



01 | 2013

4 Euro

Message

Trade Fairs Congresses Events

Top destinations



Holiday classic
CMT

Innovations



International trade fair
INTERVITIS INTERFRUCTA

Historic cars



Automobile exchange
Retro Classics

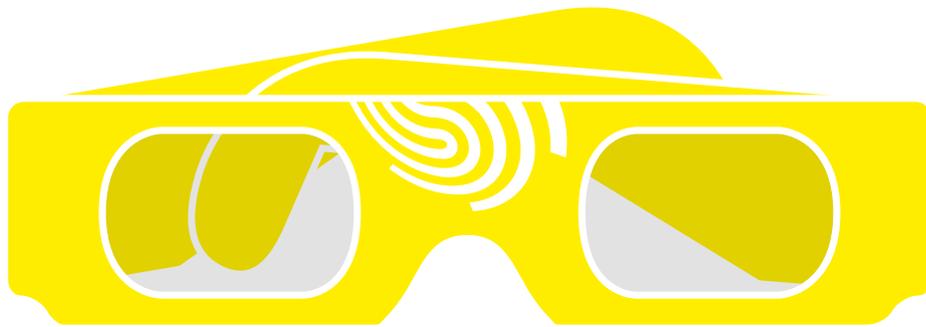
Venue with a future

Messe Stuttgart
takes stock





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atmospheres and experience a
very special spatial feeling! –**

As you can see, we are excited about our ICS International Congress Center Stuttgart, its open, bright architecture, the pleasant atmosphere and the state-of-the-art infrastructure. To enable you to share our enthusiasm, we would like to invite you on a discovery tour of new dimensions. For an initial brief insight, order your free 3D glasses and "The ICS in 3D" brochure at www.ics-in-action.de. Just click on it!





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Left to right: Alex Qian, Managing Director Messe Stuttgart Nanjing; Mr. Sun Kanglong, General Manager Nanjing Hexi New Town-State-Owned Assets Management Group Holdings Ltd.; Roland Bleinroth and Ulrich Kromer, Managing Directors Messe Stuttgart.

Joint Venture in Nanjing

Messe Stuttgart is expanding its involvement abroad through a joint venture for implementing trade fairs and exhibitions on the growth market of China.

Messe Stuttgart and Nanjing Hexi Convention and Exhibition Ltd., the operator of the Nanjing International Expo Centre (NIEC), have agreed to set up a joint venture called Nanjing Stuttgart Joint Exhibition Ltd. in the economic metropolis in eastern China. The new company will operate under the brand name “Messe Nanjing”, will stage its own trade fairs and public exhibitions in future, and will acquire new guest events. Ownership of the trade fairgrounds will remain with the Chinese holding company which will also continue to stage the well-established guest events. The contract was signed in the presence of Dr. Nils Schmid, the Baden-Württemberg Minister of Finance and Economics, who travelled with an economic delegation comprising over 100 people from Baden-Württemberg to

the Province of Jiangsu. High-ranking representatives from the Provincial Government of Jiangsu and the city administration of Nanjing expressed their support for the new joint venture. The ceremony took place against the backdrop of the successful AMB China, which was taking place at the same time and was organised for the second time in Nanjing.

Successful cooperation

“The foundation of a joint venture is the culmination of the already successful cooperation between the two partners”, stated Roland Bleinroth, Managing Director of Landesmesse Stuttgart GmbH, on the occasion of the conclusion of the contract. “As one of the most important industrial centres in China, Nanjing – just like Stuttgart – is

an ideal location for international trade fairs in the key to markets. The ultra-modern trade fairgrounds were only opened at the end of 2008 and provide an attractive and efficient platform with a current area of 72,000 square metres. The further expansion, which should reach 200,000 square metres in the second phase, has already begun”, emphasised Bleinroth. “Together with our Chinese partners we stand for competence, advanced technology, innovation and service at the highest level”, explained Bleinroth. AMB China and CMT China, the exhibitions which have already been held in Nanjing, are being taken over by the new company Messe Nanjing and will be developed further. The agricultural technology trade fair AGMET planned for spring 2013 will also be implemented by the new company.

The modern Nanjing International Expo Center (NIEC) was opened in 2008. Work on its extension has already started.



European trade fair industry:

Leading position

The 19 large European trade fair companies – including Messe Stuttgart – united in the umbrella organisation EMECA (European Major Exhibition Centres Association) are also proving to be an anchor of stability in Europe during difficult economic times. This conclusion was reached by EMECA President Piero Venturelli after the two-day annual general meeting of EMECA in Stuttgart. “The world meets at trade fairs and exhibitions in Europe in spite of the financial turmoil and euro crisis”, said Venturelli. “Europe has maintained and even extended its position in the last few years as the world’s leading location for trade fairs. EMECA members stage a total of more than 1,200 trade fairs and exhibitions every year.”



R+T Turkey 2013:

Trade fair première

Messe Stuttgart is holding R+T Turkey between 7 and 10 November 2013 as the third international offshoot of the leading world trade fair for roller shutters, doors/gates and sun protection. The debut event will be held at CNR Expo – Istanbul Expo Center situated opposite Atatürk Airport. The key players in the target industries will meet in future every two years at R+T Turkey, the first specific trade fair for roller shutters, door/gates and sun protection, as well as for the window and glass industry in Turkey. R+T Turkey is being organised by a subsidiary of Messe Stuttgart, i.e. Messe Stuttgart Ares Istanbul, which is responsible for staging, for example, IBATECH Istanbul, the leading trade fairs for the bakery and confectionery trades, in Eurasia. DOMOTEX Middle East will take place at CNR Expo at the same time as R+T Turkey.

Developing and successfully servicing markets

worldwide: practically no other German federal

state is so closely involved in the global ex-

change of goods and services as Baden-Würt-

temberg. According to the State Statistical Of-

fice, the value of foreign trade in 2011 amounted

to around €172 billion. This means that Baden-

Württemberg occupies second place compared

with the other German federal states. The joint venture in China, which was con-

cluded by Messe Stuttgart on 15 October 2012, will also play an important role



Thomas Erken,
Company Spokesperson of
Landesmesse
Stuttgart GmbH (LMS)

At home in the world

in developing international growth markets for Baden-Württemberg: under the

brand name “Messe Nanjing” we will stage our own trade fairs and guest events

in future in the economic metropolis in eastern China and will offer the export-

oriented industry in Baden-Württemberg a professional local platform. The roots

of our success “in the world” are found at home. It is good to know here that our

work is also recognised by people in the region. This is proved, for example, by

a current survey on the image of Messe Stuttgart: 93 per cent of respondents

said that it is important for Baden-Württemberg to have its own trade fair

centre. According to three quarters of the respondents, Messe Stuttgart is

highly respected in the population.

Success must be continually earned. A study by the Association of the German

Trade Fair Industry (AUMA) shows that public exhibitions are faced with great

challenges: they must compete with a large number of shopping, event and lei-

sure alternatives. Time is a scarce commodity and consumers are weighing up

where they can look at up-to-date offers in a competent and comprehensive

manner as an enhanced experience. The figures from Stuttgart are therefore all

the more pleasing: a total of well over one million visitors come to our events

in this area every year. You can find more information on these topics and

many others in this current issue of *Message*. Enjoy the reading!

39th GTM Germany Travel Mart:

International travel professionals



The 39th GTM Germany Travel Mart will be held at Messe Stuttgart in 2013.

The German National Tourist Board (DZT) and Stuttgart Marketing GmbH will jointly stage the 39th GTM Germany Travel Mart at the ICS International Congress Center Stuttgart from 5 to 7 May 2013. This first-class forum will act as a meeting-point for German travel companies and important buyers from the international travel industry from around 45 countries.

The purchasing and sales platform will also present the latest news and trends in German tourism to selected international journalists whose reporting will also provide additional impetus for the German travel market. The GTM accompanying programme will also promote networking. The success story of GTM started back in 1972. It is held in alternating years in a different German city or region.

HYBRID Expo 2013:

New in Stuttgart

HYBRID Expo, Trade Fair for Hybrid Materials, Components and Technologies, will be staged for the first time in Stuttgart from 17 to 19 September 2013. "We are therefore offering the industry another effective trade fair on the future market of lightweight construction. This event will ideally complement existing material trade fairs", said Hans-Joachim Erbel, Managing Director of the organiser Reed Exhibitions Deutschland GmbH. The company now already stages on the Filder COMPOSITES EUROPE, European Trade Fair for Composites, which will take place in 2013 concurrently with HYBRID Expo. Hybrid materials marry the different material properties of plastic, ceramics and metal, and use the combined advantages of the materials. The main customers for hybrid components are the automotive, aerospace- and electronics industries.

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

"We see opportunities"

Time is flying by. On 19 October 2012 we held a small party with our employees and construction partners to celebrate "Five Years New Messe Stuttgart". In 2015 we will celebrate the 75th anniversary of Messe Stuttgart, 70 of them in Killesberg and 8 as a trade fair centre with "its own airport". Although we are still younger and compacter than some trade fair centre "colleagues", this does not have a detrimental effect on our good business figures.

During the last five years our sales have increased by around 85 per cent and amounted to about €125 million in 2012. Compared with the period in Killesberg, the number of exhibitors (including those from abroad) has doubled while the number of visitors has pleasingly grown at nearly every trade fair and public exhibition.

We have also intensified our international activities even further. For example, we will operate the exhibition centre in Nanjing in the form of a joint venture, in which we have the majority shareholding, with effect from 1 January 2013. For two years we have had a subsidiary in Istanbul that stages trade fairs in that city. We have become involved in the Russian market with R+T Russia in Moscow – other trade fairs and exhibitions will follow. I would like to take this opportunity to thank our partners, our customers and especially our employees who have accompanied us on the – not always easy – path of expansion and organic growth. It is also pleasing to see that nearly all our customers and exhibitors enjoyed growth again in 2012 and are looking to the future, i.e. the years 2013 and 2014, in a generally optimistic mood. However, they are well aware of the fact that the increases will probably be much more moderate than in 2011 and 2012. Such a positive view receives little attention in the media. Negative scenarios predominate there: far more space is devoted to reports on plant closures and accompanying staff redundancies than the recruitment of new employees in many companies. What is actually so exciting in creating uncertainty among people every day when they have just scrambled out of an economic slump in 2009? The next summit is coming anyway!

Even though Messe Stuttgart is faced with a much weaker year in 2013 on account of the event rhythms, we are setting a clear course at home and abroad in terms of service, quality and controlled growth. We see opportunities. To develop the contents of our themes. And for new trade fairs on new markets. Everything will probably not succeed straightaway, but that is one of the risks facing a business enterprise. However, I believe that the market will develop more positively than many commentators want to admit at present. I would like to wish you a good start both privately and professionally in 2013 and hope that it turns out to be a successful year for you.





Sound Lighting Video

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

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Just five years after opening, the modern trade fairgrounds on the Filder are already stretched to their limit in spite of an exhibition area of 105,200 square metres.

Venue with a future

Europe’s most modern exhibition and congress venue has been a success ever since it opened. The signs point to expansion – also at the location on the Filder.

Tempus fugit: Time is flying. This well-known Latin motto of unknown provenance may cross the mind of some people who are looking back on the first five years of the new trade fairgrounds on the Filder. Especially considering everything that has happened at the new venue between 2007 and 2012. “In the first full trade fair year 2008 our figures in terms of turnover, space occupancy and visitor and exhibitor numbers were at a level which we realistically could only hope to achieve years later”, reminisced Roland Bleinroth, Managing Director of Landesmesse Stuttgart GmbH. “Now, slightly more than five years after its official opening, Messe Stuttgart with the ICS International Congress Center Stuttgart is an important economic factor for

the state capital, the surrounding region and the entire federal state of Baden-Württemberg”, stated Ulrich Kromer, Spokesman for the Board of Management of Messe Stuttgart, augmenting the comments by his colleague. Expressed in specific figures, the success story now reads as follows, for example: in terms of capacity utilisation Messe Stuttgart – despite the doubling of hall space from 54,500 square metres at the old location in Stuttgart-Killesberg to 105,200 square metres at the new trade fairgrounds – has again long been the leader in Germany. “Even in 2008, Messe Stuttgart had an excellent hall turnover rate, i.e. capacity utilisation”, said Roland Bleinroth, Managing Director of Messe Stuttgart. “A large number of events in the trade fair calen-

dar expanded considerably due to the move and occupied the entire hall space straightaway. Nearly all our flagship events are now twice as large as when they were held in Killesberg.” Messe Stuttgart has also seen significant increases in the number of visitors and exhibitors. “And our turnover over the last five years has risen by 84 per cent”, calculated Ulrich Kromer, Managing Director of Messe Stuttgart. The large number of trade fairs and exhibitions in Stuttgart that have increased in size at the new location next door to Stuttgart Airport include, for example, CMT, the world’s largest public exhibition for tourism and leisure. Compared with 2006, CMT has doubled its occupied gross exhibition area. In January 2012 it attracted just under



The official opening of the New Messe Stuttgart in 2007 was attended by many prominent figures, including the former German Federal President Horst Köhler (front row, 3rd from the left).

225,000 visitors. R+T, the leading world trade fair for roller shutters, doors/gates and sun protection, occupied the entire hall area last year just like Retro Classics, the successful exhibition for classic and historic cars. Stuttgart AMB, International Exhibition for Metal Working, again exceeded all expecta-

tions with around 90,000 trade visitors from 65 countries on the completely booked up trade fairgrounds. In 2012 a total of 65 trade fairs and exhibitions were held within eye shot of Stuttgart Airport and produced, together with congresses and other events, a record turnover of more than € 125 million.

The success of Messe Stuttgart is also largely due to guest exhibitions and trade fairs which represent around one third of the events at the new Stuttgart trade fair centre next door to Stuttgart Airport. Trade fairs organised by the Schall Group, e.g. Motek, Control and Blechexpo, but also events such as the intralogistics trade fair LogiMAT, the Fastener Fair, the trade fair quintet around Automotive Testing Expo and Medtec (and other guest events) organised by the UBM Canon Communications Group in Los Angeles are continuously generating growth.

Paul Eberhard Schall, Managing Director of P. E. Schall GmbH & Co. KG, speaks for numerous guest organisers: "Our trade fairs have enjoyed phenomenal growth at the new trade fairgrounds. With Motek, for example, we have recorded an increase in exhibition space from around 45,000 square metres in the past to the current figure of 65,000 square metres. The amount of exhibition space at Control has risen by more than 50 per cent. During Blechexpo this year we will occupy almost the entire hall space."



"The world's leading trade fairs Motek, Blechexpo, Bondexpo and Schweisstec attract exhibitors and visitors to Stuttgart from well over 100 countries."

Paul E. Schall, P. E. Schall GmbH & Co. KG



"We occupy the entire area of the trade fairgrounds with the classic/historic car exhibition Retro Classics and could easily fill a much larger area with fascinating automotive topics."

Karl Ulrich Hermann, Retro Promotion GmbH



The guest event LogiMAT has become the leading European trade fair for intralogistics at the New Stuttgart Trade Fair Centre.



Stuttgart AMB, International Exhibition for Metal Working, is one of the large number of successful



Messe Stuttgart and the ICS International Congress Center Stuttgart have also become firmly established in the German congress industry in the last five years.

The ICS International Congress Center Stuttgart has also developed very positively since its opening. With a total capacity of 10,000, it is one of the largest congress venues in Germany. "Our Congress Center is now operating to

capacity", emphasised Ulrich Kromer, Managing Director of Messe Stuttgart. "Over the last five years the ICS team headed by Stefan Lohnert has succeeded, for example, in acquiring a considerable number of international medi-



"Europe's most modern trade fair centre is situated just under 200 metres from Stuttgart Airport and is a precision landing in the truest sense of the words for our LogiMAT."

Peter Kazander, EUROEXPO Messe- und Kongress GmbH

cal congresses and events of renowned companies. Thanks to five years of the ICS International Congress Center Stuttgart, the state capital of Baden-Württemberg is now also one of the most important locations for congresses in Germany."

The fact that Messe Stuttgart is also held in high esteem by nearly everyone in the region is proved, for example, by the image analysis of the company conducted in 2012. "Around 90 per cent of respondents said that Messe Stuttgart has a superb infrastructure", said Bernd Autenrieth, Head of Corporate Development at Messe Stuttgart. "Overall, 92 per cent of respondents regard Messe Stuttgart as an important economic factor for the region. And 93 per cent believe it is important or very important for the reputation of our state that Baden-Württemberg has its own state trade fair centre."

Since the move to the Filder, the international activities of Messe Stuttgart have also continued to gather pace. 7,200 international exhibitors in the double year 2007/2008 corresponded right at the beginning to a 85 per cent



flagship events which again have reached their growth limits at the New Messe Stuttgart.



(Left to right): Peter Hofelich, Member of the Baden-Württemberg State Parliament, Roland Bleinroth, Managing Director Messe Stuttgart, Dr. Wolfgang Schuster, Ex-Mayor of Stuttgart, Ulrich Kromer, Managing Director Messe Stuttgart, cutting the "birthday cake".

increase compared with the double year 2005/2006 at the old site in Stuttgart-Killesberg. In parallel with this development, Messe Stuttgart has extended its network of foreign representatives from 36 to the current figure of 54 country offices. "During the last five years, we have also managed to sub-

stantially increase the number of foreign exhibitors and visitors at our events in Stuttgart thanks to the attractive trade fairgrounds", said Roland Bleinroth, Managing Director of Messe Stuttgart.

In the outbound sector Messe Stuttgart is currently active in Turkey, for exam-

ple, through a subsidiary. In Russia R+T Russia was held for the first time in September 2012 in Moscow. In the economic metropolis of Nanjing in eastern China Messe Stuttgart and the operator of the Nanjing International Expo Center set up a joint venture with the brand name Messe Nanjing in the middle of October last year. Messe Stuttgart has a majority shareholding in this joint venture (see Page 4).



"Whether in terms of hall space, infrastructure, service quality or its catchment area, Stuttgart is one of the ideal trade fair venues in Germany for our company."

Hans-Joachim Erbel, CEO Reed Exhibitions Deutschland, guest organiser of COMPOSITES EUROPE



"Due to its excellent transport links, the ICS is also highly suitable for foreign guests; in our case the guest speakers at our annual management conferences."

Daniel Ohr, member of the Board of Management of E. Breuninger GmbH & Co.

Growth limit reached again

Hardly anyone is surprised that Messe Stuttgart's flagship events, e.g. AMB, CMT and R+T, but also a large number of smaller trade fairs, have again reached their growth limit at the new Stuttgart trade fair centre. "For our large events we could sell much more space than we are able to offer at present", said Messe Stuttgart Managing Director Ulrich Kromer describing the situation. "We have therefore agreed with our shareholders – the federal state of Baden-Württemberg and the city of Stuttgart – that we will discuss the subject with them in due course."



City destination: In 2012 the state capital of Baden-Württemberg again proved very popular among tourists from home and abroad.

Still an upward trend in Stuttgart

The state capital and the surrounding region are a top destination for trade fairs, congresses and tourism. This also applies to sustainability and culture.

However, high praise creates suspicion among Swabians, who are rather modest by nature. Instead, the word pride would be more appropriate. For example in regard to the reputation of the state capital as a destination for holidays, conferences and congresses. Stuttgart is simply fantastic in this respect. In the overall ranking of the

WirtschaftsWoche Sustainable City Indicator (WWSCI for short), Stuttgart occupies a leading position as the most sustainable large city in Germany – and therefore also as a sustainable location for trade fairs and congresses. In Stuttgart and the surrounding region event planners can find congress venues such as the ICS International

Congress Center Stuttgart of Messe Stuttgart, which deal intensively with the topic of sustainability, are certified and have implemented sustainability strategies. These venues also include hotels in the immediate vicinity of Messe Stuttgart, e.g. Mövenpick Hotel Stuttgart-Airport, Parkhotel Stuttgart-Messe-Airport – and Stuttgart Airport itself.

Stuttgart's success as a venue for trade fairs and congresses is also due to a large extent to the city's broad array of cultural activities – for example as an attractive accompanying programme for congress delegates. Stuttgart also achieves top scores in this area. According to the cultural city ranking of the Hamburg Institute of International Economics (HWWI), Stuttgart has been crowned the leading cul-

Trade fairs and congresses attract a large number of visitors to Stuttgart every year.



Three questions to:

Dr. Rudolf Nickenig

General Secretary of the German Winegrowers' Association



1 INTERVITIS INTERFRUCTA (IVIF) is regarded as the leading international trade fair for the production of wine, fruit, fruit juice and spirits. What is the special feature of its concept?

Together with its Congress, IVIF examines the future topics in the industry whose challenges are climate change, risk management, sustainability, energy costs, water management, consumers' expectations and competitiveness. The exhibitors' products are presented in a more tangible and easier to understand manner by means of machine demonstrations and are also made "tasteable" through wine tastings from comparative production projects. The trade fair and Congress provide an international platform on which researchers, advisers, multipliers and practical experts can initiate innovations and exchange experiences. This mixture ideally satisfies the expectations of exhibitors and visitors.

2 Where do most exhibitors come from, and from which countries do visitors originate?

German companies which supply the wine industry, fruit growers and the fruit juice and spirits industries with state-

of-the-art machines, equipment and services are faced at IVIF with international competitors from over twenty countries, primarily Italy, France and Austria. Nowhere else can trade visitors from winegrowing countries in Europe and overseas see such an international range of products and services.

3 What will be the most important topics at the 61st German Viticulture Congress during IVIF 2013?

The topics during the trade fair and Congress will be mirrored, and will extend from cultivation techniques, processing, enology, filling technology and packaging through to marketing. Climate change means that questions relating to soil and water management are coming to the fore in fruit cultivation and winegrowing; sustainable production methods and energy management are other important topics. There will also be a conference on ecological fruit cultivation and viticulture. Viticulture, tourism and architecture will be examined along with the importance of packaging in wine marketing. The Viticulture Congress is also an important meeting-point in regard to winegrowing policy.

tural city among the 30 largest cities in Germany.

The city destination between slopes and vineyards is also still very popular among visitors who "just simply" come to Stuttgart. In the first six months of 2011, tourism in Stuttgart set new records. Statisticians registered just under 800,000 guests and over 1.46 million overnight stays in hotel establishments in Stuttgart containing ten or more beds – camping guests included. The number of German and foreign guests who came to Stuttgart again increased by 8.4 per cent. Overnight tourism in the entire Stuttgart region developed even more dynamically with an increase of 9.7 per cent. It was therefore well above the national average. "With regard to the year-end results, we are expecting a rise of around 5 per cent in the number of overnight stays in Stuttgart compared with the previous year", predicted Armin Dellnitz, Managing Director of Stuttgart-Marketing GmbH. "In absolute numbers this would then represent more than 3 million overnight stays in Stuttgart."

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Stuttgart Faces: Prof. Mini Schulz, bassist



Prof. Mini Schulz, bassist, professor of jazz and pop music at the State University of Music and the Performing Arts Stuttgart.

“Stuttgart is a jazz metropolis”

Something which many Stuttgart residents regard as self-evident at home is certainly not true elsewhere. “But that’s always been the case with us”, says the Swabian. As someone born in Gärtringen, he knows what he’s taking about and means, for example, the extensive cultural scene for pop and jazz music in the state capital of Baden-Württemberg. The Swabian is naturally correct here again: Stuttgart has always had an extremely lively jazz scene with world-class musicians. However, thanks to the hard work of many people over the last few years, the visibility of the jazz scene in Stuttgart has been successfully raised (again). Recently, for example, the Bix Jazz Club was chosen by Downbeat Magazine in New York as one of the world’s 50 most important jazz clubs. This is tantamount to an ultimate accolade. It proves once more that Stuttgart is a jazz metropolis and is also internationally regarded as such.

This reputation is also naturally due to locations such as Theaterhaus Stuttgart or “Kiste”, one of the smallest but most traditional live clubs in Stuttgart. Each club

has its own specific profile of which an increasing number of people are now becoming aware thank goodness. The current situation regarding pop music in Stuttgart is not quite so positive although we actually have a separate course on this topic with excellent lecturers at the State University of Music and the Performing Arts Stuttgart. Strictly speaking, Stuttgart has a concert hall problem rather than a pop music problem. There is simply a lack of venues for concerts which audiences of between 500 and 1,000 people want to see. To date, the feeling in Stuttgart was probably that these capacities could be covered by Theaterhaus Stuttgart. However, that venue needs its halls for its own events. Of course, the knee-jerk reaction would be to call for “public money” and hope that a solution could be found here. But that would be too short-sighted. Firstly, here in Stuttgart we have one of the highest quotas for cultural promotion in the country. And secondly, this would deprive free entrepreneurs of the unique opportunity to invest in a future market: in exciting live entertainment away from huge arenas.

Stuttgart Bars:

BAR SCALA

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

You don’t necessarily have to be a guest at ARCOTEL Camino in Heilbronner Strasse in Stuttgart to enjoy its BAR SCALA.

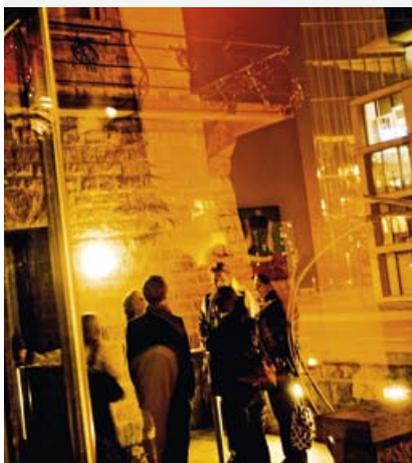
For example the changing exhibitions of works by different artists. That’s be-

cause BAR SCALA is also regarded as some aort of art platform; as a meeting-point for art and culture lovers who want to meet informally in a tasteful ambience.

The wide range of cocktails on offer at BAR SCALA also contributes to this ambience. Guests are spoilt for choice and can choose their favourite tittle from an extensive range of more than 60 different mixed drinks.

For example timeless classics such as Cosmopolitan or Caipirinha or rather extraordinary mixtures like The Flying Kangaroo.

There are even more spectacular mixtures offered – at least according to their names – such as the “The Pangalactic Gargle Blaster” or “Touch-down”, both of which belong to the large group of vodka cocktails. Address: BAR SCALA at ARCOTEL Camino Stuttgart, Heilbronner Strasse 21, D-70192 Stuttgart, Tel.: +49 (0)711 25858-4300.



Time out in a relaxed atmosphere: BAR SCALA at ARCOTEL Camino.



Cocktails and art give BAR SCALA in Stuttgart its real appeal.



The church in Walddorf is a tourist attraction in the still young double municipality.

Potential and projects

Many communities in the conurbation of Stuttgart are important business locations of Baden-Württemberg. In this issue: Walddorfhäslach.

Walddorfhäslach has a beautiful location on the edge of the Schönbuch Nature Park with an all-round panoramic view of the Swabian Alb. With a population of around 4,800, the municipality has ideal road links in the B 27 and B 464 trunk roads to the district towns Reutlingen, Tübingen and Böblingen, to the Baden-Württemberg state capital Stuttgart, to Stuttgart Airport and to Messe Stuttgart. It is therefore closely integrated in the large economic and settlement areas of the Stuttgart and Neckar-Alb region.

Two becomes one

Walddorfhäslach first came into being on 1 April 1972 through the merger of the formerly independent municipalities Walddorf and Häslach, which still belonged back then to the District of Tübingen. As part of the administrative reform the double municipality was assigned one year later to the District of Reutlingen.

Thanks to its central location between the Stuttgart metropolitan region and the Reutlingen-Tübingen urban centre, Walddorfhäslach has ideal conditions for positive economic growth. With the development of the Bullenbank I Industrial Estate covering an area of 4.5 hectares, expansion opportunities were created for local enterprises and

new companies were also established. Other commercial sites are available in the Bullenbank II construction phase and on the Brühl/Schlatt III Industrial Estate.



Thanks to its easily accessible location, Walddorfhäslach is closely connected to the Stuttgart metropolitan region and the Neckar-Alb region.

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TRADE FAIR CALENDAR

12.–20.01. | CMT

The Holiday Exhibition

12.–20.01. | KulturReisen**12.–13.01. | Fahrrad- & ErlebnisReisen mit Wandern**

A special section of CMT

17.–20.01. | Kreuzfahrt- & SchiffsReisen

A special section of CMT

17.–20.01. | Golf- & WellnessReisen

A special section of CMT

25.–27.01. | THERAPRO

Trade Fair + Congress

25.–27.01. | MEDIZIN**07.–09.02. | CLEAN ENERGY BUILDING CEB**

International trade fair and congress for energy-efficient buildings, technical building equipment and renewable energy production

19.–21.02. | LogiMAT

International trade fair for distribution, materials handling and information flow

26.–28.02. | FASTENER FAIR

International trade fair for fastening and fixing technology

26.–28.02. | MEDTEC Europe

Trade fair for medical technology

26.–28.02. | 3C Europe

Trade fair for cleanroom products in production and repair

26.–28.02. | SpringsTec Fair

International trade fair for industry springs and spring-mounted technology

05.–07.03. | EMV

International trade fair with workshops on electromagnetic compatibility

07.–10.03. | Retro Classics

The world of classic automobiles

15.–17.03. | CMT China

The Holiday Exhibition (Nanjing)



More and more Germans are deciding in favour of holidaying in their own caravan. The overnight stays at camping sites in this part of the world are increasing constantly.

Positive growth

Caravanning is very popular among Germans interested in travelling. CMT, the world's largest public trade fair for tourism and leisure, benefits from this.

Spontaneous, informal, nature related holiday: Travelling with a motorhome, caravan or tent offers a bit of everything. One reason why half of the German population prefer this flexible and reasonably priced type of holiday over other types of holidays, according to a current forsa survey.

Mainly the young generation between 18 and 29 years of age (70 percent) and families with children (around 60 percent) prefer to spend the most beautiful days of the year on the camping site than in a hotel. On the whole, the number of potential camping and caravanning holiday makers is around 8.8 million people according to surveys conducted by Kieler Forschungsgemeinschaft Urlaub und Reisen e. V. (FUR).

In 2011 camping tourism in Germany experienced further growth. The number of overnight stays on German camping sites increased by roughly two percent to around almost 25 million – a positive development which has also continued in 2012.

The German caravanning industry, which will be represented from 12 to 20 January 2013 with several new products and services at the Stuttgart-based holiday trade fair CMT, also benefits from the trend towards a flexible, nature-related holiday. According to the Caravanning Industrie Verband e. V. (CIVD), who have their head office in Frankfurt am Main, the licence figures for leisure vehicles in Germany clearly exceeded the result of the previous year and also the expectations of the caravanning industry.

Driving force in Europe

In 2011 it fully benefited from the positive general economic development. In 2012 the export of German leisure vehicles grew by 13 percent according to CIVD statistics; the licences at home increased for caravans by eleven percentage points, for motorhomes by 20.1 percent. With 5.76 billion Euro the total turnover for the industry rose by 25.6 percent; a nota-



CMT is also the leading trade fair for the caravanning industry at the beginning of the year – with over 800 leisure vehicles, many of which are global innovations.

ble result of which the double-digit growth of all market segments had a significant share. “Germany was thus also the strongest driving force in Europe in the caravanning market”, explains CIVD President Klaus Förtsch.

Top position developed further

Up until the end of the third quarter in 2012 the German caravanning industry managed to grant significantly more licences for leisure vehicles than in the same period of the previous year (36,883 vs. 34,689 units). “It was primarily the motorhome area that was able to further develop its strong position of the previous year with plus 10.8 percent”, states CIVD President Förtsch. There were also positive signs for CMT, the world's largest public trade fair for tourism and leisure, and its camping and caravanning section. “CMT is the most important marketplace, the leading trade fair at the start of the year so to speak”, is how Wolfgang Liebscher, President of the Deutsche Caravan Handels-Verband (DCVH), explains the significance of the Stuttgart-based trade fair classic. “When the Swabians make purchases, then the rest of the Germans follow suit”, states CIVD spokesperson Dr. Holger Siebert from experience. In 2012 precisely 224,327 tourism fans came to the once again fully booked out CMT. “CMT was thus able to fur-

ther expand its position as an innovation showcase for southern Germany, not only in the camping and caravanning section with over 800 vehicles and over 80 global innovations”, happily states Messe Stuttgart Managing Director Roland Bleinroth about the positive development. CMT 2013 wants

to follow up on this success. With the partner region for the camping and caravanning section Mecklenburg-Vorpommern, among others. And with the new area “Caravanning” in the tourism hall C2. This area should help convince previous non-caravanners of the nature-related holiday form.

TRADE FAIR TICKER

18.–22.09. | AMB

Approximately 90,000 visitors (2010: 86,200) came to Stuttgart, according to Messe Stuttgart boss Ulrich Kromer, “the best AMB ever”. Twelve percent of them travelled from outside Germany to the international exhibition for metal-working.

08.–10.10. | BATTERY + STORAGE

A perfect start was achieved by the combined event from the newly established BATTERY+STORAGE trade fair, the f-cell fuel cell forum and the e-mobil BW TECHNOLOGY DAY. Result: 3,100 visitors and conference participants from 23 countries.

21.–23.10. | SÜFFA

Germany's largest trade fair for the meat industry in 2012 ended with a satisfactory result. In comparison to the previous year the quality of visitors rose again.



Full house in Stuttgart: AMB 2012.

23.–25.10. | IT & Business / DMS Expo

Approximately 10,000 visitors came to the Stuttgart IT duo in 2012. The accompanying framework programme and congress events attracted approx. 1,500 participants.

06.–08.11. | VISION

Over 7,000 visitors, just as many as in the previous year (2011: 7,055), came to Stuttgart to the 25th VISION, the leading world trade fair for machine vision. Guests from around 50 countries were represented.



Hailstorms and strong summer rain are an increasing threat to wine-growing in the Stuttgart region.

Wine-growing and climate change

Insurance and effective protection against extreme weather conditions will meet with growing interest at INTERVITIS INTERFRUCTA 2013.

What initially seems to be fluffy cumulonimbus lambs can suddenly be transformed into a black and blue tower of cloud, whose devastating load may destroy vineyards and orchards within minutes. There is no doubt: Hailstorms and strong summer rain have increased considerably in recent years, especially in Baden-Württemberg and Bavaria. But devastating hailstorms have also been experienced along the Moselle and in the Palatinate, in Switzerland, Styria and the Kamp valley in Lower

Austria. The topic of hail damage insurance and hailstorm protection will therefore play an important part at INTERVITIS INTERFRUCTA 2013 from 24 to 27 April at Messe Stuttgart. That the danger from extreme weather conditions has increased in times of climate change is also confirmed by Hans-Ulrich Eppler from the insurance company Vereinigte Hagelversicherung: “In Baden-Württemberg alone, we have had three years of extreme damage since 2008, for which we have only been able to compensate thanks to our geographical spread of risks from Lithuania and Poland via the Netherlands and Italy to Sicily.”

What can be done? Hail protection nets have become increasingly popular over the years, and are available in various versions. As a positive side effect, they also reduce the damage caused by birds, wasps and wild animals. However, depending on the system selected and the manufacturer, these nets necessitate an investment of between 7,000 and 14,000 Euro per hectare. Furthermore, the nets allow little sunlight penetration, which several investigations have shown to result in a de-

crease in must weight of one or two degrees Oechsle.

Some wine-growing regions around the world therefore set store by direct elimination of the hazard by means of hail-fighting aeroplanes. In the Greater Stuttgart area, such aeroplanes have been in use already since 1980. Coordinated by the high-risk district of Rems-Murr, the state, local councils, companies and fruit and wine-growing associations are all in the same boat and shoulder the costs together.

Owing to the recent increase in cases of damage, the topic of hail protection will be intensively discussed at INTERVITIS INTERFRUCTA 2013. The German Winegrowers’ Association, as event organiser, and Messe Stuttgart, as implementing company, expect the over 600 exhibitors to include numerous providers of insurance services – covering hail and flood damage, operating equipment, stores and machinery, fire, frost and photovoltaic systems. According to Hans-Ulrich Eppler from Vereinigte Hagelversicherung, at present there is “exponential” demand, in particular for multi-risk insurance policies.



Hail protection nets also reduce damage caused by birds and wild animals.

HAUS|HOLZ|ENERGIE 2013:

Conversion and renovation

Constructors can obtain information on current trends at HAUS|HOLZ|ENERGIE from 12 to 14 April 2013. The specialist trade fair will provide house and apartment owners with innovative ideas for conversion and renovation.

This year too, the focus of interest will be energy-optimised buildings. For heating prices are rising significantly. "The modernisation of building energy systems is the only way for property owners to counter the effects of this incalculable development", says Peter Sauber, Managing Director at Peter Sauber Agentur Messen und Kongresse GmbH and organiser of HAUS|HOLZ|ENERGIE. "Almost all building owners want to save energy and reduce costs, but find this difficult to implement", explains Sauber. "This deficit can be rapidly and comprehensively eliminated at HAUS|HOLZ|ENERGIE." Information



At HAUS|HOLZ|ENERGIE, professionals will provide tips on energy-optimised building.

stands of the Stuttgarter Haus- und Grundbesitzervereins (house and property association), the Energieberatungszentrums Stuttgart e.V. (energy consultants) and the GIH Gebäudeenergieberater e.V. (building energy consultants) will provide information on

energy-specific building renovation and promotion measures. Detailed information on questions relating to financing, legal regulations, energy and health in the context of building ownership will be available to visitors in presentations accompanying the exhibition.

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Stuttgart Invest is an important barometer for current market developments for decision-makers in the financial sector.

Concentrated know-how

The Stuttgart finance and investment trade fair Invest will be even more compact this year. Advantage for exhibitors: More contacts per day for less costs.

Invest, the leading trade fair and congress for finance and investment, will take place on 19 and 20 April 2013 in Stuttgart. For the first time, the event will be held over two days instead of three, providing investors and exhibitors with a greater concentration of financial expertise. This constitutes a move by organisers, Messe Stuttgart and Börse Stuttgart, to meet the requirements of many market players who called for a shorter run of the largest financial sector get-together in the German-speaking region. Just taking place on Friday and Saturday

Investments in gold and other precious metals will also be the focus of interest.



presents clear advantages for the exhibiting companies: Less costs for stand personnel, as well as lower expenditure on stand construction services. “Shortening the event provides the exhibitors with an opportunity to meet more investors each day on a lower trade fair budget,” says Andreas Wiesinger, Division Director at Messe Stuttgart, summarising the advantages.

Essential date in the marketing schedule

In order to be able to offer concentrated know-how on all asset categories with the roughly 400 events in the accompanying congress and framework programme – an important component of Invest – Messe Stuttgart is extending the daily opening times for the event: Invest 2013 will open on both days from 9 a.m. to 6 p.m.. During these times, private investors, as well as advisers, asset managers and brokers, will be able to exchange ideas and discuss in detail the opportunities and risks of individual investment categories

and financial products with well-known financial experts.

The annual Stuttgart Invest event is an essential date for the decision-makers in the financial sector of the German/Swiss/Austrian region, and a firm fixture in the exhibitors’ marketing schedules. For years, this has been the place for the industry to meet. At the last event, 177 exhibitors and 14,106 investors from the German-speaking region came together in Stuttgart. “Invest is an important barometer for the financial sector in the German-speaking region, and is meanwhile a compulsory event for investors, irrespective of developments on the markets,” says Ulrich Kromer, Managing Director of Messe Stuttgart, describing the significance of Invest. “The event’s function as a guiding beacon is confirmed by exhibitors and visitors alike. There is no other trade fair in the German-speaking region that provides such a broad range of financial know-how on all asset categories and brings together financial experts from all divisions of the sector.”

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

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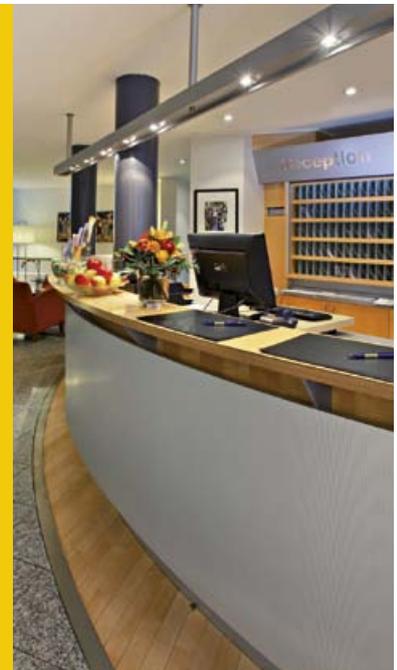
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Focus on old age

Germany is getting older and so too are its patients. MEDIZIN is dedicated to the trend topic.

From 25 to 27 January 2013 the Stuttgart-based MEDIZIN draws established physicians, medical employees and medical students to the Filder region. The trade fair and the medical congress of the medical association of Nordwürttemberg give visitors an optimal opportunity to obtain information and, at the same time, to avail themselves of training programmes. The central topic of "old age", which is a common theme throughout the trade fair and congress, is setting new accents. With the desire to live longer, patients are looking for optimal medical care.

Here the experts and doctors are in demand because they must be prepared for the needs of the infirm elderly patients: Barrier-free practice access and facilities are required just as much as knowledge of features of illnesses in old age. Upon the presentation of several illnesses at the same time, attention must be paid to intensification or weakening when prescribing several types of drugs for example.

Visitors find the central topic of "old age" again in the presentations of the medical congress. Here experts de-

liver keynote addresses on malnutrition in old age, as well as lung and skin diseases. The general topics include current developments in emergency medicine and cardiology. In addition to the medical congress, the Deutsche Verband Technischer Assistentinnen und Assistenten in der Medizin e.V., the Hartmannbund Verband der Ärzte Deutschland, the Kreiskliniken Esslingen, the MEDIVERBUND and the Verband medizinischer Fachberufe e.V., present a comprehensive framework programme of presentations, seminars and workshops.

Synergies that make sense

For the first time MEDIZIN takes place parallel to the new trade fair TheraPro. It follows up on the successful theme area of physiotherapy of MEDIZIN 2012 and enhances this offering at its own trade fair. Visitors and exhibitors of MEDIZIN thus benefit from synergy effects. The exchange of information and ideas between doctors and therapists is promoted and encouraged, thus creating stronger links in the health industry.



At the Stuttgart-based trade fair with congress MEDIZIN the focus is on the topic "old age" due to the demographic development in Germany.



Everything in a click: Today intelligent Smartphones are able to communicate with modern housing technology.

Optimally linked

Fast data connections for building technology:
The innovations can be seen at eltefa 2013.

Innovative communication technology to fast data connections are now standard requirements of modern building infrastructure. One reason for the Stuttgart-based eltefa to dedicate itself intensively to this trend topic from 20 to 22 March 2013 with a special show. The largest trade fair for electrical technology and electronics is a cross-industry meeting point for all those involved with building technology. Whether it's modern cable solutions for data processing centres, industry, multimedia or home applications – eltefa integrates and networks innovative trends with the classic core offers of its industry.

Environment-friendly solutions

Energy-efficiency is also playing an increasingly important role in the planning of future-oriented communications systems in buildings. This is why eltefa 2013 is concentrating intensively on the necessary IT and infrastructure solutions: from cooling to power supply in the data processing centre or industrial environment to cable systems as a component of an energy-efficient building and IT concept. Demands for future-oriented, environment-friendly solutions also mean “intelligent building technology”. Their classic divisions – heating, ventilation, air-conditioning, fire

alarms, as well as video surveillance, access control and alarm systems – are concentrating more and more on linked infrastructure and are growing together more.

Theme areas from the “intelligent living” range are also gaining in importance: A rapidly growing number of private individuals would like to use the media at home simply and for their individual use. This places new requirements on residential wiring for example in the networking of all end devices. At eltefa 2013 these core areas will be complemented with presentations.



Data connections are part of modern building infrastructure today.

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Boom industry: Quality assurance



At the leading world trade fair Control in 2013 it's all about quality assurance in all relevant processes.

The 27th Control presents the global offering of QA technologies and services in Stuttgart.

“Five months on after Control 2012 and over 90 percent of the hall space in Stuttgart has already been booked for the next event from 14 to 17 May 2013”, explains trade fair organiser Paul E. Schall. “The leading world trade fair for quality assurance is again breaking away completely from similar trade fairs.” According to Schall, they have a polytechnic character and, in addition to different production, automation, sensor system and drive technology themes, they also like to adorn themselves with the label “quality assurance”.

“At Control in Stuttgart it's the exact opposite”, emphasizes Schall. “Here only quality assurance with all relevant processes is to the fore. This is why automation solutions are becom-

ing a means to an end, are considered important for automated quality assurance in production and assembly, in order to be able to practically and fully represent the QA processes in all its forms.”

Market observers such as Schall are registering a significant increase in the degree of automation year by year and classify it as an indicator for the further development of quality assurance in established and emergent industry countries. Particularly as the rising demands from customers in emerging countries for more functionality and quality also means that producers in low-income countries are making more efforts in terms of quality assurance in order to be able to survive on the global market.

FAIR HANDELN 2013:

Forum for development policy

The international specialist and consumer trade fair FAIR HANDELN (11.–14.4.2013) is an important forum for the development policy of Baden-Württemberg. In 2013 the second Stuttgart-based citizens' conference will take place at which citizens and others will discuss the future of the

economic and development cooperation of the state with State Minister Peter Friedrich. The conference during FAIR HANDELN is part of the economic and development dialogue of the state government WELT: BÜRGER GEFRAGT!, through which citizens, initiatives, associations and organisations can introduce their ideas for a new development policy guideline for the state.

“The FAIR HANDELN trade fair should remain an excellent marketplace for the development policy in Baden-Württemberg”, explained Minister Friedrich in the Stuttgart Landtag. “The conference brings the development policy dialogue to the trade fair and acquires more communities, civil society organisations and partners for the trade fair. In April 2013 we have the opportunity for the first time to evaluate our joint efforts in the implementation of the new development policy.”



At FAIR HANDELN the international fair trade industry meets.

CEB CLEAN ENERGY BUILDING:

Name change

CEP is now called CEB CLEAN ENERGY BUILDING. The trade fair with congress for energy-efficient buildings, technical building equipment and renewable energy production has after six years established itself beyond Baden-Württemberg and according to organiser REECO GmbH is one of the most important leading trade fairs in Europe. The core focus in 2013 is on the topics resource efficiency, individualisation, self-sufficient in terms of energy and health, among other things. CEB takes place from 7. to 9.2.2013 in Stuttgart.



New name, innovative content: CEB CLEAN ENERGY BUILDING.

Top-quality highlights

The national and international motor scene meets in 2013 at the historic car trade fair Retro Classics.

Also in its thirteenth year the Stuttgart-based motor trade fair Retro Classics (7 to 10 March 2013) will be in top form and provide an insight into the entire world of classic and historic cars. The trade fair is divided into eight trade fair halls according to themes – and thus on the entire trade fair grounds – Retro Classics becomes a central meeting point for fans of legendary cars. From pre-war cars to historic and classic cars and youngtimers of the post-war era, from legendary racing cars to American cars to the future classics, every car fan and motorsport enthusiast is guaranteed a highlight. The Retro Night, as a get-together for the motor scene, an auction by Swiss Auctioneers in the atrium, the private and commercial vehicle sales platform, as well as the inter-

national parts market, round off the trade fair offering. The special events of Retro Classics include the August Horch special show in Hall 1 with around 20 prestigious vehicles from the legendary brand. In cooperation with the Horch restorer Joachim Appel, the Horch Museum Zwickau and the Audi Museum, the history of the luxury German automotive manufacturer will be showcased. The 100th anniversary of Aston Martin will also be celebrated in Hall 1. Up to today cars from the first-class British brand are mainly manufactured by hand meaning only a few thousand specimens of the brand exist. An entire hall is dedicated to American cars from the period between 1950 and 1980. Insights into the French history of the car are provided in Hall 4 with



For fans of classic cars the Retro Classics is a fabulous showcase of fine and affordable historic vehicles.

a special show from France's Delahaye automobile manufacturing company. And in the foyer of the Stuttgart trade fair centre the Austrian-based classic and historic car scene is presented with a special show of traditional cars "Made in Austria".



Fastener Fair Stuttgart 2013:

Fixed link

From 26 to 28 February 2013 Europe's largest trade fair for the fastening and fixing industry takes place in Messe Stuttgart. In addition to Germany, some of the key exhibiting countries include Italy, Great Britain and the Netherlands.

Fastener Fair Stuttgart 2013 will once again occupy trade fair halls 4, 6 and 8. Traditionally it is mainly aimed at retailers and manufacturers. The target audience is therefore primarily wholesalers, retailers, suppliers and manufacturers in the industry.

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

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LogiMAT in Stuttgart has become the leading European trade fair for its industry.

Market of innovations

The intralogistics trade fair LogiMAT is one of the many success stories at the Stuttgart location.

From 19 to 21 February 2013 the intralogistics trade fair LogiMAT will ring in the trade fair year for its industry for the eleventh time in Stuttgart. The event looks back on a formidable success story. In 2003 the event still took place on Killesberg in Stuttgart, at that time the number of exhibitors was barely 160 and there were almost 4,000 visitors.

“At LogiMAT 2013 we are expecting well over 1,000 international exhibitors and over 35,000 visitors”, states Peter Kazander, trade fair manager of LogiMAT happily. “Not least because the international trade fair for distribution, material and information flow is considered the number one annual industry meeting point for investment decision-makers in Europe. But also due to the mix of a complete market overview and top framework programme at congress level.”

In February 2013 LogiMAT will showcase in six trade fair halls with over 70,000 square metres. Visitors from the areas of corporate strategy, IT, purchasing, production, warehouse storage and shipping, will obtain specific information on innovations and tried-and-tested solutions for the

efficient organisation of all logistics processes in the company. Management and logistics consultants, logistics service providers, as well as outsourcing partners, are also on site. The offer ranges from lifting platforms, cranes, conveyor belts to forklifts and storage systems to packaging technology, robots, software, labelling and identification.

Growth and protecting values

Despite the gigantic increase in the number of exhibitors, Kazander is sticking to the LogiMAT concept: “Grow continuously, but protect values. More specifically this means that exhibitors present themselves using an efficient stand concept. Business is to the fore, show effects are minor. A philosophy which mainly benefits small and medium-sized companies.” Visitors appreciate the short routes in and between the trade fair halls despite the size of the event. The halls are clearly structured according to themes, the forum programme is also coordinated to the exhibition areas in the halls. All are ideal factors for an efficient trade fair visit.

Meeting place

TheraPro is the new trade fair for professional therapists in southern Germany.

Expert interviews and market analyses send a clear message: Professional therapists for medical rehabilitation and prevention want their own trade fair in southern Germany. This is why from 25 to 27 January 2013 for the first time TheraPro will take place parallel to MEDIZIN. The new event on the grounds of Messe Stuttgart, as the only trade fair with congress in southern Germany, covers the entire product range for professional therapy. Physiotherapists, occupational therapists, speech therapists, osteopaths and masseurs find a trade fair platform here at which they can obtain information on current developments, partake in continued training programmes and exchange know-how.

Comprehensive offer

The exhibition offer of TheraPro ranges from therapy devices for physiotherapy, physical therapy, occupational therapy and speech therapy to training and fitness devices to commodities and consumables. Exhibitors also present clothing, practice facilities, services from the areas of training and further education and a wealth of specialist literature. Visitors also benefit from the combination of a trade fair and congress. Several high-quality congresses accompany TheraPro. For example, the Georg Thieme publishing house is organising the 7th physiotherapy congress and the 7th occupational therapists' conference within the framework of the trade fair. Physiotherapists and occupational therapists learn directly from experts at both events.



The new TheraPro is the only trade fair with congress for professional therapists in the south of Germany.



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Trade Fair people: “Do you know ...?”

Sister Agnesita Dobler

Her mission is to bring the church to the people and be available as a dialogue partner. Sister Agnesita Dobler from the Franciscan Order of Reute takes the message from “St. Francis” seriously. She works tirelessly on behalf of the diocese at the Stuttgart trade fair grounds and at Stuttgart Airport. She is familiar with all trade fairs in Stuttgart. “VISION overlaps with Control in some areas”, she states, leaving listeners in astonishment. If she has time she also swings by press conferences, like

recently during the VISION press lunch. What fascinates her about trade fairs? “The degree of creativity at which the exhibitors market their products.” On God’s word, she finds the creativity timeless and beautiful, but one has to adapt the presentation to the living conditions of the people if one wants to reach them. “Here the church can learn a lot from exhibitors.”

Sister Agnesita comes from near Münsingen from a family of five other children. After completing her final secondary school examinations and home economics training she decided to join a holy order at 22 years of age. “For me it was the right path up to now.” She is studying business studies and as a nun takes on the role of managing an institution for handicapped people, where she is responsible for around 1,300 people and over 900 employees. “God sends the good, business sends the evil, one hears over and over again. It is not my world view. Aspiration for success and pursuit of profit is part and parcel of life. What’s decisive is the method”, she states. “I would like to maintain the contact between church and business, otherwise one does not understand the concerns of people. My plus is that I understand many of them, which run at management and employee level.”

She recognises, however, “that nobody pays an admission fee to make a confession at the trade fair”. At public trade fairs she holds “short” church services with her Protestant colleague Minister Dieter Kleinmann, provides a stand service at the BABY-WELT trade fair when it is about baptism, or at the Invest trade fair at the Caritas stand. And she advises the church on matters of trade fair and mass participation. But she mainly demonstrates a presence and reaches out to people in her day-to-day routine. The 51 year old nun lives with two sisters of her convent in Stuttgart-Degerloch, in an apartment belonging to the hospice where the other Franciscan nuns work. When everyone is at home, it is sociable, cooking together and chatting. Apart from that, Sister Agnesita likes to cycle in her leisure time. And “nobody believes me now, but I do like to pray”, she laughs.

INTERGASTRA 2014:

More space for innovations and trends

Since the relocation to the new Stuttgart trade fair grounds INTERGASTRA is heading in just one direction: up! Over 1,300 exhibitors, approximately 100,000 square metres filled with innovations and recipes for success and unique infrastructure: from 1 to 5 February 2014 Stuttgart



INTERGASTRA is Europe’s largest showcase for the hospitality industry.

becomes the meeting point and trend barometer for the hospitality industry. With continuous growth in terms of area, exhibitor and visitor numbers, INTERGASTRA 2014 is not only the most innovative, but also the largest showcase for the catering industry in Central Europe.

“For the fourth year in succession INTERGASTRA is now expanding its exhibition area and for the first time will occupy all nine halls on our trade fair grounds” explains Ulrich Kromer, Managing Director of Messe Stuttgart. “We offer visitors a clear location advantage and create even more space for innovations with every event by continually expanding our theme areas.” Thanks to its thematic hall division exhibitors are able to present in an optimal environment at INTERGASTRA. Visitors benefit from clearly structured trade fair areas on all relevant aspects in the out-of-home market.

Messe Stuttgart:

Excellent figure

Landesmesse Stuttgart GmbH is also a role model when it comes to climate protection. At the end of 2012 the company was awarded the climate protection certificate from ALBA Stuttgart GmbH. The waste disposal service provider certifies that Messe Stuttgart makes a saving of 329.98 tons of greenhouse gas per year through recycling materials. This corresponds to the average annual carbon dioxide emission of 159 cars. According to ALBA, the evaluation is based on a comprehensive study conducted by the renowned Fraunhofer Institute for Environmental, Safety and Energy Technology UMSICHT.

“The amount of waste processed by ALBA for Messe Stuttgart has a total weight of roughly 2,000 tons per year”, explains Andreas Reimann, ALBA Key Account, Landesmesse Stuttgart Sales & Marketing. “Approximately 70 percent of this can be recycled. This is an excellent figure.”



Top-quality cycling holidays at home and abroad are also proving very popular with active German holiday-makers in 2013.

Forum for active holiday-makers

The CMT special show cycling & adventure holidays with a hiking creates in the middle of winter a desire for the upcoming open-air season in 2013.

The special exhibition cycling & adventure holidays with hiking starts on the first weekend of the Stuttgart-based tourism trade fair CMT, i.e. on 12 and 13 January. The event which grew under the umbrella of CMT is presented in Hall 9. Around 240 exhibitors show current developments on the cycling and hiking market, provide know-how and expertise and present products. Hiking regions present their tourism destinations in the newly designed "Hiking Theme Park". Visitors can obtain information on cycling holidays at home and abroad, bike tours, individual tours or pilgrimages, GPS devices and E-bikes. Messe Stuttgart is anticipating around 30,000 visitors in 2013.

"This year several regions are taking part for the first time", enthuses Anja Frey, Project Manager for the Cycling & Adventure Holidays with Hiking section. "For example Liechtenstein, Franconian Switzerland, Eastern Bavaria and Fläming." There are also new exhibitors in the accessories section. A diverse framework programme with presentations, multi-vision shows,

music and dance performances, as well as exciting active offers, round off a visit to the CMT special show. "For young visitors this time we are showing action-packed travel reports in our holiday cinema", states Project Manager Frey. The cycling test track ensures fun and variety for the cycling & adventure holidays with hiking section. Rock climbing has been announced with the outdoor provider "Naturzeit": "A low rope course is being built where those seeking adventure can test their skill", explains Frey. The partner associations in 2013 are the Allgemeine Deutsche Fahrrad-Club (ADFC) (Baden-Württemberg branch), the Schwäbische Albverein and the Deutsche Wanderverband (DWV). They are on site with information stands, stage shows and presentation programmes.

Hiking is trendy again

All types of hiking with various difficulty levels are a huge trend. "One reason for this is the beneficial health effect, as well as the communal expe-

rience", states DWV and Albverein President Dr. Hans-Ulrich Rauchfuß knowingly. Recently a sports science study commissioned by the DWV confirms that hiking strengthens the heart, reduces fat and builds muscle. No wonder more and more young people are taking up the offers of hiking associations.



Hiking is back on trend: At the special show of CMT many regions are presenting their attractive offers.



Freshness and quality

Just what trade fair catering should be: Culinary variety, regional products and qualified service.

Anyone wishing to present himself as a good host at the trade fair gives his guests the feeling of being welcome. For exhibitors, a successful trade fair appearance therefore also includes an appropriate catering concept. Whether refined fingerfood or creative snacks, sweet or savoury – for stand catering at



Tasty fingerfood is the classic for stand and event catering.

Messe Stuttgart, the catering company ARAMARK provides a varied selection of culinary specialities. The service provider also offers refreshing drinks and coffee and tea specialities. In addition, catering equipment, such as coffee machines, drink dispensing systems and crockery, can also be hired. Qualified service personnel provide catering support at the stand. At the end of the trade fair, more contacts can be made in a relaxed atmosphere at the stand party. Here too, ARAMARK supports the exhibitors with individual catering concepts – from rustic to exclusive. “In trade fair catering, a high degree of flexibility and individuality is required”, explains ARAMARK facility manager Bernhard Garlin. “As a catering service provider, we can rely on our

Whether for the stand party, in the trade fair restaurant or at the trade fair stand: ARAMARK offers individual catering concepts.

many years of experience and international gastronomical competence. We set great store by optimum quality and freshness in the kitchen, as well as maximum flexibility and speed of service. In this regard, the main priority is always our customers with their special requirements and requests, to which we respond in a very individual manner.”

Commitment to regional sourcing

For the preparation of its food, ARAMARK gives preference to products and ingredients from the region. For example, the catering service provider purchases its meat and sausage products from regional production cooperatives, and fruit, vegetables and bakery products from local suppliers. The concept of special quality and freshness pays off: In this way, ARAMARK not only strengthens local partners, but also helps protect the environment by ensuring short delivery routes. When purchasing its supplies, the caterer takes the promotion of appropriate, responsible animal husbandry and breeding into account. The areas of safety, quality, nature and environment protection, animal welfare and regional promotion are important factors in the purchasing guidelines. Organic-product certification and fair-trade products are therefore also integral components in the selection offered. The commitment to the region is an important feature of the sustainability strategy that has been consistently pursued by ARAMARK for many years. ARAMARK has been a catering partner of Messe Stuttgart for many years. In addition to exhibitor catering, the service provider also operates the other gastronomical facilities at the trade fair: Two large restaurants, several bistros and cafés, as well as various mobile stands. Furthermore, ARAMARK offers a wide range of catering services for congresses, conferences and events in the ICS International Congress Center Stuttgart.

2012

2013


29. Modellbahn
 Internationale Modellbahn-Ausstellung
22. - 25.11.2012 **Messegelände Köln**



17. Echtdampf-Hallentreffen
 Ausstellung - Fahrbetrieb - Verkauf
11. - 13.01.2013 **Messe Karlsruhe**



19. Faszination Modellbau
KARLSRUHE
 Ausstellung für Modellbahnen und Modellsport
22. - 24.03.2013 **Messe Karlsruhe**



12. Control Italy
 Fachmesse
 für Qualitätssicherung
21. - 23.03.2013 **Messe Parma / Italien**



12. Motek Italy
 Fachmesse für Produktions-
 und Montageautomatisierung
21. - 23.03.2013 **Messe Parma / Italien**



15. Agri Historica
 Traktoren - Teilemarkt - Vorführungen
20. + 21.04.2013 **Messe Sinsheim**



27. Control
 Internationale Fachmesse
 für Qualitätssicherung
14. - 17.05.2013 **Messe Stuttgart**



32. Motek
 Internationale Fachmesse für Produktions-
 und Montageautomatisierung
07. - 10.10.2013 **Messe Stuttgart**



7. Bondexpo
 Internationale Fachmesse
 für Klebtechnologie
07. - 10.10.2013 **Messe Stuttgart**



6. Microsys
 Technologiepark für Mikro-
 und Nanotechnologie
07. - 10.10.2013 **Messe Stuttgart**



19. Druck+Form
 Internationale Fachmesse
 für die grafische Industrie
09 - 12.10.2013 **Messe Sinsheim**

2013


12. Faszination Modellbau
FRIEDRICHSHAFEN
 Ausstellung für Modellbahnen und Modellsport
01. - 03.11.2013 **Messe Friedrichshafen**



11. Blechexpo
 Internationale Fachmesse
 für Blechbearbeitung
05. - 08.11.2013 **Messe Stuttgart**



4. Schweisstec
 Internationale Fachmesse
 für Fügetechnologie
05. - 08.11.2013 **Messe Stuttgart**



1. Coilex
 Internationale Fachmesse
 für elektronische Komponenten in der Produktion
05. - 08.11.2013 **Messe Stuttgart**

2014


28. Control
 Internationale Fachmesse
 für Qualitätssicherung
06. - 09.05.2014 **Messe Stuttgart**



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



4. Stanztec
 Internationale Fachmesse
 für Stanztechnik
03. - 05.06.2014 **CongressCentrum Pforzheim**



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



8. Bondexpo
 Internationale Fachmesse
 für Klebtechnologie
06. - 09.10.2014 **Messe Stuttgart**



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



23. Fakuma
 Internationale Fachmesse
 für Kunststoffverarbeitung
14. - 18.10.2014 **Messe Friedrichshafen**





European success

The market for medical technology is growing. To the benefit of Stuttgart's MEDTEC Europe trade fair.



MEDTEC Europe is taking place in Stuttgart – at the heart of medical technology.

The successful European trade fair for medical technology, MEDTEC Europe, will be taking place at a slightly earlier date in 2013, from 26 to 28 February. Around 1,000 companies will be coming to Stuttgart to showcase their in-

novative products and services for the future-oriented industry. "The region around Stuttgart boasts a unique density of companies involved in the medical technology sector", explains Paul Wilson, Portfolio Director of organiser

UBM Canon, "which means it is the perfect location for MEDTEC Europe, making it easy for visitors from all over Europe to come and explore the latest developments in medical technology. Following on from the successful premiere in 2012, we have now further expanded the structure of MEDTEC Europe into nine themed zones. This will facilitate a better orientation for the visitors as they make their way around the exhibition." MEDTEC will be presenting the latest developments across 40,000 square metres in Halls 1, 3 and 5 of Messe Stuttgart. On display will be materials, components, electronics, assembly, production and processing systems, manufacturing technologies and specialist services.

Synergies with SÜDTEC

Wilson views the complementary range of topics addressed by the SÜDTEC trade fair, which takes place at the same time, as a decisive plus. "It is quite conceivable for the services of the MEDTEC exhibitors to be profitably used in the neighbouring industries. Just as there may be suppliers among the SÜDTEC exhibitors looking to further explore the world of medical technology. We are thus consciously providing customers from the general field of supply with an opportunity to not only address their core markets, but also enter the medical market and broaden their spectrum of customers."



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Taste the difference here

Only products that meet the strictest of quality criteria are permitted at Stuttgart's "Slow Food Trade Fair – Market for Good Taste".

Whether it's traditional sausage from North Hessen or lentils from the Swabian Alb: These German specialities represent a very enjoyable culinary experience and a long-standing partnership between the agriculture and handicraft of the respective regions. Using raw materials such as cereals, fruit and vegetables, honey, milk, meat and fish, the bakers, confectioners, cheesemakers and butchers create their regional delicacies. Representing a quality of life that people are increasingly losing sight of, bombarded as they are by today's standardised foods from industrial mass production.

At Stuttgart's "Slow Food Trade Fair – Market of Good Taste" (11 to 14 April 2013), consumers and trade visitors still have the opportunity to experience the exciting possibilities presented by real flavour – far removed from the uninspiring and arbitrary mass-produced goods. This is guaranteed by the strict Slow Food quality check, among others, carried out by a special committee within the globally active non-profit organisation.

Every exhibitor at the Slow Food trade fair must meet strict criteria before being allowed to participate. "For this reason, Stuttgart's Slow Food event



Der Mensch lebt gern vom Brot allein – es muss halt nur das richt'ge sein!

At the "Market of Good Taste", the food presented must meet the highest of standards.

has enjoyed a very good reputation among consumers right from the start", explains Project Manager Lieselotte Haug. "This testing procedure has required a lot of effort on the part of the Quality Advisory Body from Slow Food Deutschland and Messe

Stuttgart", admits Haug. "However, this was the only way to ensure that the products on display in the trade fair halls meet the highest of quality standards. As they should when exhibited at the leading trade fair from Slow Food Deutschland."

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Eye-catcher: A glittering array of gems at the Stuttgart trade fair “Minerals, Fossils, Precious Stones and Jewellery”.

Superb stones

Precious stones and minerals are attractive show-pieces and they’re meant to have healing properties.

There is hardly an alternative medicine that dates back further than crystal healing. These healing stones already played an important medicinal role in China, India, Egypt and Latin America by the time the first advanced civilisations emerged around 5,000 years ago. In modern day stone therapy, sha-manic elements are often combined with the scientific findings of analytical crystal healing, which involves a modern exploration of the development, crystal structure and mineral elements of the stones. This is not an argument accepted by traditional

academic medicine however, a sector that still believes the stones have no healing properties whatsoever. Renowned speakers have long addressed this theme at Stuttgart’s “Minerals, Fossils, Precious Stones and Jewellery” (12 to 14 April 2013). At the heart of the consumer trade fair, however, is a fascination with precious stones from all over the world. Here, trade fair visitors are given the opportunity to admire rare fossils, to be amazed by valuable precious stones – and of course to purchase any gems that take their fancy!

Bond under the hammer

There will be 60 exquisite historic cars going under the hammer at Stuttgart’s Retro Classics 2013.



Up for auction at Retro Classics: 007’s Aston Martin DB5.

There will be a large auction taking place for the first time on Saturday, 9 March at Stuttgart’s Retro Classics (7 to 10 March 2013), organised by the Swiss classic car dealership “Oldtimer Galerie Toffen”. The Swiss company is a well-known face on this market. For over 20 years, the classic car specialist has been successfully holding several auctions of collectors’ cars each year. There will be 50 to 60 choice classic cars going under the hammer during the auction at Retro Classics. Among

R+T 2015:

Excellent outlook

R+T – the leading world trade fair for roller shutters, doors/gates and sun protection systems – looks set to maintain its top spot in 2015. All signs are pointing to success: there has been exceptionally large interest shown in the stand spaces and there are plenty of important companies among those registered. The hotels in the surrounding area have also seen an increase in demand for the dates 24 to 28 February 2015. R+T provides trade visitors with a comprehensive overview of what this global industry has to offer, presenting the latest innovative ideas for roller shutters, awnings, Venetian blinds, roller blinds, stores and vertical Venetian blinds, for gates, doors, grilles, fencing, electric security equipments, as well as windows and window shutters and the associated drive technology.



Leading world trade fair: R+T 2015.

them models such as an Aston Martin DB 5, probably the most famous car driven by James Bond in the 1964 film “Goldfinger”. Also on the auction list is a flash Bizzarini 5300 GT, a breathtaking Cadillac Eldorado Biarritz Convertible of 1958 vintage, as well as numerous classic models from the ever popular car manufacturer Porsche: a Porsche 911 2.7 RS 1973, a Porsche 356 Carrera 2 GT and a Porsche 944 Carrera GT 1981. Fantastic cabriolets such as the Mercedes 320 Cabriolet 1934, the Citroën DS 21 Cabriolet and a Delahaye 235 M Roadster 1953 with Chapron body, certainly conjure up thoughts of a springtime drive with the top down. Classic motorcycles will also be up for auction during this Retro Classics highlight.



At auto motor und sport i-Mobility, visitors can test eBikes and electric cars.

Mobile alternatives

Testing the energy turnaround: On the test tracks at auto motor und sport i-Mobility.

Anyone looking to make a convincing argument, needs to provide the opportunity of a real experience: on the test track at auto motor und sport i-Mobility, the exhibition for intelligent mobility, environment and technology, taking place from 11 to 14 April in Messe Stuttgart, visitors have the chance to try out alternative means of transport and gain a better understanding of the power behind them. There will be an impressive selection of two-wheeled and four-wheeled vehicles on display on the Messe Piazza, from simple eBikes and pedelecs to a “real” car.

The trade fair itself provides visitors with comprehensive information on the drive systems of the future, market-relevant carsharing offers and technical trends for eBikes. “As a key to markets, at the heart of the automobile and bicycle sector, we are presenting solutions for the intelligent mobility of the future,” explains Project Manager Farina Melchior. “Anyone who wants to see what impact electromobility will have on the Stuttgart region should come to auto motor und sport i-Mobility, one of the trade fair’s spring events, where they will be provided with the latest information.”

GARTEN outdoor – ambiente 2013:

Green oases

GARTEN outdoor – ambiente will be opening its doors from 11 to 14 April 2013, together with six other trade fairs taking place in the spring on Stuttgart’s trade fair grounds. The four-day event covers a variety of topics, including imaginative gardening concepts, impressive plant shows, rare herbs, design ideas for innovative gardens, as well as the matching high-quality furniture and living accessories. A number of special shows will highlight the main themes for 2013: “Water in the garden”, “Seating”, “Urban gardens” and “Indoor meets Outdoor”.



“Water in the garden” will be a top trend at GARTEN outdoor – ambiente 2013.



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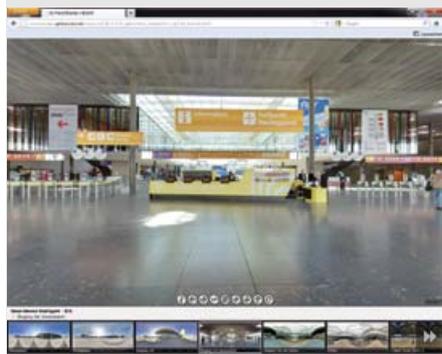
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Trade Fair Partner: mediaN GmbH



mediaN creates interactive 360-degree panoramic views for Messe Stuttgart (below).

Experience trade fairs online in 3D

Virtual tours, interactive 360-degree online presentations: mediaN captures more than just Messe Stuttgart online.

Can the appeal and atmosphere of a modern trade fair be experienced online? Hardly. However, it's worth a try to at least come as close as possible. For example, with the interactive 360-degree panoramic views, such as those created under the brand name of spheroVision by mediaN GmbH in Ostfildern, a service partner of Messe Stuttgart. These views allow visitors to take a virtual tour of the trade fair grounds, navigating through each of the halls. These three-dimensional sight-seeing tours are also a useful tool for trade fair project managers, allowing them to provide potential exhibitors with a realistic impression of their stand options. mediaN GmbH comprises an expert team of professional photographers, media and marketing experts and software developers, a company that has specialised in the planning, implementation and support of interactive 360-degree presentations in full-screen SvHDR quality. Target groups include all kinds of companies, as well as municipalities, cultural institutions and recreational facilities. These virtual tours are created by connecting several 360-degree panoramaphies, which mediaN joins up to form an interactive tour. The high-end technology from Nikon, Canon and Leica makes this possible, as well as the world record-holding 3D roundshot camera from Seitz, which captures 470 million pixels in three seconds.

Company Portrait: Knaus Tabbert GmbH



The headquarters for Knaus Tabbert GmbH are located in Jandelsbrunn in Lower Bavaria.

Knaus Tabbert produced around 12,800 caravans and motorhomes in 2011.



Freedom on wheels

Always a big hit at Stuttgart's tourism trade fair CMT: Recreational vehicles from Knaus Tabbert.

Knaus Tabbert GmbH is one of the leading manufacturers of motorhomes and caravans in Europe. The two brand names first came together in 1996 when KNAUS AG was founded and joined forces with TIAG (Tabbert Industrie AG). Five years later, the companies merged and, since 2002, have represented one corporate family: "Knaus Tabbert". Company headquarters are located in the Lower Bavarian town of Jandelsbrunn. There are further sites in Mottgers in Hesse, the Upper Bavarian Obermeitingen and Nagyroszsi in Hungary.

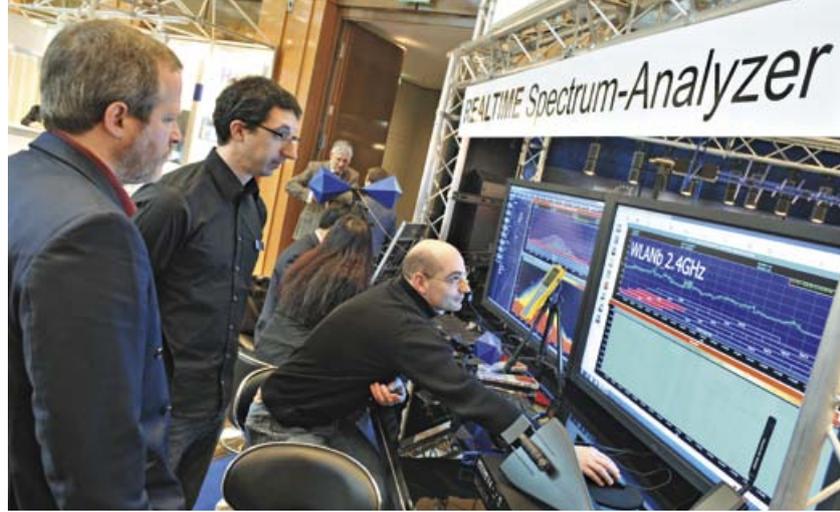
With the six corporate brands of Knaus, Tabbert, T@b, BavariaCamp, Weinsberg and Wilk, Knaus Tabbert GmbH generated a turnover of 238.6 million Euro in the 2011 financial year and produced around 12,800 caravans and motorhomes. The company currently employs around 1,300 people at the four sites and produces recreational vehicles for markets all over Europe. In addition to Germany, more than 20 countries are supplied with caravans, motorhomes and recreational buses that are "Made by Knaus Tabbert".

The craftsmanship that goes into these vehicles requires a large and highly qualified workforce, which Knaus Tabbert prefers to recruit from the respective region. The company also has a good reputation for providing employee training. It is involved in the local public life and sports scene, establishing long-term relationships with the employees, their families and friends.

EMV 2013:

Highly compatible

Europe's leading trade fair for electromagnetic compatibility (EMC or EMV in German) will start in Stuttgart in 2013: more than 100 providers of EMC equipment, components and services will be coming from all over the world to gather in the trade fair halls directly at the airport from 5 to 7 March. They will be met by a trade public of well-informed decision-makers from the manufacture, development, industrial and trade sectors, among them engineers from Production, Development and Quality Assurance, scientists and government representatives from all over Germany and the neighbouring countries. The abbreviation EMC represents a state desired by all technicians and users in equal measure: technical devices that do not mutually interfere with each other by means of undesirable electric or electromagnetic effects.



Experts from all over Europe attend EMV to discover the latest technology trends.

EMC is particularly interesting when it comes to the theme of mobility, or more specifically vehicles that are fully or partially operated with electrical energy. Electric drives in hybrids or purely electric vehicles have a powerful inverter which causes EMC-related problems, for example heard in the car radio. The options open to car manufacturers as they tackle these and other interferences as early as the vehicle development phase will be explored at EMV 2013 in Stuttgart.

The EMV Congress will once again provide engineers and product managers with a superb opportunity to further their training. There will also be a number of user-oriented day-long seminars taking place over the three trade fair days, where the focus will be on issues such as the interference-free design of electronic circuits or European legislation additionally applicable to the EMC directive with regard to electric and electronic devices.

German Winegrowers' Congress:

Highest standard

INTERVITIS INTERFRUCTA 2013 (IVIF) will represent a platform of the highest standard for the transfer of knowledge. Under the patronage of the International Organisation of Vine and Wine (OIV, Paris), the German Winegrowers' Association (DWV) is organising the 61st German Winegrowers' Congress from 23 to 27 April in cooperation with research and education institutes, as well as organisations involved in national and international winemaking. The internationally oriented event will be held together with the leading technological trade fair for wine, fruit, fruit juice and spirits, which takes place every three years in Messe Stuttgart. Topics addressed at the congress include wine marketing, the latest trends in winegrowing technology and oenology, sustainable production, ecology, wine and architecture, tourism and the EU wine market policy. There will be specific conferences held dedicated to the areas of fruit juice and distilleries.

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WILLKOMMEN IN NÜRTINGEN



Trade Fairs – Markets



First-hand knowledge: Practical forums are an important feature of PERSONAL Süd.

Forum for professionals

Anyone looking to run a successful company these days, needs to get it right when it comes to human resource management.

Personnel professionals will be meeting with suppliers of HR products and services for the 14th time already on 23 and 24 April 2013 at PERSONAL Süd in Stuttgart.

Key themes to be explored at the event include recruitment, further training and personnel software. The range of topics covered under “Personnel & Administration”, as well as the Corporate Health Convention and Public IT exhibitions taking place at the same

time, will provide visitors with specialist knowledge and the latest industry information. There will be a comprehensive programme of accompanying events organised, including five practical forums at which renowned keynote speakers, HR experts and exhibitors will present the latest trends. One of the main attractions will be the “Training Activity Area”. Here, trainers and coaches will be sharing their expertise during live demonstrations.

YogaExpo 2013:

Healthy and relaxed living



At Stuttgart's YogaExpo, the focus is on sustainable lifestyles.

YogaExpo will be taking place for the second time from 11 to 14 April 2013 as one of the exhibitions organised by Messe Stuttgart during the spring. “Yoga means reconnecting with yourself”, explains Denys Levinsky, Managing Director of YogaExpo. “In Stuttgart, YogaExpo is joining other trade fairs such as Slow Food and Fair Handeln, events that, in their different ways, contribute towards increasing awareness of the various areas of life.” Exhibitors at YogaExpo will be presenting everything to do with yoga, Ayurveda, organic and vegetarian food, healthy building and living, natural fashion, relaxation music and sustainable lifestyles.



EURONICS Deutschland eG has its company headquarters in Ditzingen near Stuttgart.

EURONICS Stuttgart 2013:

Ordering trade fair and congress

“EURONICS – Best of Electronics”: the slogan from the purchasing and marketing group is very familiar to many from the radio or television adverts. On 19 and 20 March 2013, EURONICS Deutschland eG will be inviting its affiliated retailers to the ordering trade fair EURONICS Stuttgart and presenting the latest products for consumer electronics and telecommunications, for the PC, multimedia, home and building technology, as well as services for specialised trade. The EURONICS Congress will also be taking place at the same time. And something most customers are probably unaware of: EURONICS Deutsch-

land eG has its company headquarters in Ditzingen near Stuttgart. The cooperative in Germany in has around 1,800 members – mostly owner-managed, medium-sized specialist stores and markets – at more than 1,900 locations with approximately 12,000 employees. EURONICS Deutschland eG is also a partner of the European purchasing and marketing group EURONICS International in Amsterdam. The cooperative group is actively involved in more than 11,000 locations across Europe. With an overall turnover of 3.82 billion Euro in the financial year 2010/2011, EURONICS is the second largest market participant in this sector in Germany.

MAINTENANCE 2013:

New in Stuttgart

MAINTENANCE, the industry platform for maintenance and repair, will be taking place in 2013 for the first time in Stuttgart – in a location that is “Key to Markets” and one of the most important German regions for the automotive and mechanical engineering industry. The exhibitors taking part in MAINTENANCE on 24 and 25 April will be presenting the entire range of maintenance services – from inspection to servicing to repair. Visitors, who will include decision-makers from Baden-Württemberg, Bavaria and Hessen, will be provided with an overview of industrial applications that contribute towards the efficient implementation of production processes. Guests are



MAINTENANCE at Messe Stuttgart.

expected to come from the machine, plant, vehicle and automotive engineering industries, the chemical, pharmaceutical, metalworking and plastics industries, the electrical engineering and electronics sectors.

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MESSAGE PORTRAIT



“Exciting ideas”

Message portrait: Guido von Vacano, Head of Lifestyle & Leisure division, Messe Stuttgart

“Introducing visitors to the latest trends”, “constantly exploring new themes”, “utilising all channels”: When talking to Guido von Vacano about trade fairs, it quickly becomes apparent that this 33-year old German, born in Bietigheim-Bissingen, puts heart and soul into his job. “The Lifestyle & Leisure division, which I have managed since 2009, was my biggest passion right from the start,” explains von Vacano, recalling when he joined Messe Stuttgart. The qualified banker came to work for the trade fair company back in 2006 upon completing his degree in Economic Sciences at the University of Hohenheim – just as exciting changes were taking place. Messe Stuttgart was getting ready to move to the Filder region, and preparations were in full swing at the former Killesberg location. Von Vacano was appointed assistant to Managing Director Roland Bleinroth, who was also responsible for the Lifestyle & Leisure division.

In 2008, von Vacano was promoted to Deputy Head of the Public Trade Fairs division. “Thanks to the experience gained in the event and marketing business during my time in a medium-sized agency in Ludwigsburg, I already had good connections to this varied trade fair segment”, says von Vacano. Taking over as Head of the Lifestyle & Leisure division just one year later was, however, still a big step.

Today, around 30 employees are part of the team, comprising team leader, communications director, project manager and assistants, administrative staff and a personal assistant. Together, they are currently in charge of 22 public trade fairs at the grounds in Stuttgart and two very successful offshoots abroad, CMT China and the Slow Food Market in Zurich.

“Altogether, well over half a million visitors come to the events organised by our division each year”, explains von Vacano, proudly. “A figure that never fails to impress me.

The visitors attending the events are inquisitive, interested and highly demanding people who choose to spend something very valuable here, their time. In return, they expect us to not only meet their expectations, but to fully exceed them.”

Take CMT as an example: von Vacano and his team settle for nothing less than having all the top manufacturers exhibit in the caravanning area of Stuttgart’s classic travel fair. Or more than 100 world-firsts awaiting the well-informed purchasers in the trade fair halls. Or the tourism area showcasing the most important destinations and helping visitors prepare for the nicest time of the year. “CMT additionally boasts ‘experience worlds’, such as a holiday cinema, a large stage in the atrium, the CMT Night, Stuttgart travels and even a sandwich service for guests who wish to stay overnight at the trade fair in their caravan”, continues von Vacano. “The additional elements of fascination, information and entertainment have ensured this trade fair remains successful over the years”.

Information and fascination

To ensure this remains the case for all events, von Vacano and his team are constantly exploring new themes for current trade fairs, coming up with completely new events or exciting ideas for successfully establishing the Lifestyle & Leisure division on growth markets such as China or Turkey in the future. “My team is enthusiastic about exhibitions”, explains von Vacano. “This energy is what drives us all, gives us the strength to continually impress trade fair visitors with new offers.” Strength that von Vacano, an amateur runner, will need himself early next year as he prepares for a completely different challenge: He is set to become a father for the first time in April 2013.

LMS Internal

Messe Stuttgart is growing: **Caroline Bartosch** was appointed to the newly created position of Team Leader in the Messe Stuttgart Marketing department on 1 June 2012. The 26-year-old Industry Specialist (CCI) had previously completed an apprenticeship as a retail saleswoman and had worked for four years as team manager for a British company in the plastics industry. Now part of Stuttgart's trade fair family, Bartosch will be managing six marketing employees in the New Customer and Visitor Acquisition division.

Alexander Ege will be joining the Lifestyle & Leisure division as a project manager. Since 1 September 2012, he has been the go-to person for the Caravanning & Motoring areas of CMT. He was already familiar with the caravan sector from his time at DoldeMedien publishing house, where he worked as an event manager. Prior to that, Ege was Product and Event Manager at publisher Motor Presse Stuttgart, responsible for the planning and implementation of motorcycle and passenger car events. Also new to the Lifestyle & Leisure team is **Andreas Ott**. The father-of-two has been the Project Manager of Familie & Heim, one of Stuttgart's autumn trade fairs, since 1 October 2002. Before this, he gained experience as a project manager during his four years at M&S trade fair construction company in Neuhausen. The international division of Messe Stuttgart is also expanding. **Peter Sassmann** has been Head of Investment Management since 1 October 2012, responsible for the smooth integration of the trade fair's growing number of affiliated companies. The department was newly created for the business division of Messe Stuttgart Managing Director Roland Bleinroth. Sassmann was largely involved in the founding of Messe Nanjing. Before joining Messe Stuttgart, he spent three years as a commercial manager at BMC AG and around eight years as division head of Messe Frankfurt.



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ICS International Congress Centre Stuttgart:

Technology for maximum performance

State-of-the-art congress and event technology are taken as standard in the ICS International Congress Center Stuttgart. During the large medical conventions in particular, there is a close collaboration with internationally renowned service provider M Events. The ICS service partner has subsidiaries in America, Asia and Europe, and has specialised in finding IT solutions for the smooth and cost-efficient running of congresses since 1999. This primarily in-

volves standardised software modules, which guarantee conference technology at a top international standard when used in conjunction with the ICS centre's own AV technology. One of the most frequently used IT modules is "m talk", a management system for presentations which, even just using the basic version, organises up to 300 time-delayed and six simultaneous presentations, conveniently accessed on stage with the click of a mouse. Solutions for up to 5,000 time-delayed and 100 simultaneous presentations in HD quality are also possible. With "m cast", fully automatic webcasts of presentations and congress archives can be created. The fully automatic "m walk" access control system guarantees the convenience and safety of guests as soon as they check in.



ICS International Congress Center Stuttgart: State-of-the-art conference technology at a top international level.



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Whether for 10,000 people or just 400: Messe Stuttgart is a suitable location for any kind of corporate event.

Attractive package

Corporate events do not need to take place in a hotel conference room. Why not Messe Stuttgart or the ICS International Congress Center Stuttgart?

Organising corporate events at a trade fair? At first glance, an unusual idea. With a company anniversary or product presentation approaching, small and medium-sized companies are more likely to be packed into the local hotel or conference centre. Locations not often best suited to leaving a professional impression on employees, customers, suppliers or investors. Problems arise all too quickly when it comes to capacity and event technology.

Anyone who thinks that trade fair halls or the rooms in the ICS International Congress Center Stuttgart are far too big to be considered alternatives are mistaken. “We have a variety of rooms suitable for corporate events that can hold anything from 400 to 10,000 guests”, says Stefan Lohnert, Head of Guest Events at Messe Stuttgart. “The convenient accessibility of the grounds and our extreme flexibility are just two advantages. We also boast modern architecture and technical equipment that really meets the highest of standards.”

The attractive event package is supplemented by the top service from Messe Stuttgart: Our project managers support the organisers throughout the entire planning stage: from scheduling to layout to the local hotel search. Further information can be requested from Manuela Walter/Corina Fabel, Tel. +49 (0) 711/185-60-0. Or send an email to: veranstalter@messe-stuttgart.de

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Landesmesse Stuttgart GmbH:

“Rightandfair”

Conserving resources, energy efficiency, recycling and environmentally responsible behaviour are the main concerns of Messe Stuttgart and the ICS International Congress Center Stuttgart. And they proved their commitment to these issues by recently signing the Sustainability Code of the German Speaking Event Industry, “Fairpflichtet” (“rightandfair”). This was compiled by the German Convention Bureau (GCB) and the European Association of Event Centres (EVVC).

The sustainability code contains ten “Guiding Principles of Corporate Responsibility for Sustainability when Organising and Running Events”. One year after signing he support declaration, the participating companies are expected “to present their concrete measures in an ongoing report.” At a later stage, they may provide additional reports about the targets they have set themselves and the measurable results.

“By signing the sustainability code, we are strongly supporting the efforts made to take more corporate responsibility in the event industry”, explains



Owe it to the environment: Messe Stuttgart Managing Directors Roland Bleinroth (left) and Ulrich Kromer sign the sustainability code “rightandfair”.

Ulrich Kromer, Management Representative for Messe Stuttgart. “The commitment to sustainability remains a highly important aim for our company”, adds Messe Stuttgart Managing Director Roland Bleinroth. “This is also a very important issue for Stuttgart as a congress and trade fair destination.”

ICS/CONGRESSES 2013

06.01.2013 Youth Conference on World Mission

Organiser: Ludwig-Hofacker-Kreis e. V.

11.04.2013 auto motor und sport congress

Organiser: Motor Presse
Stuttgart GmbH & Co. KG

05.–07.05.2013 GTM Germany Travel Mart

Organiser: Deutsche Zentrale
für Tourismus e. V.

11.–12.09.2013 ECR Day

Organiser: H.U.T. GmbH

09.–12.10.2013 25th Euroson Congress of the EUROPEAN Federation of Societies for Ultrasound in Medicine and Biology (EFSUMB) + Three-Country Meeting of DEGUM, SGUM and ÖGUM

Organiser: EFSUMB, DEGUM,
SGUM, ÖGUM

12.–13.11.2013 Planet PTC Live

Organiser: PARAMETRIC
TECHNOLOGY GMBH

27.–29.11.2013 STUVA Conference

Organiser: Studiengesellschaft für
unterirdische Verkehrsanlagen e. V.

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Sightseeing tip: ABTART Gallery (Stuttgart-Möhringen)



Contemporary art in masterful architecture – the ABTART Gallery offers both.

Architecture meets Modern Art

The ABTART Gallery in Stuttgart-Möhringen is an attractive sightseeing place for architecture and art lovers.

A building with an exceptional design, spacious room structures, sophisticated lighting concepts and a sculpture courtyard with garden – this is the ABTART Gallery in Möhringen which is well worth

seeing as an architectural masterpiece. The 600 square metre exhibition area and the 100 square metre sculpture courtyard also impress with contemporary art, with which gallery owner Karin Abt-

Straubinger appeals to a large audience beyond Stuttgart. Guest curators regularly realise exceptional exhibition concepts, in which diverse works from established artists and contemporary art can be seen. For example from 18 January until the end of February some of the works of Christian Günther are on show. From March Boris Petrovsky displays the installation “The Army of Luck” with 520 programmed lucky cats in XXL format. And Smash137, an international graffiti artist, sets standards with contemporary urban art. For more information please visit www.abtart.com



Top in Germany: Friedrichsbau Varieté.

Charming variety

The Stuttgart-based Friedrichsbau Varieté with alternating ensembles of artists, comedians, magicians and musicians is one of the best theatres of its kind in Germany. Its appeal lies in the variety of the acts, the simplicity and beauty of the performance. “Varieté offers great entertainment and is close to the viewer. That makes it so exciting”, states director Ralph Sun. In the round auditorium people can eat and drink during the production, fine delicacies and drinks are on the menu. For more information please visit: www.friedrichsbau.de

Friedrichsbau Varieté
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HIGHLIGHTS 2013

Up to 31.12. Sister Act

Apollo Theatre

Up to 17.02. The World of the Celts

Altes Schloss/Stuttgarter Kunstgebäude

Up to 07.04. Das Auge der Welt. Otto Dix and the New Objectivity

Kunstmuseum Stuttgart

16.03. Lange Nacht der Museen

Stuttgart

20.04. – 12.05. Stuttgarter Frühlingsfest

Cannstatter WasenWasen

23. – 28.04. 20th International Cartoon Festival

City centre cin-emas/Schlossplatz



Restaurant tip: Hexle (Stuttgart-Möhringen)

Art & Cuisine

From the rustic wine tavern to the distinguished gourmet restaurant: The region of Stuttgart has it all.

“Menu + Cabaret”: The entertaining mixture of a Swabian four-course meal and top entertainment with travesty star Ms. Wommy Wonder, the female cabaret duo “i-dipfele” and other artists have long been celebrated in “Hexle”; relatively new is the “Murder Mystery + Dinner”. With his culinary creations chef Lars Biedermann, one of whose role models includes Alfons Schubeck, concentrates on simple, regional cuisine with seasonal organic products from the region, which the Pforzheim-born man also likes to combine in an unusual manner. Home-made game goulash – from local hunts – with apple, pumpkin and ginger chutney and home-made Spätzle



First-class regional cuisine is served in Möhringen-based restaurant “Hexle”.

or rump steak from young bulls in grape gravy on a bed of celery and olive vegetables and sage polenta are on the menu in “Hexle”, as is the refined Swabian classic of home-made wild boar Swabian ravioli in pasta made using spelt on Lemberger lentils. For more information and reservations please call: 0711/7185-117.

Hotel tip: AMH Airport-Messe-Hotel (Filderstadt-Sielmingen)

Business Rooms for Business People

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

“Ideal for corporate clients” is how manager Steffen Sommer describes the new AMH Airport-Messe-Hotel in Filderstadt-Sielmingen. And with good reason too: The professionally ran hotel with a total of 75 newly designed business rooms is just five kilometres from Messe Stuttgart and the state capital’s airport. “We are conveniently situated off the A8 motorway and B27, only 1.5 kilometres from the Esslingen exit and have complimentary parking facilities for our guests at the hotel”, is how Sommer describes the logistic advantages of his hotel. “The trade fair centre, airport and also Stuttgart’s neighbouring industrial parks can be reached quickly and conveniently from here.”

With prices starting from 60 Euro guests can choose between five room categories – from Economy, Business, Superior, Executive and Deluxe. The newly added Executive and Deluxe rooms boast designer-style baths, flatscreen TVs with 32" screen and an AC system, in addition to the standard equipment such as shower/WC, desk, WLAN, laptop-compatible safe. For a good start to a successful trade fair or conference, the AMH Airport-Messe-Hotel offers its customers a hearty, healthy breakfast. Those who want to unwind with sporting activities after work find a variety of options in the nearby adventure, wellness and fitness pool Fildorado. For more information and options to make online bookings please visit: www.airport-messe-hotel.de. Address: AHM Airport-Messe-Hotel, Industriestrasse 9, 70794 Filderstadt, Tel. 07158/709797-0.



With five categories starting from 60 Euro there is a suitable room for every guest.



The new AMH Airport-Messe-Hotel is located close to Messe Stuttgart.



When you receive this new edition of *Message*, there will be just a few days to go until over 220,000 visitors at the CMT in Stuttgart are again able to obtain information on the latest trends for the holiday and travel year 2013. For me, Europe's biggest travel trade fair for end consumers is a double must. As President of the Corps Touristique, the Association of Foreign National Tourist Organisations and Railways in Germany, and



Petra Cruz-Deyerling, President of the Corps Touristique and European Director of the Ministry of Tourism of the Dominican Republic

as the European Director of the Ministry of Tourism of the Dominican Republic, I will attend in a double capacity and meet the representatives of a large number of associations, institutions and the press. And I will also come into direct contact with customers, and be able to obtain a feeling for developments in the tourist industry – at first hand. For CMT, on account of its early date at the beginning of the tourist year, is an ideal market barometer.

Should 2013 develop like 2012, then my sector can also expect a stable year with moderate growth – provided that the overall economic situation remains constant. Because the Germans are experienced travel professionals and do

“Stable growth figures”

not want to forego their cherished holidays, even in times like the present. Opinion polls show that around twelve per cent of Germans want to spend more on their holidays in 2013, and 51 per cent about the same amount.

Of course, 14 days' holiday actually used to be the rule for long-distance destinations – a segment that, as you may well understand, is particularly close to my heart as European Director of the Ministry of Tourism of the Dominican Republic. Nowadays, it's more and more often only ten or eleven days for a long-distance holiday. Nevertheless, this is precisely the sector in which the tourist industry in Germany is recording growth like no other segment. Which for me is one more reason to look forward to CMT 2013 in Stuttgart!

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Responsible: Thomas Erken

Editorial office and production:

correct. – Klaus G. Danner, 70182 Stuttgart, Telephone: +49 (0) 7 11/45 79-5 51

Editorial staff:

Christine Bender, Anja Bräutigam, Claudia Döttinger, Gerd Fleischer, Stephanie Josst, Jens Kohring, Corina Fabel, Andreas Ott, Sonja Otterbach, Petra Ponier-Sure, Axel Recht, Elvine-Isabella Schuller, Karolin Simon, Silvia Stoll, Manuela

Walter, Micaela Wieber-Thielmann, Christine Wiedmann

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Beck Medien- und Verlags-GmbH,

73732 Esslingen, Telephone +49 (0) 7 11/93 78 93-0, Telefax +49 (0) 7 11/93 78 93-9, Contact: Karin Weber, Direct incoming selection Karin Weber +49 (0) 7 11/33 59 16 weber@beckmedien.de

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Messe Stuttgart:

Messeplazza 1, 70629 Stuttgart, Telephone: +49 (0) 7 11/185 60-2436, Telefax: +49 (0) 7 11/185 60-2305

Internet: www.messe-stuttgart.de

E-mail:

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