACTURE OF HOME-MADE ICE CREAM NORTH OF THE ALPS."

Markus Tischberger, Intergastra Project Manager, Messe Stuttgart

There will be more than enough opportunities here in the Coffee Hall. For example during the Flavour Forum when farmers from all over the world will present their green coffee sorts for live roastings and will tell visitors about the special features of their sorts. Master coffee roasters will introduce restaurant professionals to the secrets of the roasting profile and the choice of the right machine. During a cup tasting farmers and roasters will then judge the quality of their products in a blind test. General topics such as climate change and its consequences for producers, best practice methods during harvesting and roasting, as well as a CEO talk featuring farmers, roasters and managers from the industry will form part of the accompanying programme along with the competitions between baristas from home ►



The trend topic of coffee will occupy a complete exhibition hall for the first time during INTER-GASTRA 2016.



In the food hall during INTERGASTRA chefs will obtain a complete overview of product innovations and specialities.

and abroad. Professionals for the expert preparation of espresso-based beverages will compete against one another, for example, in the "Latte Art Throw-down" involving the design of imaginative patterns when pouring the foamed milk into an espresso.

SPECIAL SECTION FOR RESTAURANT START-UPS

Another new feature at INTERGASTRA 2016 will be the special section entitled "Newcome" for start-ups and founders in the restaurant industry. "Anyone wanting to keep pace with the times cannot afford to miss the special section "Newcome", says Ulrich Kromer, President of Messe Stuttgart, with conviction. "Our many years of experience with the business start-up platform are now flowing into the trade fair for hotels and restaurants. With 'Newcome' as a platform for young enterprises, exhibitors and trade visitors. An offer from which all participants will profit."

The partners of the special section "Newcome" are the Baden-Württemberg branch of the German Hotel and Restaurant Association – together with the Baden-Württemberg Regional Association of Confectioners' Guilds the long-standing promotional supporter of INTERGASTRA – and ifex, Initiative for Business Start-Ups and Company Succession in the Baden-Württemberg Ministry of Finance and Economics. Fritz Engelhardt, President of the Baden-Württemberg branch of the German Hotel and Restaurant Association, also regards the new special section as a must for hosts of the future: "The new Newcome at INTERGASTRA will be an ideal information platform for start-ups and persons interested in establishing a business in the hotel and restaurant industry. Anyone wanting to start off successfully in our industry should definitely make use of the opportunity afforded by Newcome." Prof. Peter Schäfer, Head of ifex, also holds a similarly positive opinion of Newcome: "The new special section at INTERGASTRA will provide an exciting and innovative showcase for founders of restaurant businesses. The programme once again highlights the professional work of the Baden-Württemberg

branch of the German Hotel and Restaurant Association in regard to founding qualification and consulting which we have been promoting for many years here in Baden-Württemberg."

Anyone already waiting in the wings with their highly promising set-up idea can book their own stand space at INTERGASTRA in a complete inexpensive package. The package includes stand construction and a Wi-Fi connection through to a catering voucher. Start-ups will also have a unique opportunity to present their products and services live to around 90,000 trade visitors and approximately 1,300 exhibitors during one of the most important trade fairs in Europe for the restaurant industry. Another fantastic chance for the rapid start of founders' own business ideas will be the DEHOGA Elevator Pitch which will enable start-ups to present

"THE NEW NEWCOME DURING INTERGASTRA WILL BE AN IDEAL INFORMATION PLATFORM FOR BUSINESS FOUNDERS IN THE HOTEL AND RESTAURANT INDUSTRY."

Fritz Engelhardt, President of the Baden-Württemberg branch of the German Hotel and Restaurant Association (DEHOGA).

their innovations to a special jury in three minutes. The winners can look forward to receiving cash prizes, advanced training courses from the Baden-Württemberg branch of the German Hotel and Restaurant Association, and – in particular – the undivided attention of trade visitors and the media.

INTERGASTRA will keep its finger on the pulse not only with its innovative topic areas and exhibition formats. Messe Stuttgart is also considering a new spatial approach. "We have already formulated a planning concept with the Horn Hall (Hall 10), which will start operating at the beginning of 2018," says Vice President Wiesinger. With an additional 14,000 square metres of exhibition space. For even more diversity.



More information: www.messe-stuttgart.de/intergastra



e-hybrid Porsche
at auto motor und
sport i-Mobility.

More jobs thanks to electric mobility?

Rocky road from cutting-edge research to high-volume series production of electric vehicles and components. Baden-Württemberg aiming to utilise its potential.

Electrification will be the job creator in future," is the conclusion of the 2015 BWe mobil Structural Study which was produced by the Fraunhofer Institute for Industrial Engineering (IAO) on behalf of the Baden-Württemberg Ministry of Finance and Economics and e-mobil BW. By 2025 half of the total growth on the global car market will be achieved with electrified components such as batteries and power electronics. The automotive and component supplier industry in Baden-Württemberg has opportunities to become the leading supplier for electric mobility on this global growth market and create 18,000 new jobs. In view of this situation, electric mobility forms an inherent part of the research and development strategies of the automotive and component supplier industry in Baden-Württemberg.

"Future-oriented technologies are currently being taken to market maturity in numerous projects in Baden-Württemberg," says Franz Loogen, Managing Director of e-mobil BW GmbH, the Baden-Württemberg State Agency for Electric Mobility and-Fuel Cell Technology. "In order to exploit the potential in active value-added in and for Germany, we must

strengthen our networks and urgently step up the activities which have already started in close cooperation between the public sector, industry and science. We must finally move out of laboratories into production." According to the 2015 BWe mobil Study, one important driving force behind electrification will be the average limit value of 95 grams of CO₂ emissions per kilometre stipulated by the EU for new cars from 2020 onwards. In order to attain the required increases in efficiency in this respect, it is necessary to speed up both electrification of cars and optimisation of conventional drive systems.

The Study predicts that car manufacturers and automotive component suppliers will enjoy double-digit growth rates with electric mobility in particular. It is expected that 5.5 million plug-in hybrid vehicles and vehicles with a longer range, as well as 5.3 million battery-driven electric vehicles will be driving on roads all over the world in 2020. This number will rise to 51.8 million by the year 2030. In 2025 around half of the total growth on the global automobile market will be accounted for by purely electrified components such as power electronics,

THREE QUESTIONS FOR:



Prof. Dr.-Ing. Wilhelm Bauer, Head of the Fraunhofer Institute for Industrial Engineering (IAO)/Institute of Human Factors and Technology Management (IAT) at Stuttgart University

1 | The Morgenstadt Lounge will be held for the first time at Messe Stuttgart from 21 to 23 June 2016. What's it about?

The Morgenstadt Lounge is a completely new format for an interactive event in which everything revolves around innovations for the city of the future. The event is named after the Morgenstadt Initiative of the Fraunhofer Association in which a large number of Fraunhofer Institutes have been conducting research since 2012 on solutions for cities of the future in close cooperation with industry and communes. Because the topic is an interdisciplinary task involving many different participants, there will be no traditional exhibition stands in the Morgenstadt Lounge, but instead topic islands on which several exhibitors will present joint solutions and projects. A three-day congress will be held concurrently with the Morgenstadt Lounge. It is being organised by the Fraunhofer

Institute for Industrial Engineering together with other partners and will be closely associated with the exhibition from both thematic and spatial aspects.

2 | Why is the topic of cities interesting for the industry?

Due to challenges such as climate change and digitalisation, town planners all over the world are under more pressure to also create an attractive environment for residents and employers in future. This calls for technical solutions, but also conceptual approaches in many different areas such as mobility, energy and logistics.

3 | Why Stuttgart as the venue for the Morgenstadt Lounge?

In addition to highly specialised companies, we have excellent planners and architects here. There are also strong networks: the associations, clusters and regional agencies in Baden-Württemberg deal with city-related topics such as electric mobility, environmental technology and lightweight construction. The industrial location of Stuttgart with many global enterprises and a strong small and medium-sized company sector provides ideal conditions to jointly think about the city of the future. Companies such as Bosch and Daimler are already pursuing new strategies for cities as future markets in the twenty-first century.

electric machines and battery and fuel cell systems. Overall, the market volume for these components in 2025 is expected to rise by €111.36 billion compared with 2013. This produces a total employment potential of 18,000 new jobs in the area of electric mobility in the Baden-Württemberg automotive industry in 2025 compared with 2013.

The only question remaining is how the Baden-Württemberg automotive industry can also attain in electric mobility a position comparable to the current market share of around 6 per cent in conventional motor vehicle construction. In Baden-Württemberg there are innovative projects with the necessary potential, especially within the framework of the Southwest Electric Mobility Cluster of Excellence. However, in order to obtain a relevant share of the global market, it is necessary to start high-volume series production of e-components and electric vehicles. This is the only way to actually turn efficiency technologies into a job creator.



More information: www.e-mobilbw.de

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“I love my Stuttgart”

Let's start with the most important thing: I love my Stuttgart. Although – or possibly especially because – I live in Leinfelden-Echterdingen and not in the middle of the city.

I was born in the west end of Stuttgart and have remained true to my home city right up to the present day. I have now held the position of Head of Protocol and Event Management at DEKRA e.V. for 28 years. Prior to that, I worked for the German Automobile Club (ADAC) for 15 years. Of course, I could also probably do my current job at the DEKRA Group Office in Berlin, but Stuttgart also has a great deal to offer in regard to event locations. Messe Stuttgart and the ICS International Congress Center Stuttgart, for example, are wonderful flexible venues in an unbeatable location with perfect catering and first-class service.

They are also located next door to Stuttgart Airport and have ample parking space. They are ideally suited, for example, for a large event such as the 90th anniversary of DEKRA in 2015, an event which attracted large numbers of international guests from all over the world. It's just a short walk from Stuttgart Airport to Messe Stuttgart through the underpass. A dream.

Stuttgart and the surrounding region are also fantastic in terms of quality of life. The Swabian Alb with its marvellous countryside is very close, as are the vineyards in the region. Then you have the down-to-earth Swabian cuisine or – for a special occasion – the large number of star restaurants. It's certainly a great place to live here.

As I already said, I love my Stuttgart. Although Stuttgart has not always made it easy for me in the last few years. I would like to mention, for example, the increasingly serious parking problems in the city centre and the high charges for parking spaces and multi-storey car parks. Not to mention the proverbial Stuttgart traffic jams. I do not hold it against trade fair visitors and event guests if they prefer to stay on the Filder or drive to the surrounding area to go shopping. In my opinion, the city must do something in this case.

But all this is complaining at a very high level. And certainly no reason not to love my Stuttgart.

MESSAGE SERIES: After-Work

Biddy Early's Irish Pub

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



An Irish pub in a pure form: Biddy Early's sells a large number of typical Irish beverages – and has an extremely clear food menu.

Guinness, Kilkenny, pure or mixed as a Black & Tan? Or a Stowford cider? Or would you prefer a glass of Irish whiskey? Paddy, Bushmills or Connemara? Lovers of Irish pub culture have been able to enjoy a wide range of typical Irish alcoholic beverages in Biddy Early's since 1993. Whiskies made in Scotland or the USA are naturally available in the pub together with alcoholic and non-alcoholic cocktails, different German beers and wines, as well as cold and warm beverages containing no alcohol whatsoever. The rather limited food menu corresponds to that offered by an Irish pub shortly before closing time: toasties topped with ham, salami or cheese – each separately, as a double decker or de luxe as a triple decker (ham, cheese, salami) and, on request, with crisps. Biddy Early's offers much more in the way of entertainment: on Saturday there is live music, one or two football matches (Bundesliga, English Premier League) are shown during the week and non-singers should take note on Wednesday evening – that's the night for karaoke! Who was Biddy Early? Born in 1798 in Faha, County Clare, she was a traditional Irish female healer who was said by unpopular contemporaries to have a tendency towards witchcraft. In 1865 she was even put on trial. Biddy Early was found not guilty. More information: www.biddyearlys.com.



The Stuttgart Research Institute for Automotive Engineering and Vehicle Engines (FKFS) is an important independent service provider for the international automotive and component supplier industry.

Innovative region Stuttgart

The Stuttgart region boasts excellent universities and academic institutes. Message presents them in a separate series. Today: Stuttgart Research Institute for Automotive Engineering and Vehicle Engines (FKFS).

Research in Motion: with this claim, the Stuttgart Research Institute for Automotive Engineering and Vehicle Engines (FKFS) has been providing services to the international automotive and component supplier industry since 1930 as an independent organisation. The focal points of the work of the independent civil law foundation, whose head office is in Stuttgart-Pfaffenwald, include the areas of automotive engineering, drivetrain systems and vehicle mechanics.

RESEARCH FOR FUTURE MOBILITY

In the automotive engineering segment FKFS utilises bench testing, theory and simulations to focus on topics such as aerodynamics, driving dynamics, driver modelling, lightweight construction, safety, power transmission and energy and thermal management – also in conjunction with innovative hybrid and battery-driven electric vehicle concepts. The main work areas of the Automotive Drivetrain Department include optimisation of existing combustion processes and the development of new combustion processes. The FKFS therefore covers the entire range of petrol and diesel engines in the car and commercial vehicle sectors. In addition to the use of corresponding one-cylinder test benches and measuring techniques, extensive commercial and self-developed analysis tools are available for use in this work. The Engine Mechanics Department examines the topics of drivetrain regulation/hybrids, electric mobility, on-board power and energy management, as well as the development of functions and software.



More information: www.fkfs.de

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Experiencing historic and classic car legends

It is the tradition for aficionados and collectors of classic cars to meet in Stuttgart at RETRO CLASSICS, Europe's largest historic and classic car exhibition from 17 to 20 March 2016.



RETRO CLASSICS: the finest driving culture there is.

In spring 2016, RETRO CLASSICS, Europe's largest historic and classic car exhibition, will draw aficionados and collectors of classic cars to the Filder fields near Stuttgart. The historic and classic car exhibition in Stuttgart is expecting over 90,000 visitors from 17 to 20 March – this is more than the number that visited the previous record event.

Attractions at this year's RETRO CLASSICS include a special show with selected treasures from the Louwman Museum in Den Haag. One of the highlights is a Mercedes-Benz Nürburg 500 model. Its previous owner was the last German Emperor Wilhelm II who lived in exile in the Netherlands at the time. The saloon is lightly armoured and therefore weighs a massive three metric tonnes. The vehicle is also fitted with underfloor heating. The most interesting detail is an internal communication system. Wilhelm II was able to give his chauffeur instructions without speaking to him directly. At the rear is a small control panel with buttons which can transmit simple messages to a display on the dashboard such as "Fast", "Slow", "Stop" or "Home".

Other car legends from the Louwman collection at RETRO CLASSICS include a Benz 5 PS Phaeton, a Maserati 8CM Monoposto Grand Prix Car, a Benz Prinz-Heinrich, a Talbot Lago 150 SS Figoni & Falaschi Coupé (Teardrop), a Jaguar D-Type XKD359 and the electrically powered Cygnet Baby Swan Car – probably the first car produced in India.

PERFECT SETTING FOR PERFECT CARS

The upcoming Stuttgart RETRO CLASSICS offers historic and classic car enthusiasts even more. Due to heavy demand, among others at the car sales exchange, the exhibition area has been extended to include the Rothaus Park. At the historic and classic car exhibition entitled "Long-lost treasures", the French press correspondent Jean-Pierre Hossann will exhibit photos of historic and classic car legends which have remained hidden under moss deep in thick leafy French forests for many decades. Roland Asch, brand ambassador of RETRO CLASSICS, shows his love of classic racing cars with a presentation from his private collection.

Other special sections, such as the "Design adventure world", Italian Laverda motorcycles or the history of the German racing car manufacturer Veritas, are also highlights at the 16th RETRO CLASSICS. In addition select well-known Italian dealers in Hall 4 and many other Italian providers in the historic and classic car section will spread the feeling of la dolce vita with plenty of historical driving culture.

Starting in 2016, an additional historic and classic car event will take place in Nuremberg in the form of RETRO CLASSICS BAVARIA. Fans of classic driving culture are awaited at the Nuremberg Exhibition Centre from 9 to 11 December.



More information: www.retro-classics.de

- ▶ **16.–24.01. CMT**
The Holiday Exhibition

- ▶ **16.–17.01. Fahrrad-& ErlebnisReisen mit Wandern**
A special exhibition during CMT

- ▶ **21.–24.01. Golf- & WellnessReisen**
A special exhibition during CMT

- ▶ **21.–24.01. Kreuzfahrt- & SchiffsReisen**
A special exhibition during CMT

- ▶ **29.–31.01. Medizin**
Trade Fair + Congress

- ▶ **29.–31.01. TheraPro**
Trade Fair + Congress

- ▶ **02.–05.02. DACH + HOLZ International**
Trade fair for timber construction and interior finishing, roofs and walls

- ▶ **04.–06.02. EXPO 4.0**
with: TV TecStyle Visions, wetec, GiveADays, POS Masters

- ▶ **20.–24.02. INTERGASTRA**
The world of hospitality

- ▶ **20.–24.02. GELATISSIMO**
The world of gelato

- ▶ **02.–03.03. Pest-Protect**
The new trade fair format of the German Pest Controllers Association (DSV)

- ▶ **08.–10.03. LogiMAT**
14th International Trade Fair for Distribution, Materials Handling and Information Flow

- ▶ **17.–20.03. RETRO CLASSICS**
Europe's largest historic and classic car exhibition

- ▶ **22.–24.03. R+T Asia**
Trade Fair for Roller Shutters, Windows, Doors/Gates and Sun Protection (Shanghai)

- ▶ **31.03.–03.04. Messe Stuttgart spring trade fairs:**
including: GARTEN outdoor ambiente, FAIR HANDELN, Markt des guten Geschmacks – die Slowfood-Messe, KREATIV, auto motor und sport i-Mobility, Yogaworld. 01.–03.04: HAUS HOLZ ENERGIE; Mineralien, Fossilien, Schmuck

- ▶ **05.04. LOUNGES**
Cleanroom and Pharmaceutical Process Technology



Cruises and ship travel are also highly popular with Germans in 2016. Photo: the AIDAbella against the New York skyline.

Cruises and Ship Travel is a world-wide trend

Luxury liners, expedition ships, river boats: never were there so many different possibilities for aquatourism fans as now. Kreuzfahrt- & SchiffsReisen 2016 is acting as a pilot function.

More and more Germans are discovering cruises and ship holidays as their form of travel – both ocean-going cruises and river cruises. According to the German Travel Association (DRV), around 1.8 million passengers booked a sea cruise and about 400,000 a river cruise in 2014.

The number of passengers in the ocean-going cruise segment has been rising for decades. Over the past 21 years, the number of holidaymakers on sea cruises has increased by a factor of 10. With river boats, this factor is no less than eight times. According to the DRV the share of the entire cruise market in the turnover of the tour operator market has risen to over 13 percent. By the year 2017, there will be 25 new liners in service, eleven of them will already set sail in 2016.

COMPLETE AQUATOURLISM PORTFOLIO

The new ships not only open up new worlds for future passengers, they also create a growing need for skilled workers. A large number of different professional groups work on board a cruise liner: in bars, restaurants, shops, in the spa and wellness areas, hotel administration and event

locations such as theatres, cinemas and concert halls. Whoever books a cruise holiday can benefit from a wide range of services, in fact they will be spoiled for choice. Cruise holidays have become a product which requires intensive consulting. As a result travel agents and public shows are and remain the ideal pilots and the main sales channels for this type of holiday, such as the Kreuzfahrt- & SchiffsReisen exhibition from 21 to 24 January 2016 running concurrently with the Stuttgart CMT.

“At the Kreuzfahrt- & SchiffsReisen we will present the complete portfolio of aquatourism,” says Dörte Werner, Project Manager at Messe Stuttgart. “There, visitors will find exhibitors from the fields of river cruises and sailing holidays, yacht charter and houseboat holidays as well as offers for obtaining a sport boat driving licence. All that in addition to sea cruises.” Holidays on water, all over the world: whoever wants to discover the world’s oceans or the most fascinating rivers around the globe can sign on immediately on site at the public exhibition in Stuttgart.



More information: www.messe-stuttgart.de/kreuzfahrt

Visit a physiotherapist without seeing a doctor first?

Will therapists be able to decide on a patient's treatment without consulting a doctor? One trend theme at TheraPro 2016.



Information, training, procurement: the TheraPro trade fair brings physiotherapists and occupational therapists, masseurs and osteopaths up to date.

Will physiotherapists be able to diagnose muscular and skeletal pain in future? Or will a medical "blank prescription" soon replace the detailed medical prescription? In its position paper "Integrating healthcare professionals directly into primary care", the CDU/CSU political group considers doing away with the obligatory visit to the doctor before starting a course of therapy. The debate concerning the future position of healing professions in the German healthcare system is declared open – and is immediately one of the many trend themes at this year's TheraPro trade fair. Discussions on direct access to therapists will be the focus at the "physio-kongress" organised by Thieme Verlag (publishers) based on the topic of pain treatment.

Physiotherapists and occupational therapists, osteopaths and masseurs will gather in Stuttgart for the fourth time from 29 to 31 January 2016. The combination of four congresses, workshops, papers and a classic trade fair will provide every opportunity to obtain professional information, find out about training courses and procurement sources. A novelty on the congress programme will be the Southern German "logopädietag", organized for the first time in Stuttgart by Logo Deutschland, the recently founded professional association for self-employed speech therapists. In 2016, the slogan for the "ergotag" exhibition organised by Thieme Verlag will be "In the thick of things instead of just being there – occupational therapists are inclusionists".



More information: www.messe-stuttgart.de/therapro

TRADE FAIR COMPACT

► **05.–08.05.15: Moulding Expo**
With around 15,000 visitors from 44 countries the première of the International Trade Fair for Tool, Pattern and Mould Making exceeded all expectations. "We experienced one of the most successful débuts in the history of Messe Stuttgart," concluded President Ulrich Kromer.

► **11.–12.09.15 Fachdental Leipzig**
Over 4,000 dentists, dental technicians, dental assistants and dental students took advantage of the largest dental trade fair in Central and Eastern Germany in 2015 as an information and continuous training platform.

► **29.09.–01.10.15 IT & Business**
The concept of staging the three trade fairs – CRM-expo, DMS EXPO and IT & Business – under a single brand and in the largest exhibition hall at Messe Stuttgart proved to be the correct decision. Messe Stuttgart registered a total of 7,500 visitors at the trade fair for corporate digital processes and solutions.



The IT & Business trade fair celebrated a successful come-back in 2015.

► **12.–14.10.15 WORLD OF ENERGY SOLUTIONS**
Around 3,000 visitors exchanged news and views at the trade fair and at 165 technical papers on future-oriented technologies. All in all, companies, research institutes, delegations, exhibitors and visitors came to Stuttgart from 30 countries.

► **18.–20.10.15 SÜFFA**
The 22nd SÜFFA exhibition was the most successful SÜFFA event in recent years and attracted over 8,300 visitors with an eight percent increase in the number of visitors compared to the previous event.

► **23.–24.10.15 Fachdental Südwest**
Over 6,800 visitors and 286 exhibitors made the Stuttgart trade fair into a total success in 2015.



Conscious buying: Fair trade, sustainable products have their own exhibition area at FAIR HANDELN.



Responsible trading

The Baden-Württemberg Foundation for Development and Cooperation has been campaigning for more global justice for 25 years.

Promoting awareness of global interrelations and the associated effects of our own trading: Since 1991, the Baden-Württemberg Foundation for Development and Cooperation (SEZ) has been working as an activist in development policy at the interface between civil society, politics, local authorities and business. One main area of work for the service and education establishment located in Stuttgart is fair trade. SEZ projects and offers in this area are aimed at, among other things, the qualification of fair trade activists, lobby and publicity work, the creation of new joint ventures and the strengthening of existing trade structures.

FAIR HANDELN, the international exhibition focusing on fair trade and globally responsible trade and activities, plays an important role in this context. In 2016, it will take place for the eighth time from 31 March to 3 April at the Stuttgart Trade Fair Centre. The leading trade fair for fair trade is organised by the SEZ and Messe Stuttgart. The SEZ is the technical and promotional supporter of the specialist and consumer event, responsible among other things for the accreditation of the exhibitors and the attractive framework programme. The patron of FAIR HANDELN 2016 is Minister President Winfried Kretschmann. The exhibition areas include fair trade, sustainable tourism, responsible corporate management and the special area for sustainable financial management. FAIR HANDELN is the most important sales platform for the specialist and retail trade of fair and sustainable products, and an international meeting place for producers, importers, trade and development activists.



More information: www.messe-stuttgart.de/fairhandeln

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Gardens as wellness oasis

Gardens are a part of our quality of life. For more and more people, throughout the year.



Living with a water landscape: The garden is increasingly becoming an "outdoor room".

Sociologists, architects, researchers on ageing, doctors, designers and many other professional groups are thinking about how and where we live, how we arrange our homes and what infrastructure we need to live. Whoever you ask, a balcony is a must, but for most people a garden is even more desirable – personal space in the fresh air that we can arrange just as it suits us.

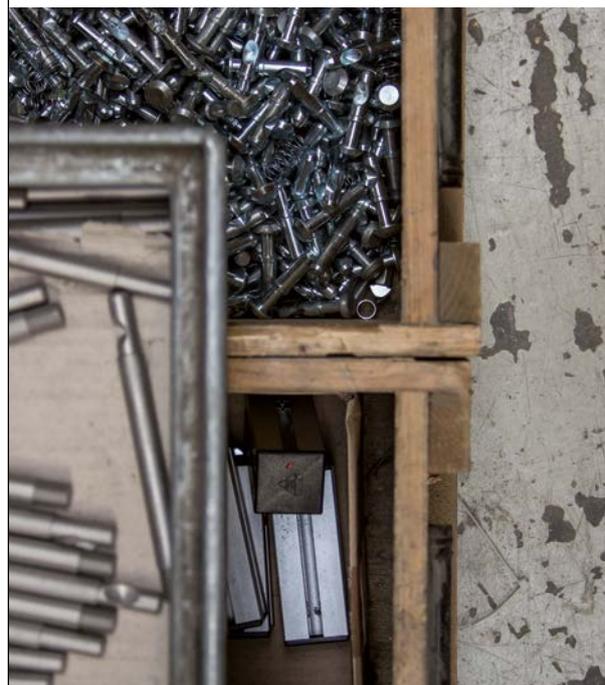
USING TERRACES AND GARDENS ALL YEAR ROUND

Balconies, terraces and, of course, gardens, are as varied as their users and their needs. Time, money, creativity and courage determine the appearance of these outdoor areas. "The garden is increasingly a place of retreat. A place where you can relax and recharge your batteries," says Reiner Bierig, Director of the Baden-Württemberg Association of Garden, Landscape and Sportsground Construction. "At the same time, the border between indoors and outdoors is becoming blurred. The garden is becoming an outdoor room." Terraces and gardens are used, or at least seen, all year round. It has long since become important to consider how a garden appears in the winter when you can longingly gaze at it from the warmth of your living room. This is also mostly the time when our yearning for spring and summer is greatest, and the plans for what's to be done this year in the garden start to take shape. While some people browse through the herbaceous plant catalogue thinking about new potted plants for the entrance area, others buy new garden furniture or have a barbecue built.

Instead of flicking through brochures and catalogues, it is much nicer to get real inspiration, for example in the imaginative show gardens at GARTEN Outdoor Ambiente (exhibition for garden and lifestyle) in Stuttgart from 31 March to 3 April 2016 ...



More information: www.messe-stuttgart.de/garten



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auto motor und sport i-Mobility 2016:

Mobility of the future



Elegant electric racer: At auto motor und sport i-Mobility, electric and hybrid vehicles can be seen up close.

Drive systems of the future, car sharing offers, e-bike trends: At auto motor und sport i-Mobility, from 31 March to 3 April 2016, visitors will be able to obtain information at first hand on the latest developments and experience intelligent mobility free of charge on test tracks directly on location. E-bikes and pedelecs will be waiting at the bicycle test track, and the latest hybrid, electric or fuel cell vehicles will be available at the four-wheel test track.

The highlights at auto motor und sport i-Mobility 2016 within the framework of the Stuttgart spring trade fairs on 1 April will include an electric rally on the Swabian Alb. The start and finish for the electric and hybrid vehicles will be the Messe-Piazza at the Stuttgart Trade Fair Centre. Everyone can take part, but the number of vehicles participating will be restricted to 40. The trip will include a delicious lunch in a slow-food restaurant on the Alb.

The Future Mobility Camp will also take place on 1 April during auto motor und sport i-Mobility. This year too, the discussion platform for science, industry and publicity will provide a network for around 150 decision makers, (lateral) thinkers, innovators and those thirsty for knowledge from all corners of society – in order to make sure that sustainable mobility does not remain a topic just for the experts.



More information: www.messe-stuttgart.de/i-mobility

Mineralien, Fossilien, Schmuck 2016:

Pretty things to make yourself

Brilliant pearls, high-quality pearl jewellery – the Stuttgart consumer show Mineralien, Fossilien, Schmuck will provide a special attraction for visitors from 1 to 3 April 2016 within the framework of the Stuttgart spring trade fairs. For the first time, the “Beaders Best” will be held. With high-quality Bohemian and Japanese glass pearls, crystal pearls, hand-wound artist’s pearls, cabochons (round or oval polished ornamental stones with flat bottom and convex upper side), silk, jewellery wire, clasps – in other words, everything you need to make your own jewellery.

Famous designers will run workshops to teach pearl enthusiasts techniques such as pearl beading, the knotting technique micro-macramé or the weaving technique soutache. Demonstrations and workshops will also take place at various stands. Jewellery instructions and material kits will also be available at the trade fair. If you simply wish to purchase individual, high-quality jewellery, you will also find your dream items here. And for visitors who want to let their creativity run wild in other areas, the “Kreativ” exhibition will be taking place parallel to Mineralien, Fossilien, Schmuck. More DIY is not possible!



A real show-piece: Mineralien, Fossilien, Schmuck shows visitors all the things they can do with pearls.



More information: www.messe-stuttgart.de/mineralien

LOUNGES 2016:

Communication platform

From 5 to 7 April 2016, LOUNGES will be celebrating its tenth anniversary in Stuttgart. The trade fair and congress platform for pure, clean, hygienic or sterile ambient conditions for the manufacture of products in many sectors is organised by INSPIRE GmbH in Bensheim. In 2015, 6.050 visitors came to the specialist event with 13 product shows, 51 event stages, 197 presentations and 51 open discussions. 190 exhibitors presented their products and services.

The main areas of focus for the 2016 event will include the "pure environment" with clean room and building technology, clothing and consumable materials, water and ultra pure media. Also the "Pharma" area with the main themes of production and processing, packaging, logistics, analytics and quality assurance, as well as the "Food" segment with the areas of hygienic design and planning, systems and components. In addition, the clean-room "classics" biotechnology medical technology, semi-conductors, photovoltaics, solar technology and automotive will be represented at LOUNGES – both in the exhibition area and with presentations and demonstrations.



At LOUNGES 2016, everything revolves around clean room technology.



More information: www.expo-lounges.de

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Just a sense of well-being? Depending on the target group, the requirements for a successful wellness holiday vary significantly.



A break from daily routine

At Golf- und WellnessReisen, everything revolves around the holiday trends for 2016.

Wellness holidays are more popular than ever. More and more people are treating themselves to some relaxing time-out on holiday or during an extended weekend. If in the beginning it was above all women and their friends, then couples, then men and groups of friends, and finally families, according to a study by the wellness holiday organiser beauty 24 at present there is an increasing number of single travellers taking a wellness break. Meanwhile, every tenth wellness guest takes their wellness break alone. The requirements of a wellness stay vary according to the target group. A challenge for tour organisers and hotel operators. "Not only the wellness programme or the smart new pool are relevant to bookings, but the right mixture of service and social offers," says Roland Fricke from beauty 24. "Only if you manage to meet the needs of all your guests will you be successful," says Fricke.

At the Stuttgart consumer show Golf- & WellnessReisen within the framework of CMT, from 21 to 24 January 2016 everything will revolve around wellness holidays, well-being and beauty applications. Ambitious golfers and golf beginners can enjoy an international offer from top equipment providers and the most attractive golfing destinations around the world. Innovative equipment and lucrative trade fair offers will make the visit a real shopping experience. The large event area provides opportunities for playing and for tests on the full-size driving range, the putting green or the golf simulator. Famous manufacturers will give interesting presentations and demonstrations, provide expert tips and highlight golfing fashion at the forum of Golf- & WellnessReisen.



More information: www.messe-stuttgart.de/golf



At Slow Food, the market for good taste, the focus is on regional, sustainable and hand-made foods.

Slow Food: A Stuttgart trade fair is expanding

First Stuttgart, then Zürich, now Berne: Slow food as a trade fair theme is booming. In Switzerland, from March 2016 there will be two trade fair locations for handmade food.

The tenth edition of the Markt des guten Geschmacks – die Slowfood-Messe, will take place from 31 March to 3 April 2016 in Stuttgart. Already in November 2015, the Slow Food Market in Zürich celebrated its fifth anniversary. And as a special highlight, the second Swiss Slow Market will be held for the first time from 11 to 13 March 2016 in Berne. “The première of this successful trade fair theme at yet another location fits perfectly into the series,” says Roland Bleinroth, President of Messe Stuttgart. “We are looking forward to launching the new consumer show together with Slow Food Switzerland.”

HANDMADE FOOD

After Zürich, Berne, with a population of around 1.6 million, has the second largest catchment area in Switzerland. At the same time, the new location will provide exhibitors from western Switzerland and Ticino with easy access to the trade fair. The main focus of Berne’s Slow Food Market, which in 2016 will

take place in the Festhalle (Festival Hall, Hall 4) at BERNEXPO, will be on handmade food produced according to slow food criteria. The trade fair, which was created under the patronage of Slow Food Switzerland, provides the opportunity for small and medium-sized producers to present their products under a single roof. As for the trade fairs in Stuttgart and Zürich, the same will also apply in Berne: Each product will be checked and only admitted to the trade fair if it meets the required quality criteria.

For the 2016 edition of the Markt des guten Geschmacks – die Slowfood-Messe in Stuttgart, crowd-pullers will be further developed, including the Vinotheque, the Long Table, numerous taste experiences and cookery workshops, the Continental Whisky Market, the Marketplace for the Brewing Trade and the theme area Kitchen and Table.



More information: www.messe-stuttgart.de/marktdesgutengeschmacks

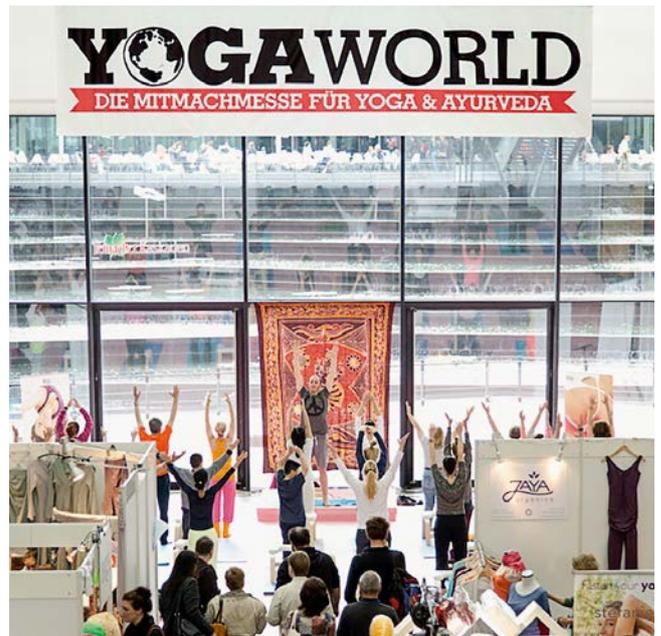


At the Slow Food Market in Berne, the same strict quality criteria for products apply as at the associated trade fairs in Stuttgart and Zürich.

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The popular sport of yoga

The Yogaworld public exhibition invites professionals and new entrants to join in.

No way is this a niche market! Around 2.6 million Germans – 3.3 percent of the population – practice yoga. This is the conclusion reached in a study by the Consumer Research Association (GfK) commissioned by the Professional Association for Yoga Teachers in Germany (BDY). Another twelve percent have tried it out at least once. And no less than 16 percent of people with no yoga experience could imagine taking it up. The GfK study surveyed 2,000 people.

The main reason for new female entrants to start yoga was to improve their physical well-being. The majority of men surveyed named increasing their mental well-being as the most important: 80 percent hoped to reduce stress and “increase their physical fitness”.

JOIN-IN EVENT FOR YOGA AND AYURVEDA

“Yogaworld – The interactive exhibition for Yoga & Ayurveda” for yoga professionals, new entrants and returners takes place for the fifth time on 31 March to 3 April 2016 during the Stuttgart spring trade fairs. The focus this year is again on enthusiastic joining in and trying out, fully supported by the organisers and the philosophy of yoga. Do you want to take part in a workshop spontaneously, even if you’re wearing jeans? That’s no problem at Yogaworld. Talks and workshops by well-known yoga instructors and an exhibition comprising around 80 exhibitions make Yogaworld 2016 into a true experience for body and soul.



More information: www.yogaworld.de/stuttgart



The focal points at the wetec trade fair will be on advertising techniques, large format digital printing, electric-sign advertising and digital signage and will take place concurrently with EXPO 4.0.

New app for EXPO 4.0

One umbrella brand, four trade fairs for visual communication and haptic advertising.

Since 2012, four trade fairs have taken place in Stuttgart under the umbrella brand of EXPO 4.0. Four separate platforms with clear structures which create synergy: TV TecStyle Visions for experts in the textile processing and advertising industry, wetec for advertising technology professionals, GiveADays for the promotional product retail trade and – last but not least – POS Masters for Marketing, design and technology at the Point of Sale. Around 600 exhibitors and over 16,000 visitors are expected at Expo 4.0 which will take place in the Stuttgart exhibition halls from 4 to 6 February 2016.

DISCOVER FOUR TRADE FAIRS WITH ONE APP

As a special service, we will provide you with a practical app for smartphones and tablets – available as a free download from the Google Play and Apple app stores. The features of the software tools include the exhibitor lists for the four trade fairs and their accompanying programmes – as well as information on speakers – and the hall layout plans. The exhibitor lists which are viewable online not only contain company names and stand numbers but also details of the exhibits. Trade visitors can also use the “My-Plan function” to compose exhibition routes to suit their personal needs.



Go straight there: the new EXPO 4.0 app provides trade visitors with everything there is to know on their smartphones free of charge or tablet.



More information: www.expo-4-0.com

► More space for R+T 2018

At R+T 2018, which takes place from 28 February to 3 March, the project management for the leading world trade fair for roller shutters, doors/gates and sun protection are again faced with exhibition space that is sold out. In all likelihood, R+T 2018 will be one of the first Messe Stuttgart events which will use the new Paul Horn Hall (Hall 10). It will be completed in 2018 and will provide new perspectives for further growth for events which are reaching their capacity limits.



R+T will again occupy the entire exhibition centre in 2018.

► LASYS meets France

For the first time, a joint stand with up to 20 French companies from the laser industry is planned for LASYS 2016, the international trade fair for laser material processing, under the title “ESPACE LASER s’ invite sur LASYS”. The project is part of a collaboration between Messe Stuttgart and IREPA Laser, organisers and sponsors of the French congress with the accompanying trade fair ESPACE LASER. In 2017, the theme will be “LASYS meets France” at the Strasbourg Exhibition Centre – with companies from the German, Austrian and Swiss regions.

► Smart farming for special cultures

Digitisation has long since been used to cultivate special crops such as grapes, asparagus, strawberries and hops. From 27 to 30 November 2016, INTERVITIS INTERFRUCTA HORTITECHNICA will highlight the mega trend of “Smart Farming” and the entire technology required to put it into practice – from cultivation and processing through to marketing. On 60,000 square metres of exhibition space, the event organisers expect over 600 international exhibitors and around 36,000 visitors from Germany and abroad. The Stuttgart trade fair will then be the most important industry meeting this year for the topic of special crops.

LogiMAT 2016: Premium platform for intralogistics sector

Internet of Things, Industry 4.0: without efficient logistics solutions, such future concepts are unfeasible. Experience them at close hand at LogiMAT.



Full house: In 2016, the LogiMAT trade fair organised by EUROEXPO GmbH will occupy the entire Stuttgart exhibition centre.

It will again be time from 8 to 10 March 2016. LogiMAT, the International Trade Fair for Distribution, Material and Information Flow, opens its gates in Stuttgart for the 14th time. Its area is extended by an additional hall to over 95,000 square meters, so occupying the entire exhibition centre. More than 37,000 trade visitors from over 60 countries are expected. LogiMAT 2016 has the slogan “Bring in innovation – to create change”, totally in keeping with the trend of intelligent networking. The Internet of Things and Services is revolutionising a wide variety of processes. Real and virtual worlds are merging. Efficient logistics are regarded as the backbone of Industry 4.0. Over 1,200 international exhibitors will present key components in this setting, such as self-controlling systems, highly automated warehouses and intelligent containers.

Future concepts such as the Internet of Things and Industry 4.0 require the location, identification and tracking of moving objects in ever greater detail in supply chains in real-time. For this reason, the German Industrial Association (AIM) is demonstrating key hardware and software products from the fields of automatic identification (Auto ID), sensors, real-time localisation (RTLS), process control and process monitoring as part of its live scenario “Tracking & Tracing Theatre” in collaboration with representative member companies.

In addition to this classic showcase in the form of a presentation and guided tour, trade visitors can experience another highlight for the first time: “Experience Industry 4.0 interactively”. They assume the role of objects along the supply

chain and pass through various stations from individual product specifications and configuration through to final assembly. Industry 4.0 is “better understood when experienced with one’s own body” and not just as an abstract concept.

LogiMAT 2016 presents a diversified mix of trade exhibition and more than 25 trade forums with several talk series on a wide variety of topics – ranging from packaging solutions through to AutoID technologies in the digital era. There are also other live events, among them topics such as cargo securing and innovative order picking systems.

PROCESS OPTIMISATION IN DIGITAL COMMERCE

Another major attraction is taking place for the third time in Hall 6: “TradeWorld – the platform for modern trading processes”. It offers solutions for design, control and digitisation in the fields of purchasing, marketing, sales, payment, distribution, return management and after-sales. TradeWorld also provides information about ERP systems and present offers in the areas of fulfilment and consulting. Expert knowledge comes with a separate series of talks on topics such as “Check-out solutions for payment” and “Urbane Logistics – trends and tendencies on the last mile”. All talks illustrate the current trading trends which have a major impact on logistics from the perspective of industry, trade and research.

 More information: www.logimat-messe.de; www.tradeworld.de

Even more highlights for tourism professionals at the CMT

The CMT tourist fair is the meeting place for the international travel and leisure industry. There have never been so many offers for trade visitors as in 2016.

The CMT in Stuttgart, the world's largest public exhibition for tourism and leisure, has a lot to offer trade visitors from 16 to 24 January 2016. f.w Destination Germany Day is celebrating its première on 19 January. High-ranking speakers from tourist organisations, airport managers, long distance coach service providers and social media experts will talk about future topics in German tourism such as domestic marketing, networked mobility and digitisation. Best practice examples and discussions will give additional impulses to tourist professionals. "f.w Destination Germany Day is an excellent addition for our CMT trade visitors. We are delighted that f.w has organised this first-rate event as part of CMT," says Guido von Vacano, Division Manager for Public Exhibitions at Messe Stuttgart.

After its successful CMT début in 2015, the Recruiting Day will go into its next round in the foyer of the ICS International Congress Center Stuttgart at 10.00 to 15.30 on 20 January 2016. School leavers, apprentices, students and skilled workers will have the chance to obtain information about career opportunities in the fields of tourism, hotels and gastronomy. The Job Exchange is organised by Messe Stuttgart in collaboration with YOURCAREER-GROUP from Düsseldorf. Other highlights for CMT trade visitors this year include the traditional Baden-Württemberg Tourism Day on 18 January 2016. The largest tourism congress in the state is organised by the Ministry of Rural Affairs, Food and Consumer Protection Baden-Württemberg.



The CMT tourism fair is also targeted at tourism professionals.

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 More information:
www.messe-stuttgart.de/cmt



At Control, the world's leading trade fair for quality assurance by guest event organiser Schall, the QA sector gets together in Stuttgart.

30 years of Control: The latest on quality assurance

The trade fair organised by Paul E. Schall in Stuttgart brings together international market leaders and innovative providers of all QA technologies with users from around the world.

With Control – the international trade fair for quality assurance – 30 years ago the private trade fair company P. E. Schall GmbH & Co. KG created a new kind of business platform. Quality contributes more than it costs: On the basis of this philosophy, back then a new consciousness developed in manufacturing companies and their suppliers, away from traditional quality assurance as a mere cost factor and towards a cross-sectional function geared consistently to value creation for companies of all sizes and sectors. Schall recognised the signs of the times and in three decades developed Control with its strict orientation as a specialist trade fair for all aspects related to the theme of quality

assurance, making it what it is today: the world's leading trade fair for the QA sector.

“Over the years, Control has reinvented itself again and again, and thus played an important part in determining the significance of quality assurance today,” says Paul E. Schall. “This today still includes the early recognition and promotion of beneficial technical trends, just as much as the involvement of user-oriented practical solutions, without calling into question the proven nomenclature, carefully adjusted as required.” This strategy is still followed by many technical and commercial market leaders from all industrial nations. One reason why Control enjoys a high level of global acceptance, and will again be able to celebrate its anniversary from 26 to 29 April 2016 at the Stuttgart Trade Fair Centre with increased exhibition space and the participation of German and foreign exhibitors and visitors.

Even greater emphasis will be placed on the likewise expanding segment of image processing and vision systems, which is increasingly becoming a main area of focus for Control. “Many exhibitors see Control as the most important system solution platform and here they can address their target groups directly,” says Schall. “Furthermore, after a successful start in 2015, at Control 2016 there will for the first time be closer cooperation with the European Machine Vision Association EMVA, which, among other things, is planning a joint stand.”



The latest technology trends and user-oriented solutions for all aspects of quality assurance make Control a successful event.



More information: www.control-messe.de



The new Baden-Württemberg State Health Congress will take place concurrently with MEDIZIN and TheraPro.

New: Baden-Württemberg State Health Congress

E-health – Digitalisation of the health service: On 29 January 2016, the Baden-Württemberg State Health Congress will start at Messe Stuttgart with this trendy theme. The highlights of the première event will include the keynote speech by Günther Oettinger, EU Commissioner for the Digital Economy and Society. Oettinger will speak about the digital revolution in the European health service and the current position of Baden-Württemberg in this context. Then the theme of e-health will be examined in more detail and discussed in various forums. Subjects will range from Internet medicine and electronically supported quality assurance and

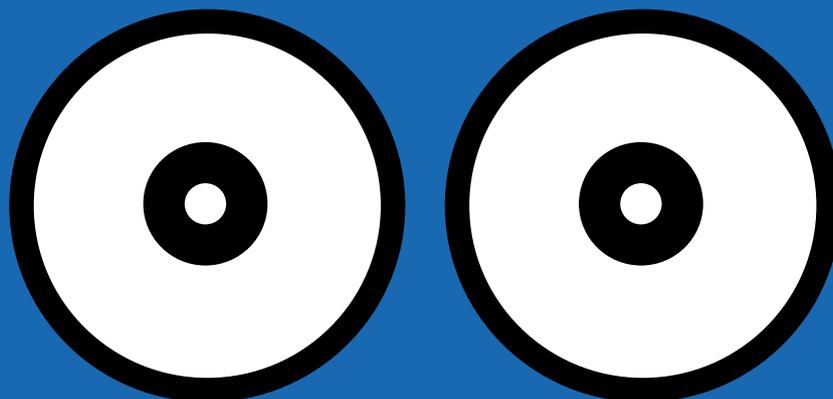
documentation, to the perspectives of digital preventive health care. The target groups of the congress are practising doctors and dentists, as well as all other people working in the health sector. The 51st Medical Congress of the North Württemberg Medical Association and the MEDIZIN and TheraPro trade fairs (29 to 31 January 2016) will take place concurrently with the State Congress. All presentations at the 51st Medical Congress are CME-certified and provide the opportunity to acquire 22 further-training points.



More information:
www.lk-gesundheit.de; www.messe-stuttgart.de/medizin

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Werbefläche**



Everything under one roof: timber experts can keep up to date at DACH+HOLZ International.

DACH+HOLZ International 2016:

Continued growth

DACH+HOLZ International is a must for many companies in the industry," says Dieter Dohr, Chairman of the Board of Management of GHM Gesellschaft für Handwerksmessen mbH. "Many exhibitors decided very early on to attend the fair and their stands are much larger compared to the previous event." About 600 exhibitors are expected in the five exhibition halls and on the outdoor area at DACH+HOLZ International from 2 to 5 February 2016. "Compared with the last Stuttgart fair in 2012, exhibitors this time come from even more countries," explains Dohr. "We have noticed strong demand from the whole of Europe and even further afield. It shows the importance which DACH+HOLZ International enjoys abroad."

In addition to products and modular kits, the trade fair scores with a comprehensive programme of talks, conferences and further training measures to provide trade visitors with detailed information on current industry topics. One of the highlights will be "holz", the architecture congress which will draw several timber construction experts from the whole of Europe.



More information: www.dach-holz.de



Pest controllers from all over Europe will meet at the ICS International Congress Center in Stuttgart for PEST-PROTECT.

PEST-PROTECT 2016:

New exhibition format

For the first time, PEST-PROTECT will take place under a new name in the ICS International Congress Center Stuttgart on 2 and 3 March 2016. The twelfth event of the International Trade Fair and Congress for Pest Control is the only trade fair of this size on continental Europe concentrating exclusively on trade visitors in the industry.

For the past 24 years, the organisers of the successful combination of trade fair and congress have been the German Association of Pest Controllers (DSV) with their head offices in Greven in North Rhine-Westphalia. Exclusive members of the DSV are companies which meet the high legal requirements for pest control in Germany.

PEST-PROTECT focuses on talks with simultaneous translation and panel discussions during the congress, recent developments and exchanges of news and views with pest controllers. The main highlight of the event this year is the topic of bedbugs. PEST-PROTECT is not only targeted at member companies but to "all companies which deal with hygiene services and the protection of food, products and buildings".



More information: www.pest-protect.eu



By bike or simply on foot: outdoor activities such as cycling or hiking are very popular in Germany.

Perfect combination

Cycling and hiking are the favourite leisure activities of people in Germany. Messe Stuttgart shows the trends in 2016.

Outdoor is in. At the CMT from 16 to 17 January 2016 the Fahrrad- & ErlebnisReisen mit Wandern offers everything there is to know for active holidaymakers in the Alfred Kärcher Hall (Hall 9) – from the right equipment, map and GPS technology through to attractive package and individual tours. “The comprehensive offer of products and activities and the opportunities offered to try out technology, hardware and equipment on site will delight visitors,” says Guido von Vacano, Division Manager for Lifestyle & Leisure at Messe Stuttgart confidently.

THE HIKING AND CYCLING BOOM

According to the latest surveys, hiking is the most favourite leisure sport in Germany. In the Hiking section, visitors will find everything there is to know about destinations, outdoor equipment, trails and hiking tours. The trend is towards certified trails, signposted by the Deutsche Wanderinstitut or the Deutscher Wanderverband with its quality trails known as “Wanderbares Deutschland”. The Schwäbische Albverein (Swabian Alp Association) has been a co-operation partner of the exhibition for many years, providing expert tips, hiking literature and a stage show.

Cycling tourism is also a gigantic market. In 2014, Germans spent around 2.5 billion Euro for cycling tours, according to the Allgemeiner Deutscher Fahrrad-Club (ADFC). The German Bike Association (ZIV) also recorded record turnover in 2015 with sales of about 520,000 bicycles. New models will be on show at the exhibition – with and without “e”.



More information: www.messe-stuttgart.de/fahrrad

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More information: www.neumannmueller.com

Since 2007 Neumann & Müller (N&M) has been a contractual partner of Messe Stuttgart. The technicians plan and implement the cable suspensions in the halls. N&M also offers technical concepts for corporate events and product presentations. In the ICS the entire range of innovative media technology is available to event organisers for meetings and conferences. As well as the solution developed by N&M for the congress area, “come2interact”, for the interactive integration of the public in new event formats. For a comprehensive programme of seminars and lectures, N&M ensures efficient presentation management with the database-supported system “come2present”. The N&M teams are directly on-site for Messe Stuttgart and the ICS. There is a separate warehouse for the rapid deployment of the desired equipment. For larger productions the technicians call on the team from the N&M subsidiary in Esslingen – and use the material in the 5,000 square metre central warehouse.

HIDDEN CHAMPIONS: Rieber GmbH & Co. KG

Commercial kitchen technology 4.0

In Reutlingen the future of feeding the population while using our limited resources efficiently has already begun.



Head office of Rieber GmbH & Co. KG in Reutlingen.



More information: www.riever.de

Rieber GmbH & Co. KG, with its head office in Reutlingen, is one of the leading providers for professional gastronomy and private households. The company, which was founded in 1925 as a joinery workshop and furniture-making shop, today employs around 600 employees at production sites in Reutlingen and Trebbin near Berlin. There are sales outlets in Austria, Switzerland, the Benelux countries and Great Britain. Rieber is also represented with partnerships in all European countries and in numerous other export countries. Rieber offers complete catering solutions for schools, companies, caterers, hotels, restaurants, clinics, shelters, homes and armies. The portfolio includes products for the entire cooking chain: from storage to proper preparation through to transportation and distribution. Some of Rieber's innovations include “Check”, a cloud-based organisation system which informs the head of the kitchen at any time where meals are located and at what temperature. “We are living in the commercial kitchen industry 4.0”, states Max Maier, Managing Partner.

John Simon Crouch

Passion for working with guests: When John Simon Crouch (40) talks about his job as a project manager in the Guest Events division of Messe Stuttgart, this motif is to the fore. The Essen-born son of a German mother and an English father studied International Hospitality and Tourism Management in England. Following his studies Crouch managed restaurants for several years at historical sites such as Hampton Court Palace. In 2003 he came to the SI Centre in Stuttgart with his wife, she is a musical performer. He stayed there for over ten years, most recently as a deputy hotel manager in the Dormero Hotel Stuttgart. Crouch is familiar with Messe Stuttgart, at the very latest since the move to the Filder

region with the positive effects on the hotel business, and since mid-2015 also as an attractive employer. As a project manager, in his first year Crouch looked after events such as the International Composites Congress, a kick-off event for COMPOSITES EUROPE, TU Automotive Europe, the German Marketing Day – and is looking forward to many other exciting projects. "In comparison to the hotel conference business, such events require lots of content knowledge and a more intensive exchange of information and ideas with customers", states Crouch. This is precisely his line of work. With so much diversity in the job, the father of two prefers a quieter life in his spare time. His hobby: saltwater fishkeeping.



John Simon Crouch,
Project Manager, Guest Events Division
of Messe Stuttgart.

UNITI expo 2016:

One hall more

Another trade fair hall is to be added to UNITI expo, the leading European trade fair for the petrol station world, which will take place in Stuttgart from 14 to 16 June 2016. The new Hall 5 is available to exhibitors from the areas of petrol station technology, logistics and alternative fuels. "A central factor of success for the positive development of UNITI Expo is our close contact with the entire industry", states Elmar Kühn, President of UNITI-Kraftstoff GmbH. The Carwash & Carcare area of the trade fair has registered the highest growth to date. "UNITI expo was able to position itself as a new leading European trade fair for the carwash industry", delights Kühn. "In 2016 we are expecting the Carwash & Carcare area to triple in size." Kühn is also anticipating a significant area increase in the Shop & Convenience area.



More information: www.uniti-expo.de



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Sweet temptation at the SACHSENBACK trade fair in Dresden.



More information: www.messe-stuttgart.de/sachsenback

SACHSENBACK 2016:

Platform for trendsetters

The Dresden-based SACHSENBACK, trade fair for the bakery and confectionery trade, takes place in 2016 for the 19th time. Since 1990 the must-attend event has been bringing together exhibiting companies and bakers and confectioners from eastern Germany, and offers various opportunities to exchange information and ideas about current industry trends and innovative products at the trade fair stands and in the accompanying programme. The trade fair is organised by Messe Stuttgart, the State Association of Guilds of Saxony Bakers, BÄKO Erzgebirge/Vogtland eG, BÄKO Mitteldeutschland eG and BÄKO Ost eG.

Important focal points of SACHSENBACK include raw materials for bakers and confectioners, working and operating technology, shop fixtures and fittings, sales promotion, merchandise, as well as numerous offers for services and management. With practical demonstrations and professional keynote addresses, the forum of SACHSENBACK provides visitors with valuable know-how. The trade fair location of Dresden is a hub in this high-performing economic region and is known for its distinctive café culture, well beyond the world-famous Christstollen fruit cake.

KREATIV 2016:

Knitting instead of clicking

Knitting parties, knitting courses: The hobby with stitches and loops is bang on trend. Whereas previously it was almost only grandmothers who enjoyed knitting, today more and more younger people are making clothes by hand. True to the motto: knitting instead of (mouse-)clicking.

How people came to use knitting needles is not certain. According to one theory, the art of knitting in northern Europe can be traced back to making fishing nets. A woolen cap from a grave on the Jutland moors is the oldest discovery of "knitted" clothing and is dated to the 11th century BC. Other theories propose the art of knitting started in the Near East. The first mention of commercial knitting can be found in 1268 in Paris. Guilds of knitters are also documented in the Netherlands (1429) and in Barcelona (1496). For Germany the Nuremberg pants and stocking knitters were first mentioned in records in 1600. Interestingly knitting was initially an activity for men and only later became classic women's work. The trade really took off with the growing popularity of warm socks – to this day a classic knitted goods. The latest knitting and handicraft trends can be viewed from 31 March to 3 April 2016 at KREATIV in Stuttgart.



Knitting is also coming back into fashion among younger people.



More information: www.messe-stuttgart.de/kreativ

Mini for more growth

Smaller, easier, better: What applies to computers and mobile phones also ensures huge growth potential for medical products. For some medical disciplines miniaturisation even takes top priority.

For example in orthopaedics or cardiovascular medicine with active implants or pacemakers in mini format. Also minimally invasive surgery requires significantly smaller instruments and operation systems: the smaller the instrument, the less traumatic the results of a procedure are for patients.

The smaller the instruments, the higher their complexity. New components make it possible to integrate more and more sophisticated functions in ever smaller spaces and, at the same time, increase comfort for patients. For example: Hearing aids such as the nano plug (see image). The device is completely invisible from the outside and is only half as big as the smallest device currently available on the market.

At Medtec Europe, the trade fair for global manufacturers of medical devices by UBM, the topic of miniaturisation takes centre stage from 12 to 14 April in Stuttgart.



Can hardly get any smaller: The nano plug hearing aid is invisible from the outside.

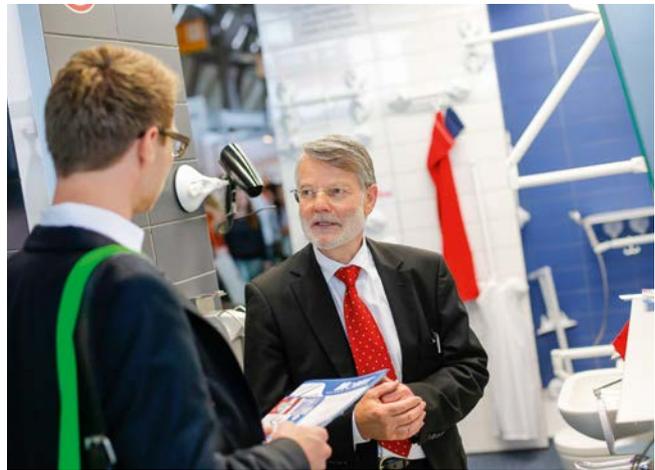


More information: www.medteceurope.com/de/europe

Future market: Care

The care market in Germany is growing: According to a projection by the Federal Statistics Office in Wiesbaden, by 2030 around 3.4 million German citizens will be making use of the services provided by nursing care insurance. There is also another alarming figure: According to a Bertelsmann study, there will be a shortage of over 2.5 million nurses and carers, at best, in homes. Another reason to urgently make the professions of healthcare professionals, nurses and carers for the elderly more attractive.

The entire spectrum of the industry with its wide range of inpatient and outpatient care and the main areas of care of the elderly, housekeeping, rehabilitation and therapy, construction, facilities, living, management, organisation and education, are the focus of PFLEGE PLUS, the trade fair for the care market. The former Pflege & Reha takes place from 26 to 28 April 2016 for the first time under a new name in Stuttgart. The successful exhibition and congress event concept has been retained. "We continue to offer visitors product innovations, trends and many options for specialised training", says Andreas Wiesinger, Vice President of the Business & Education Division of Messe Stuttgart. "But even a successful event must adapt itself to the changes in the marketplace. The plus stands for the diversity of the



At PFLEGE PLUS the focus is on professional advice.

industry." The accompanying programme also remains an important part of the trade fair concept. Presentations and workshops cover issues relating to the organisation and management of facilities, as well as practical subjects from the fields of hygiene, dementia and housekeeping. In addition to the congress, whose participants will receive certified training points, for the first time PFLEGE PLUS will provide an action area offering practical know-how for daily work.



More information: www.messe-stuttgart.de/pflege



Invest 2016: dedicated to current stock market topics

At the Stuttgart-based investors' trade fair Invest for the first time ARD stock exchange moderators will present the trend topic financial education. Also new: "Grünes Geld".

At Invest visitors rush to sit in the front row. The organisers of the leading trade fair and congress for finance and investment, Messe Stuttgart and Börse Stuttgart, acquired ARD as a media partner. During the popular public trade fair, the ARD editorial department and www.boerse.ard.de are providing an exclusive programme on stage with presentations and podium discussions. Together with Markus Gürne, ARD moderators present current investor topics live.

WEALTH CREATION AND SECURITY AFTER RETIREMENT

Focal point on the ARD stage: the topic of financial education. The need for information in this area is currently greater than ever before: The low-interest policy of the central banks is still a dominant topic on the financial markets and demands increasingly new concepts for wealth creation and security after retirement. In order to be able to maintain the personal standard of living without any restrictions, financial investment has become fundamental for every individual. But to be self-determined and successful on the capital markets, basic financial knowledge is indispensable. The ARD stage provides the appropriate platform for this very purpose. There visitors to Invest benefit from the compe-

tence and expertise of the ARD stock market professionals on the basic financial topics of our times.

Invest will be held on 15 and 16 April 2016 at Messe Stuttgart. At Germany's largest investors' trade fair with over 200 events, visitors find an extensive and innovative information offering. This also includes the new cooperative venture with the trade fair "Grünes Geld", which makes its début at Invest, the opening event "Forum Business Special" from Phoenix, the recruiting event "Financial Career Recruiting Day" for young professionals, as well as the forum "New Fintech Heroes" for start-ups from the financial market.

For over 15 years now private investors, financial experts, asset managers, financial service providers and media representatives have been meeting at Invest in Stuttgart to share knowledge. Precious metals, funds, asset management, sustainable investment and trading – the public trade fair offers visitors the unique opportunity to discuss relevant investor topics in-depth, which are otherwise reserved for analysts and institutional investors.



More information: www.messe-stuttgart.de/invest

Beautiful and healthy from head to toe

The latest trends and innovations from around 640 companies and brands await visitors to the Stuttgart-based COSMETICA on 9 and 10 April 2016. A spectacular show programme and comprehensive training offers make the trade fair a must-attend industry event for professional visitors from all over Germany.

At the congress presentations of the coinciding trade fair GUT zu FUSS for the podiatry and foot care sector, this year in the Filder region it is all about the diabetic foot. At the "Foot Action Point" in Hall 3 there are also numerous free talks and presentations, at which visitors can expand their therapeutic knowledge. The organiser of the two trade fairs for pros is KOSMETIK international Messe GmbH.



The GUT zu FUSS for the podiatry sector takes place parallel to COSMETICA Stuttgart.



More information:
www.cosmetica.de/cosmetica-stuttgart; www.cosmetica.de/gut-zu-fuss-stuttgart

maintenance Stuttgart 2016:

Now annual event

Increasing demand: The second maintenance Stuttgart, the trade fair for industrial maintenance, was extremely successful. This is why the trade fair will now take place every year in the ICS International Congress Center Stuttgart. At the upcoming maintenance Stuttgart on 27 and 28 April 2016 all areas of the exhibition will undergo significant expansion. One reason for the success of the trade fair, according to the organiser Easyfairs Deutschland GmbH, is the "diversity of the economic structure of the trade fair location, a combination of medium-sized businesses, global players and export strengths, which makes Stuttgart so important well beyond Germany". maintenance Stuttgart offers industry users innovative products and services for optimising their production processes.



More information:
www.maintenance-series.com

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R+T Asia 2016:



Numerous new highlights should attract even more visitors and exhibitors to R+T Asia in Shanghai in March this year.

Leading Asian trade fair with experts from all over the world

Approximately 22,000 visitors from 98 countries – that was R+T Asia 2015. “Following this success the bar has been set very high for 2016”, states Project Manager Jane Liang from the organiser VNU Exhibitions Asia, who together with Messe Stuttgart organises the leading Asian trade fair for roller shutters, windows, doors/gates and sun protection in China. “We want to attract even more exhibitors and visitors to Shanghai from 22 to 24 March 2016 with various new highlights.”

The new features include the “Smart Home 2020” area with products for the energy-efficient and cost-effective supply of buildings. The “soft decoration forum” will also celebrate its

première in 2016, as will the newly introduced product category of “Interior Doors” in the doors/gates area. Another visitor magnet is the “Windows Zone” of the trade fair. In 2015 it was integrated in the special show “InnovAction area” and is now getting its own hall for products from the segments windows and integrated sun protection.

The trade fair which stretches across an area of 45,000 square metres will be complemented with a diverse accompanying programme. This also includes the International Window & Door Summit (IWDS) with experts from all over the world.



More information: www.rtasia.org



AMB China: Ideal trade fair platform for metal working.



More information: www.ambchina.cn/EN

AMB China 2015:

Increase in visitors in Nanjing

The 5th AMB China, the China metal working and forming exhibition, attracted 11,721 visitors from China and abroad to the Nanjing International Expo Centre from 22 to 25 October last year. 171 Chinese and international exhibitors from Germany, France, Italy, Spain, Sweden, the USA, Canada, Belgium and Taiwan showcased innovative products from the areas of precision tools, machining, forming, quality assurance and automation technology in the industrial metropolis. The percentage of foreign exhibitors was around 20 percent. 86 percent of visitors are planning specific investment decisions, 87 percent intend to take part at AMB 2016.

Showcase, communicate, buy and sell: The US sustainability trade fairs Green Festivals are open 365 days a year online.

New online marketplace for Green Festivals in the USA

The US sustainability trade fairs of Green Festivals Inc., a subsidiary of Messe Stuttgart, have recently established a social commerce platform online. With this platform Messe Stuttgart brings together exhibitors, buyers and visitors in one location in the digital world – for transactions on 365 days of the year. “As a trade fair organiser, for a long time we have been dealing with the issue of how we have to position ourselves in view of the ongoing digitalisation in order to also be a strong partner for industries in the future”, states Roland Bleinroth, President of Messe Stuttgart. “We have now found a solution with the leading US provider of social commerce platforms Balluun, with whom we are able to

offer exhibitors and visitors a lively exchange of information and ideas within and outside our community, and also between the physical trade fair events”, is how Dr. Corinna Basler, President of Green Festivals Inc., explains the concept. At the new online marketplace exhibitors of the Green Festival series with locations in six US cities are able to present and also sell their products and services in their own showrooms. “The new social commerce platform thus combines the advantages of a trade fair event with the benefits of digital marketplaces”, states Basler.

 More information: www.greenfestivals.org

Successful event for bakery

From 7 to 10 April 2016 the largest international technology trade fair in Turkey for the bakery and confectionery trades and the bakery industry takes place once again in Istanbul with IBATECH. IBATECH is organised by the Turkish subsidiary of Messe Stuttgart, ARES Fuarcilik. With 63,696 visitors from 83 countries and 289 exhibitors, including many international market leaders, IBATECH 2014 was able to register a new record in Istanbul and demonstrate its leading position as a trade fair for the bakery and confectionery trade in Turkey, Eastern Europe and the Middle East. IBATECH alternates between Istanbul and Ankara (9.–12.3.2017).



In 2016 the bakery and confectionery trades from Turkey, Eastern Europe and the Middle East meet at IBATECH in Istanbul.

 More information: www.ibatech.com.tr

MESSAGE PORTRAIT



Networks for “Made in Italy”

*Elisabetta Alberti,
Messe Stuttgart
representative in Italy.*

Bella Italia – one of the most important foreign markets for Messe Stuttgart. For events at the venue in Stuttgart and for “Made in Stuttgart” trade fairs all over the world. Elisabetta Alberti's range of tasks is equally diverse and comprehensive.

The Milan-born woman manages the Italian office of Messe Stuttgart in Munich. Together with her colleague Stefano Cesaratto, as a project manager and employee of the Italian Chamber of Commerce Munich-Stuttgart e. V. she is in charge of the acquisition of Italian exhibitors and visitors for all events of Messe Stuttgart. The Italian Chamber of Commerce acts as an official representative body of Messe Stuttgart for Italy. “Every year Messe Stuttgart organises over 60 international trade fairs on diverse themes, which are a communication and business platform for Italian companies”, states Alberti.

A wide variety which Alberti greatly appreciates in her demanding job. “We look after flagship events for technology such as AMB in Stuttgart and China, the R+T trade fairs in Stuttgart, China, Turkey and Brazil, the new Moulding Expo, as well as handicrafts trade fairs such as südback, its counterpart IBATECH in Turkey, the ice-cream trade fair GELATISSIMO which coincides with INTERGASTRA, the tourism classic CMT and the market for good taste – the SlowFood trade fair, among others”, states Alberti as she lists off some of her numerous projects. “The exhibitor target groups that we want to acquire for “Made in Stuttgart” trade fairs in Italy are equally diverse. From large global companies for AMB and R+T to small, but refined organic producers for the Slow Food trade fair.”

Alberti benefits from the large network of Italian Chambers of Commerce in her acquisition work, which are closely linked to the Chambers of Industry and Commerce in Italy, their member companies, as well as the consortiums and professional associations. “For many Italian companies who want to enter the market in Germany we are the first point of contact in Germany because we are recognised by the Ministry of Economics in Italy”, states Alberti. “As an official representative of Messe Stuttgart, we offer prospective customers a trade fair appropriate to them as a marketing platform and also look after them after the acquisition in close coordination with the Messe Stuttgart project teams and the foreign department of Messe Stuttgart MSI.”

OPTIMUM RESULTS FOR ALL PARTNERS

And with success: “In the beginning around 30 Italian exhibitors came to Stuttgart for the market for good taste, today there are roughly 100 Italian exhibitors”, states Alberti as she describes one of the many successes. “At the 50th R+T in 2015, Messe Stuttgart welcomed around 160 Italian companies as exhibitors in the Filder region.”

The German and English graduate benefits from her excellent Italian, German and English language skills, as well as her many years of experience as a trade fair project manager in Germany. “In my role it is an advantage to understand both the German and Italian mentality”, adds Alberti. “Because optimal results can only be achieved for all partners when you are comfortable in both cultures.”

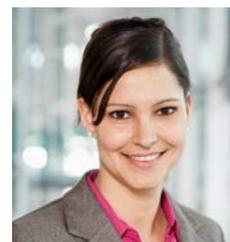
Factor for success: Employees

In the last edition of *Message* we reported about some of the benefits for our employees, primarily on the compatibility between family and working life. But how do we acquire our future colleagues?

In line with the motto of Messe Stuttgart "Key to Markets", as a trade fair company we compete for the best employees. We are an employer at Europe's leading industrial location Stuttgart and offer attractive opportunities in diverse areas to contribute to the success of Messe Stuttgart. This includes fantastic trade fairs, congresses and events. And the opportunity to put forward your own ideas in the job.

Job advertisements alone are no longer sufficient as a future recruiting instrument. This is why we have already developed a series of measures to be prepared for the future. Together with the Chamber of Industry and Commerce and the University of Cooperative Education Ravensburg, we train our own junior staff. With study-related internships and a job as a student employee, students have the opportunity to become familiar with the trade fair business and gain initial work experience. We also regularly give presentations at university and college trade fairs in the region. But it is

Mareike Rein,
Senior HR Officer at
Messe Stuttgart.



not just the young professionals who have to be safeguarded. Above all we need experienced professionals and skilled employees in all our fields of work. Hence why we were represented for the first time with our own stand at a recruiting trade fair in Stuttgart in 2015, to not only showcase ourselves as a trade fair venue, but also as an attractive employer.

We will expand our social media presence as a further measure in order to be able to reach even more potential employees via this channel. Ultimately we also want to be successful in the future "Key to Markets". Our employees play a crucial role in this success.



More information: [www.messe-stuttgart.de/
das-unternehmen/jobs-und-karriere](http://www.messe-stuttgart.de/das-unternehmen/jobs-und-karriere)

Messe Stuttgart

Interaction on the Intranet

Messe Stuttgart is planning to implement a new interactive corporate Intranet for the approximately 400 employees at the Stuttgart location. The web-based software solution is based on the enterprise social network app "Coyo" from Mindsmash and is to go live from April 2016. "With the new social Intranet we want to strengthen and expand internal communication in the company and make it even more effective", explains Jens Kohring, Online Project Manager of Messe Stuttgart. "It allows interdisciplinary working groups to actively exchange information and ideas in specially designed project areas, simplifies access to internal expertise and know-how, enables the joint processing of documents, thus also reducing the day-to-day flow of e-mails."

Furthermore, with the new "Facebook for Companies" news channels for company news, statistics pages with information and forms and many practical additional functions can go online: from the classic canteen schedule and the activities of the Works' Council through to the integration of idea management.



More information: www.messe-stuttgart.de

MESSE INTERNAL

► **Andreas Wallbillich (32)** has been acting as deputy company spokesperson of Landesmesse Stuttgart GmbH since 1 August 2015. Wallbillich has been working



at Messe Stuttgart since June 2012; initially as a Communication Manager, and since January 2013 as a Communication Team Director in the "Lifestyle and Leisure" division. In this role he is responsible for the communication of Stuttgart-based public trade fairs, in addition to his task as deputy company spokesperson. Wallbillich reports to Markus Vogt (40), Company Spokesman and Vice President of Communication.

► **Sabrina Sledzindki** is a new Senior Project Manager for the AMB trade fair. As Communication Manager for Industry and Technology, **Wolfram Huonker** is responsible for marketing and communication.



The L-Bank Forum was transformed into a colourful corporate world for the 50th anniversary of the retail chain Globus.

Flexible formats for more effectiveness

Broadcasting is so yesterday! Companies who want to reach their target groups with corporate events need the appropriate meeting design and a flexible venue. Like Messe Stuttgart.

Get-together, welcome address, opening speech from the Executive Board, workshops or individual presentations, evening event, conclusion: Many corporate events still run along these lines. With the familiar consequences: The attentiveness and commitment of participants quickly drop towards zero - and along with this the attractiveness and effectiveness of the overall event.

“The communication goals the customer wants to achieve with his event are important”, states Gudrun Richter, Senior Project Coordinator for Marketing in the Guest Events Division of Messe Stuttgart. “The meeting design of the event

and the optimal inclusion of the venue are taken into account here.” The 50-year company anniversary of the retail chain Globus last year is one such example of how something can look in practice in Messe Stuttgart. For the 9,000 employees the trade fair centre was transformed into a colourful Globus world for a day – with a diverse stage programme and concerts in three halls, hands-on activities and tasting stands from Globus partners. Rothaus Park and the East Entrance were also included in the meeting design with event highlights, as was the atrium as a recreation zone with its own indoor garden area and barefoot path.

Another prime example of the flexible use of the ICS was the corporate event of the software company All for One Steeb AG 2014: conferences during the day, gala dinner in the evening with show programme, in between a quick conversion of the functional ICS foyer into a lively cocktail lounge with subtle lighting in the corporate design of the customer. “Creative event formats create optimal conditions for effective customer communication”, explains Gudrun Richter. “The ICS, Messe Stuttgart and their employees have the necessary organisational and spatial flexibility.”



Functional foyer during the day, quick conversion in the evening into a cool cocktail lounge: In the ICS individual customer requests can be rapidly implemented.



More information: www.mitten-im-markt.de

Top results for service

The current results (as at 11/2015) from the ongoing customer survey of Messe Stuttgart show that Messe Stuttgart and the ICS (International Congress Center Stuttgart) were also one of the top event venues for companies and institutions in Germany in 2015. And with good reason: The Guest Events Division of Messe Stuttgart impresses with its expertise in consulting, service and support. One hundred percent of the customers surveyed stated they were "satisfied" or "very satisfied" with the performances of the teams. One hundred percent could also envisage realising events again in the Filder region. 75 percent of those surveyed would "definitely" recommend Messe Stuttgart and the ICS, 22 percent stated they would "probably" recommend Messe Stuttgart and the ICS. This extremely positive result is not a coincidence. For example, the high number of events which have already been hosted as guest events at Messe Stuttgart for many years is further proof. These include the Mittelstandsforum Baden-Württemberg (since 2008), the guest trade fairs LogiMAT (since 2003) and the Automotive Expo Shows (since 2001), as well as events such as TrostSchau (since 2001) and the DHBW Bachelors Night (since 2001), to name but a few.



The TrostSchau from the automotive parts wholesaler of the same name has been taking place at Messe Stuttgart since 2001.



More information: www.mitten-im-markt.de

Active location marketing

Messe Stuttgart and the ICS International Congress Center Stuttgart are showcasing themselves at the joint stand of Region Stuttgart from 19 to 21 April at IMEX, in order to actively advertise Europe's state-of-the-art trade fair and congress centre and the location of Stuttgart. Around 9,000 visitors come to Frankfurt/Main every year to the world's largest event for the congress and event industry. In 2015 Region Stuttgart was on site for the first time with a new, communicative and hospitable joint stand under the motto "Stuttgart2go", and thanks to the new stand concept was able to conduct 20 percent more qualified customer meetings.



Communicative and hospitable: The joint stand of Region Stuttgart at IMEX in Frankfurt/Main.



More information: www.mitten-im-markt.de

CONGRESSES / EVENTS IN 2016

- ▶ 10.01. 23rd Youth World Mission Conference 2016
Organiser: Ludwig-Hofacker-Kreis e.V.
- ▶ 06.02. Gabi Steiner Annual Kick-Off 2016
Organiser: Andreas Steiner e.K. Coaching & Event Planning
- ▶ 18.02. 5th LBV Entrepreneur Day 2016
Organiser: Landesbauernverband in Baden-Württemberg e.V. (LBV)
- ▶ 02. – 03.03. PEST-PROTECT – 12th International Trade Fair for Pest Control
Organiser: Deutscher Schädlingsbekämpfer Verband e.V.
- ▶ 20. – 21.04. ProSTEP iViP Symposium – Smart Information Management for Product and Production
Organiser: ProSTEP iViP Association
- ▶ 09. – 10.05. 8th Annual Congress of the Microsoft Business User Forum
Organiser: Microsoft Business User forum

SIGHTSEEING TIP: Metzingen outlet city



One-stop shopping: Over 70 different premium brands attract over three million visitors to Metzingen every year.

Flagship outlets and half-timbered houses

A half-hour drive from Messe Stuttgart one of the largest and most successful factory outlets in Europe attracts people to the small Swabian town of Metzingen.

At the foot of the Schwäbische Alb tradition meets modernity. In the outlet city of Metzingen over 70 different premium and luxury brands present their high-quality products at attractive prices – flanked by historical half-timbered houses – and attract over three million visitors to the small town in Baden-Württemberg every year. The success story of the outlet city of Metzingen began in the 1970s – in an



Winegrowing town at the foot of the Schwäbische Alb: Metzingen.

old brick factory on Kanalstrasse, the textile centre of the Hugo Boss brand –, as a modest staff outlet of the gentlemen’s tailor at the time. Today visitors from 185 countries make the outlet city of Metzingen one of the most successful factory outlets in Europe with prices permanently reduced from 30 to 70 percent.

Embedded between vineyards and orchards, the historical city centre of Metzingen with its half-timbered houses invites you to take a stroll between or after shopping. If you walk in the direction of Kelterplatz it is clear that winegrowing has been playing a very important role here for centuries. The listed ensemble of the seven wine presses also houses a viticulture museum, in addition to the wine cellar. Enjoy hands-on exploration of fruit growing in the idyllically situated fruit growing museum in Metzingen.

A shopping shuttle travels from Messe Stuttgart to Metzingen four times a day. Journey time: Approx. 30 minutes. Shopping couldn't be more convenient and inexpensive.



More information: www.metzingen.de, www.outletcity.com/de/metzingen, www.outletcity.com/de/metzingen/shopping-shuttle

HOTEL TIP

Hotel-Restaurant Schwanen

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

Right next to the Metzingen shopping zone the Hotel-Restaurant Schwanen spoils international guests with regional delicacies, Swabian hospitality and extravagance at 4-star standard. Each of the 72 rooms in total is individually designed, regardless if it is a room in the Small, Medium or Large category or is a Junior Suite. The individual rooms not only differ in size, but also in colour, furnishings and finish. "We have fitted many rooms with exclusive designer furniture from labels such as Gunter Lambert, Eileen Grey or Corbusier", explains the owner's son Tim Wetzels, who joined the family business four years ago.

The style is continued in the five modern conference rooms. High-quality materials and a room volume of up to 148 square metres create a pleasant ambience and offer optimal conditions for creativity and relaxed work. The Swabian heart of the Schwanen is most apparent in the restaurant. Regional specialities such as Maultaschen (Swabian ravioli), Käsespätzle or Zwiebelrostbraten (fried beef and onions in gravy) are the core dishes on the menu, which is supplemented with international classics. More information: www.hotel-schwanen-metzingen.de.



Staying and holding meetings in the 4-star Hotel Schwanen in Metzingen.

RESTAURANT TIP

Il Quinto Quarto

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

Fish, meat, game, exquisite mushroom dishes: In Il Quinto Quarto guests can expect a wide variety of regional Italian cuisine, inspired by the culinary traditions of Tuscany, Umbria, Marche and Emilia Romagna.



Exquisite trattoria cuisine: Il Quinto Quarto in Stuttgart city.

Genuine trattoria cuisine without the creamy sauces. Some of the classical meat dishes on the menu include, for example, "Agnello al Vino rosso e timo"; landlord, butcher and chef Attila Caprano serves fish lovers "Spigola al limone", among other dishes.

The name of the restaurant stands for the "fifth quarter", the name given by Italian butchers to the profit made from offal. For fans of these specialities, which are generally avoided today, in Il Quinto Quarto there is for example "Tripe alla Parmigiana", known as tripe. The wine list is refined and diverse, just like the dishes in the "fifth quarter". More information: www.ilquintoquarto.de

HIGHLIGHTS 2016

- ▶ until 31.01. *On naked skin. Body. Underwear. Dreams.*
Where: Haus der Geschichte (House of History), Baden-Württemberg, Stuttgart

- ▶ until 06.03. *I GOT RHYTHM. Art and Jazz since 1920*
Where: Art Museum Stuttgart

- ▶ until 03.04. *Christoph. A Renaissance Prince in the Age of the Reformation*
Where: Landesmuseum Württemberg, Altes Schloss, Stuttgart

- ▶ until 10.04. *The World of Shadow Theatre*
Where: Linden Museum Stuttgart

- ▶ 16.04. – 08.05. *Stuttgarter Frühlingsfest (Stuttgart Spring Festival) 2016*
Where: Cannstatter Wasen, Stuttgart

- ▶ 26.04. – 01.05. *23rd International Cartoon Festival Stuttgart*
Where: Stuttgart city centre cinemas

Andreas Braun



Andreas Braun, Managing Director of Tourism Marketing Baden-Württemberg GmbH.

“The wild sides of southern Germany”

Baden-Württemberg is the economic powerhouse of the Federal Republic of Germany, home to famous inventors and innovators, the location of the headquarters of many global market leaders and a state full of hard-working, creative and economical home builders. When it comes to German virtues, the Swabian housewife is legendary, even praised by Chancellor Angela Merkel. So much for the common clichés. But they are not all entirely untrue. From the car to the high-pressure cleaner to the Zeppelin airship, (almost) everything is manufactured here and exported worldwide with huge success. In the Stuttgart trade fair halls you are able to regularly marvel at the innovations of local companies.

But Baden-Württemberg is much more than a successful industrial location and model

“BADEN-WÜRTTEMBERG IS THE AREA TO DISCOVER NATURE PER SE.”

student of the German economy. The green heart of the Federal Republic of Germany also beats here. Those who stray away from the large urban areas can discover the wild southern region between the Tauberfranken wine area and the High Rhine area of Germany. Did you know, for instance, that the moor landscapes of Upper Swabia have so much soft ground that the forest there is beginning to shake? Did you know that the Danube sinks completely to the ground at its upper course in dry summers and flows

underground into the Rhine? Or did you know that pieces of woodland in the Black Forest National Park have been left to their own devices for over 100 years? Baden-Württemberg is the area for discovering nature per se. Nowhere else are there different living spaces situated as close together as here. The wide banks of Lake Constance and the rugged volcanic landscape in Hegau. The harsh life in the Black Forest uplands and the sun-drenched vineyards in Kaiserstuhl. The juniper meadows on the Schwäbische Alb and the cultivated landscapes in the Neckar Valley. Regional specialities emerge there and flourish and also make the wild south a culinary experience. At the Stuttgart-based Slow Food trade fair you can get an idea of this and the land of connoisseurs Baden-Württemberg.

No wonder that more and more people from all over the world want to spend their holidays with us in the south. An important reason for travel is the unique natural landscapes. This development becomes particularly obvious every year at the CMT holiday exhibition. It is an indicator of the demand of our guests and a reflection of the trends in the travel industry. This is why we are also bursting with enthusiasm this year at the world's largest public trade fair for tourism and leisure. And we are looking forward to informing the visitors to the trade fair not only about the wild sides of Germany's southern region.

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20. Echtdampf-Hallentreffen
 Dampfbetriebene Modelle von Eisenbahnen,
 Straßenfahrzeugen, Schiffen und stationären Anlagen
08.-10.01.2016 Messe Karlsruhe



4. Faszination Modellbahn
 Internationale Messe für Modell-
 eisenbahnen, Specials & Zubehör
04.-06.03.2016 Messe Sinsheim



4. Faszination Modelltech
 Internationale Messe für
 Flugmodelle, Cars & Trucks
18.-20.03.2016 Messe Sinsheim



15. Control Italy
 Fachmesse für
 Qualitätssicherung
17.-19.03.2016 Messe Parma / Italien



15. Motek Italy
 Fachmesse für Produktions-
 und Montageautomatisierung
17.-19.03.2016 Messe Parma / Italien



2. Control India
 Fachmesse für
 Qualitätssicherung
07.-09.04.2016 Gandhinagar, India



2. Motek India
 Fachmesse für Produktions-
 und Montageautomatisierung
07.-09.04.2016 Gandhinagar, India



18. Agri Historica
 Traktoren – Teilemarkt –
 Vorführungen
16.-17.04.2016 Messe Sinsheim



30. Control
 Internationale Fachmesse
 für Qualitätssicherung
26.-29.04.2016 Messe Stuttgart



13. Optatec
 Internationale Fachmesse für optische
 Technologien, Komponenten und Systeme
07.-09.06.2016 Messegelände Frankfurt / M.



5. Stanztec
 Fachmesse
 für Stanztechnik
21.-23.06.2016 CongressCentrum Pforzheim



7. Control China
 Fachmesse für
 Qualitätssicherung
August 2016 SINEC W5 Hall, Shanghai, China



35. Motek
 Internationale Fachmesse für
 Produktions- und Montageautomatisierung
10.-13.10.2016 Messe Stuttgart



10. Bondexpo
 Internationale Fachmesse
 für Klebtechnologie
10.-13.10.2016 Messe Stuttgart



22. Druck+Form
 Fachmesse für die
 grafische Industrie
12.-15.10.2016 Messe Sinsheim



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



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



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



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



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



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



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



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Sharing ideas, ...

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