



Message

TRADE FAIRS | CONGRESSES | EVENTS

01 | 2020



Berufliche Bildung

Frühe Bildung

Schule / Hochschule

didacta DIGITAL

Economic factor education

World's largest education trade fair didacta in Stuttgart

INTERGASTRA

More exhibitors,
bigger demand

CMT

There was never so
much caravanning

RETRO CLASSICS

Trade fair for driving culture
celebrates its 20th anniversary

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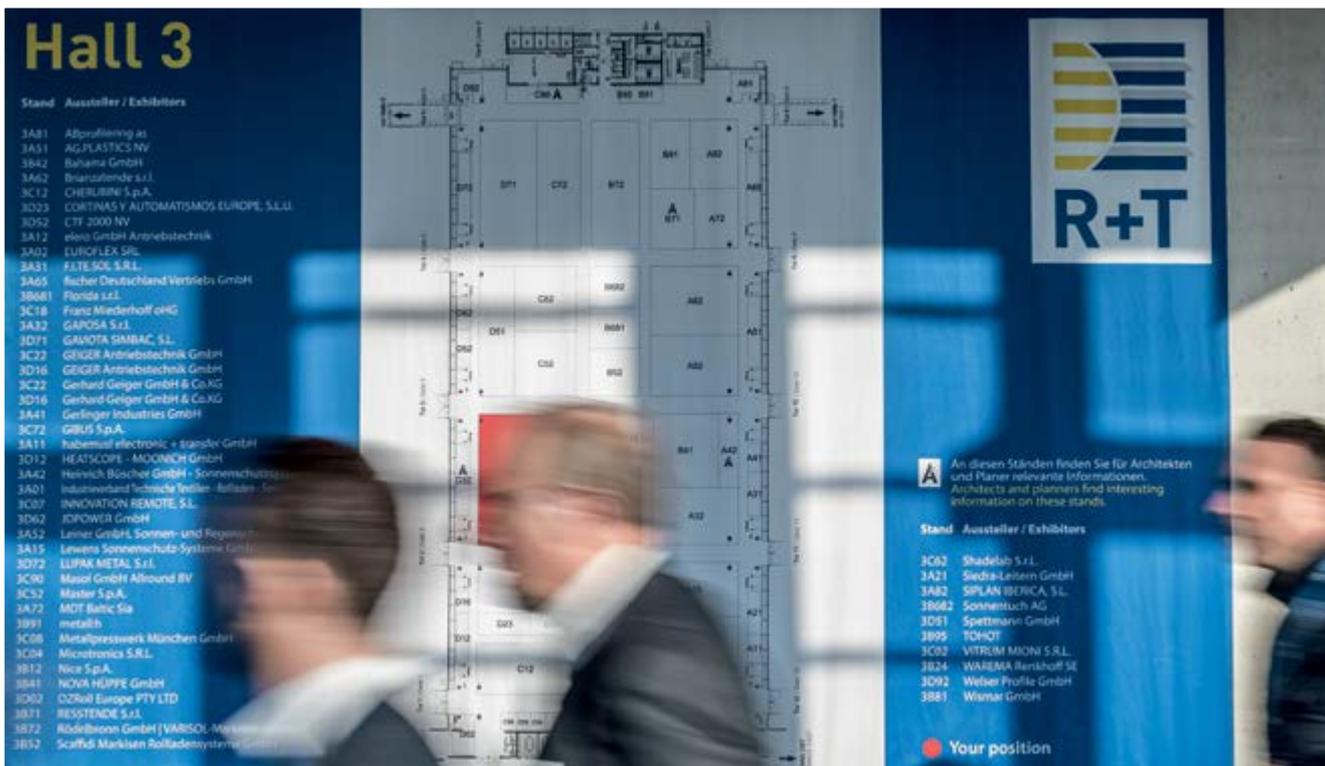
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The world's leading trade fair R+T based in Stuttgart acquires a new international satellite with APA Expo by R+T in Barcelona from 2022.

Messe Stuttgart expands its portfolio

Germany, China, Turkey, Brazil – and now Spain: R+T, the world's leading trade fair for roller shutters, doors/gates and sun protection systems, expands its network.

Messe Stuttgart will be active as a trade fair organiser in Spain from 2022 for the first time. Together with the Spanish association of manufacturers of automatic doors and gates (APA), it will organise APA Expo by R+T in Barcelona at three-year intervals. An international trade fair for automatic doors and gates was already successfully held by the association in Valencia in 2017 and 2019 with over 100 exhibitors and 3,500 specialist visitors.

“We bring our expertise as a trade fair organiser. New market areas in North Africa and Latin America are opened up for us through the association network,” states Roland

Bleinroth, President of Messe Stuttgart, describing the advantages of the new cooperative venture. “APA Expo perfectly complements the international network of our R+T, the world's leading trade fair for roller shutters, doors/gates and sun protection systems. With the association, we are gaining a very experienced expert on the market for doors and gates.”

Ricardo Ricart, General Secretary of the APA, is also happy about the cooperative venture: “Together we want to use our synergies and further strengthen the position as an international trade fair for automatic doors and gates. With its experience and professionalism, Messe Stuttgart is the ideal partner for us.” There has been a close partnership between the world's leading trade fair R+T and APA since 2016. Last year, the association also organised the international doors and gates congress ICAD during R+T 2018 in Stuttgart. As the world's leading trade fair, R+T is at the same time a meeting point for the industry, a trend barometer and an innovation platform. In addition to R+T in Stuttgart, there are currently several successful subsidiary trade fairs: R+T Asia (Shanghai/China), R+T Turkey (Istanbul/Turkey) and R+T South America (São Paulo/Brazil).



The delegations of Messe Stuttgart and the Spanish association of manufacturers of automatic doors and gates (APA) at the signing of the cooperation agreement for APA Expo by R+T.

 More info: www.messe-stuttgart.de/r-t

New partner

Mahle secured the name rights to Hall 4 of Messe Stuttgart. From 1 January 2020, this hall is now called "Mahle Hall", named after the international company founded in 1920 with its head office in Stuttgart-Bad Cannstatt. Mahle is one of the 20 biggest automotive suppliers in the world and development partner of the automotive and engine industry.

The official opening of the Mahle Hall is planned for CMT in January. The lettering and logo were affixed to Hall 4 at the end of November because of weather conditions. Six of the ten trade fair halls of Messe Stuttgart now have a named sponsor.



More info: www.messe-stuttgart.de

A place to be(am)

Electric mobility plays a big role in the future. "Laser technology is key to the production of crucial vehicle components," says Gerhard Hein, Managing Director of the Working Group Laser and Laser Systems for Material Processing in the VDMA.

The international trade fair LASYS accompanies the production transformation from 16 to 18 June 2020. It offers manufacturers of laser systems and plants, integrators, service providers and laser users a cross-industry trade fair platform, which is tailored specifically to laser material processing. Some of the trend topics include lightweight construction thanks to laser processes and the highly efficient laser welding of non-ferrous heavy metals. Experts also see another important application of lasers in conjunction with artificial intelligence (AI).



More info: www.lasys-messe.de
#LASYS

Andreas Wallbillich, Deputy
Company Spokesperson for
Landesmesse Stuttgart GmbH.



Farewell and welcome

*"Quick throbb'd my heart: to horse! haste, haste And lo!
,twas done with speed of light." It was over 200 years ago that Johann Wolfgang v. Goethe wrote these lines in his poem "Welcome and Farewell". Goethe does not centre on the heart to such an extent in any of his other texts. And in only a few lines of his complete works, emotionality is so tangible like in this poem.*

Now German poetry and the international trade fair business do not necessarily have anything to do with each other at first glance. But the lines are relevant for the present, the current situation. Because in hardly any other industry is emotionality so important than in ours, the event business. Whether this relates to the enthusiasm that we want to arouse with our activities. Or through the countless personal meetings, which we make possible with our events.

Naturally for Messe Stuttgart it is also about figures and target achievement. The number of square metres sold and a positive contribution margin concern us. And yet: trade fair business is people's business. Here people work with people for people.

One person who understood and lived the balancing act between these figures and the human, emotional side of the business, is now leaving. This was not a hasty decision, not "made without giving a thought". It emerged after many years working for Messe Stuttgart.

But it is not only a farewell, it is also a welcome: a welcome to a new era – both for the outgoing and also for the incoming. Not forgetting: also for the remaining. Something changes for all of them. For many on a large scale, for others on a small scale.

This is why we can skip directly to the next big author and say with Hermann Hesse: "There is magic in every new beginning, protecting us, telling us how to live." On that note, I wish you, the readers, lots of fun during your read of this exceptional edition of Message.

Control

Leading international trade fair for quality assurance



Control brings international market leaders from the QA industry to Messe Stuttgart.

The 34th Control, international trade fair for quality assurance, attracts visitors and exhibitors from all over the world to Stuttgart from 5 to 8 May 2020. International market leaders meet at the leading global event for all topics concerning industrial quality assurance (QA) in order to discuss zero-error production with expert visitors from industry practice and work out new solutions.

Around 90 per cent of the visitors are directly involved in procurement decisions. Control, by guest event organiser P. E. Schall GmbH & Co. KG, supports the direct professional exchange of information and ideas between providers and users and ensures the technology transfer through to practical everyday production.



More info: www.control-messe.de

Messe Stuttgart

“I’ve reached the hearts of many people at Messe Stuttgart”



Messe Stuttgart Deacon Martin Heubach retires in March 2020.

The 18 March 2020 will be a very special and certainly also a nostalgic day for Martin Heubach and Messe Stuttgart: Messe Stuttgart Deacon Heubach will retire. The qualified electrician with a three-year theological education on his second education path helped organise the church services at Messe Stuttgart since their inception in 2008, supported by many voluntary staff.

The Evangelical Regional Church Württemberg and the diocese of Rottenburg-Stuttgart offer comprehensive pastoral services to travellers, trade fair visitors, exhibitors and staff within the framework of the ecumenical “Church services at the airport and Messe Stuttgart”. At Messe Stuttgart in the Entrance East a “pause for breath” takes place regularly in the prayer room for members of all religions from 12.45 to

13.00, led by Heubach as one of three Messe Stuttgart chaplains. In the Church Forum at Messe Stuttgart the Christian denominations provide information about their offers.

During CMT, Heubach is present at several church events including on the topic of going on a pilgrimage, among other things. “My job is to meet people, seek dialogue at trade fairs, explore concerns and problems,” says Heubach. And in thankfully rare extreme cases assist those affected and rescue workers as a trained emergency pastor.

“I have reached the hearts of many people in my time at Messe Stuttgart because I am one of them,” sums up Heubach. “I will miss the people at Messe Stuttgart.”



More info: www.messe-stuttgart.de

New start

INTERVITIS INTERFRUCTA in Stuttgart from 6 to 8 February 2022 will be the only technology exhibition for viticulture, cellar management and distillery technology in Germany. A big step, which strengthens the German wine-growing industry and guarantees the change between regional requirements and an international exhibition in the three-year cycle.

"In future, INTERVITIS INTERFRUCTA should establish itself as one of the most important industry get-togethers in Europe," explains Ulrich Kromer, President/CEO of Messe Stuttgart. "We are delighted that after intensive discussions there is a consensus and that we managed to once again acquire important exhibitors for the Stuttgart trade fair."



More info: www.messe-stuttgart.de/intervitis-interfructa/
#intervitis, #interfructa

New campaign

AUMA, the Association of the German Trade Fair Industry, communicates the quality characteristics of trade fairs in Germany nationally and internationally with a new campaign.

Motto: "Success. Experience." The aim of the campaign is to convince companies of the advantages of a trade fair appearance, above all at the leading international trade fair location, Germany. Three motifs are exemplary for the quality of German trade fairs. They stage trade fairs as a platform for company presentation, business contacts and as an innovation platform.



The AUMA ad campaign should convince companies of the advantages of a trade fair appearance.



More info: www.auma.de



Ulrich Kromer, President/CEO of Landesmesse Stuttgart GmbH.

"It was a great time"

My dear readers, after almost 20 years I now depart Messe Stuttgart and enter active retirement. Thanks to you, it was an exciting, interesting and great time.

Especially the planning and then the opening of the new grounds in 2007, the development and expansion of our trade fair portfolio. Apart from a few minor obstacles or even some declines, it was nearly almost always going forward – often thanks to your support and your willingness to trust us. Therefore, I extend my personal thanks to you all, dear customers, our partners, our shareholders and especially my colleagues of Landesmesse Stuttgart GmbH (LMS)!

When I look back, there are, of course, many moments and experiences, which I could mention here. For example, the request from a former Chairperson of the Supervisory Board to the management of LMS to also get the IAA to Stuttgart with the opening of the new Messe Stuttgart. At the time it wasn't possible due to a lack of space. Today it would be – why shouldn't the birthplace of the car also become the birthplace of a platform of new mobility – possible, or rather completely feasible.

The various discussions with the private event organiser Paul E. Schall were also a special experience. Initially totally against Stuttgart, we were able to convince him of the location. And despite a committee of inquiry of the 'Landtag' (state parliament) of Baden-Württemberg, Blechexpo was the first trade fair to take place in the new grounds in 2007. I remember him with respect.

Speaking of active retirement: Recently a headhunter contacted me through a social media platform and asked me to manage a trade fair venue after my contract expires in January 2020 that is looking for a young and dynamic managing director to plan the future in the long term. Well, we can debate about dynamic, but perhaps the headhunter should do some more research on "young" ...

At Messe Stuttgart things will in any case continue to develop dynamically. Our masterplan shows the opportunities offered by our grounds for the future. The trade fair programme for 2020 – despite the possible economic fluctuations – offers many highlights and will once again result in a very strong year, perhaps even another record result. I wish my colleagues Roland Bleinroth and Stefan Lohnert, as well as all staff, continued success. And you, dear readers, a good start to the new year and all the best personally.



Ulrich Kromer has had a decisive influence on the fate of Messe Stuttgart since 2001. 31 January 2020 will be his last day at work.

“A real once-in-a-lifetime job”

After 19 years as President of Messe Stuttgart, Ulrich Kromer is to retire at the end of January 2020. Time for a personal look back – and to the future.

QUESTION: You have officially been the President of Messe Stuttgart since July 2001. Previously you had been, among other things, the President of Leipziger Messe GmbH, before which you had various functions in the international world of trade fairs. What was it about the job in Stuttgart that appealed to you?

KROMER: The attractive thing in Stuttgart was that I was able to play an active role in the planning and construction of the new trade fair centre, the logistics processes and the selec-

tion of the service-providers in cooperation with the project company as the constructor of the new trade fair. I had, in fact, already in Leipzig been involved in a relocation and opened the new trade fair centre there. But the project in Stuttgart was a real once-in-a-lifetime job.

QUESTION: You will certainly remember the day the foundation stone was laid on 15 June 2005: a Wednesday, sunny and around 25 degrees. Up to that point it had been a long,

2001



Old Messe Stuttgart emblem, new President: Ulrich Kromer joins Messe Stuttgart in 2001 – still located on Killesberg.

2005



The relocation of the high-tech trade fairs of Paul E. Schall (right) to the Filder – a milestone for the new Messe Stuttgart.

2005



Around 1,000 people involved in the project celebrate the laying of the foundation stone on 15 June 2005.

sometimes stony path. What were the most important stages for you?

KROMER: It is well known that there had initially been some resistance to the construction of the new trade fair. I remember what felt like endless discussions, talks and presentations on the project in which we tried to explain that no concrete monstrosity was going to be build on the Filder, what a trade fair actually means, and why a new, larger trade fair centre was long overdue in a thriving economic region such as Baden-Württemberg, and in particular in the area of Stuttgart. The detailed planning of the site went on in parallel. Among other things, my task was to define, in close cooperation with the team of SMK at that time, an operator's requirements for a new trade fair centre, in other words the pragmatic aspects.

QUESTION: And already to acquire potential customers for the new exhibition area, which was double the size of that at the previous trade fair centre on Killesberg?

KROMER: Of course. New trade fair themes, new guest organisers. Taking place concurrently was the conversion of the SMK and the creation of the specialist areas, in which since then we have been concentrating trade fairs with similar themes. In order to appeal to customer groups in a more targeted manner, and to provide a better service. The trade fair logo was made more dynamic, and the slogan "Key to Markets" was invented. All to signal the new spirit of change both externally and internally. With the marketing partnerships, initially for the Bosch car park above the A8 motorway, then the L-Bank Forum (Hall 1), the Rothaus-Park and the numerous other hall sponsors, we were also able to document the solidarity of companies with the new trade fair centre and to get money for investment by Messe Stuttgart. In addition, it was important to prepare our employees mentally for the new dimensions of Messe Stuttgart, as well as the associated challenges. During that time I was



"MY TASK IN THE TEAM WAS TO DEFINE AN OPERATOR'S REQUIREMENTS FOR A NEW TRADE FAIR CENTRE."

Ulrich Kromer, CEO of Messe Stuttgart.

a bit of a Man Friday, commuting between Killesberg and the blue container at the trade fair construction site. Exciting times.

QUESTION: Then the official opening on 19 October 2007. With German President Horst Köhler, 2.500 invited guests from the world of politics and business, show programme, fireworks. The best day in your professional life?

KROMER: Certainly. The way until then had been a real challenge for all employees. But already on that evening, you could feel that we were on the right track. But it wasn't just a feeling, it was also based on the contracts that had already been signed.

QUESTION: With the establishment of the industrial trade fairs of Paul E. Schall GmbH & Co. KG at the new Stuttgart trade fair centre, you had already achieved a real coup in 2005. Why was that so enormously important for the new location on the Filder, and how did it come about?

KROMER: At the time, Paul E. Schall was looking for a larger trade fair location for his internationally oriented high-tech trade fairs. I had been negotiating with him already since 2001. In 2004, we shook hands on it at a late hour in Logo, the restaurant in the Haus der Wirtschaft in Stuttgart. The contract was signed in 2005 on Killesberg. Good things take their time. You can't make a 25-year contract overnight. Schall is still today the largest guest event organiser for Messe Stuttgart. The contract back then also had a certain domino effect. When famous event organisers like Schall accept a new trade fair location, it also has a signal effect for others. In the first full year of operation 2008, we had 17 new trade fair themes and events in our programme. Including, among others, LASYS, the ThyssenKrupp Ideen Park, the MARKT DES GUTEN GESCHMACKS – the Slow Food trade fair. Although the intra-logistics trade fair LogiMAT had already been held on Killesberg since 2003, it benefited enormously from the relocation to the Filder. Today it fills the entire trade fair centre.

2007



German President Horst Köhler signs the guest book during the official opening of the new Stuttgart trade fair centre.

2008



German Chancellor Angela Merkel visits Messe Stuttgart on the occasion of the 22nd CDU party conference in 2008.

2011



In 2011 Messe Stuttgart established the joint venture Messe Nanjing with the operating company of the fair grounds in Nanjing.

QUESTION: A picture-book start. But then came 2008 and the economic crisis. Didn't even you, as an experienced trade fair professional, have any fear that, through no fault of your own, things might go belly-up with the new trade fair?

KROMER: It is well known that fear is a bad advisor. Of course we knew that the economic crisis would leave its traces also in the trade fair business. But we also knew that one of the traditional strengths of Messe Stuttgart was the wide-ranging themes of its portfolio. We were therefore able to compensate for downturns with regard to specialist trade fairs with an increase in consumer events, and vice versa. Our successful congress division, as well as the many in-house and guest events, also contributed to stable development. Until now, we have been able to constantly expand the guest event business. Meanwhile, depending on the trade fair year, this business makes up around 30 to 40 per cent of our overall turnover. Precisely in economically difficult times, as an entrepreneur one must become active, and be convinced that with innovative ideas and a strong team one will always have opportunities. The fact that already by 2010 – that is just two years after our relocation and despite the economic crisis – we had achieved our ten-year target, provides the best proof of this.

QUESTION: "Internationalisation is the top priority" was the headline of Message 3/2001 on the occasion of your start in Stuttgart. How has this idea developed in the course of the past years?

KROMER: The successes of Messe Stuttgart's internationalisation strategy are impressive. Our intensive commitment over the years has paid off. Almost 30 per cent of our exhibitors and more than ten per cent of visitors in 2018 came from abroad. This benefits the entire region. Furthermore, Messe Stuttgart currently serves its customers in 52 countries



"I WISH THE NEW MANAGEMENT MUCH SUCCESS, AS WELL AS COURAGE AND STRENGTH FOR THE EXPANSION."

Ulrich Kromer, CEO of Messe Stuttgart.

with three subsidiaries, 19 foreign representations and numerous sales partners. The Stuttgart R+T, to name just one example, meanwhile has three, and soon four, foreign satellites. But there have also been setbacks. We have had to cancel our very successful commitment with AMB Iran on account of the general political situation. This was very hard for us, as we had hired employees and created jobs on location.

QUESTION: The new Paul Horn Halle in January 2018, expanded Entrance West, masterplan 2025: Messe Stuttgart has grown during your period in charge, and will continue to do so. What would you wish for the company after the Kromer era?

KROMER: I wish the new management under Roland Bleinroth and Stefan Lohnert much success, as well as courage and strength for the expansion. The masterplan 2025 provides a good basis for this purpose. New car-parks must be created, service-providers need more space, the Fire Brigade needs a new home, and the traffic situation on the L 1192 is not optimal. We have found solutions for these requirements. The masterplan also includes ideas for a new Hall 11, and a new Congress Centre West. In my view, this is about examining financing possibilities and discussing the plans with the Supervisory Board. In any case, there is a demand for more exhibition space at both large and small trade fairs.

QUESTION: Anyone who knows Ulrich Kromer will have trouble trying to imagine him as a classic pensioner. What are your plans for the period after 31 January 2020?

KROMER: Having the chance to work for almost 20 years in a great team for Messe Stuttgart is something that I will really miss. At last having the opportunity to be able to arrange my appointments calendar myself does not compensate for this loss. Otherwise, the tendency is towards a restless retirement. I'm open for ideas.

2015



In 2015 Messe Stuttgart documents its commitment to a sustainable economy by joining the WIN-Charta.

2015



In 2015 Messe Stuttgart celebrates its 75th anniversary. In good spirits and with good business figures – and a giant cake.

2018



Ceremonial starting shot for the Paul Horn Hall (Hall 10) with President Lothar Horn (centre) at the New Year's reception.

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



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



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

Economic factor education

From 24 to 28 March 2020, didacta – the education trade fair, with the world's largest platform for the entire education sector will take place at Messe Stuttgart. With around 90,000 specialist visitors and over 900 companies from roughly 40 countries.

Over 900 companies from roughly 40 countries will present their latest products and services at didacta.





didacta digital:
At the education trade fair in Stuttgart, the sector will present the latest technology, including AR and VR applications.

Facing challenges in education and training: The double meaning of the claim didacta – the education trade fair is appropriate. For meetings and dialogues – between those involved in education and in dealing with technologies, products and methods – will be the main focus of the world’s biggest trade fair for the entire education sector from 24 to 28 March in Stuttgart. The trade fair will be officially opened by German Minister of Education Anja Karliczek. For five days at didacta 2020 in Stuttgart, over 900 companies from around 40 countries will present a comprehensive range of equipment and facilities, educational media and didactic materials for all educational and training sectors. The exhibitors at didacta will include all the well-known providers of educational media, as well as the leading software and hardware companies in the sector. Numerous educational establishments, associations and equipment providers will also be present.

With its extensive framework and congress programme with over 1500 events, forums, workshops and presentations, didacta in Stuttgart will again underline its leading function as the “educational summit” for experts and the public. There will also be specialist days – including the KITA seminars – and the education congress of the municipal state associations, with a speech by the Minister President of Baden-Württemberg, Winfried Kretschmann.

didacta 2020 will be divided into four exhibition areas: Early Childhood Education, School/University, Vocational Training/Qualification myQ, as well as didacta DIGITAL. In seven trade fair halls, solutions and trends from the areas of teaching materials, music, play and sport materials, publications and digital media, multimedia, presentations technology and software will be presented. Furthermore, exhibitors will showcase equipment and systems for science and vocational training, room and laboratory equipment, train-

ing, further training/further education, counselling and e-learning.

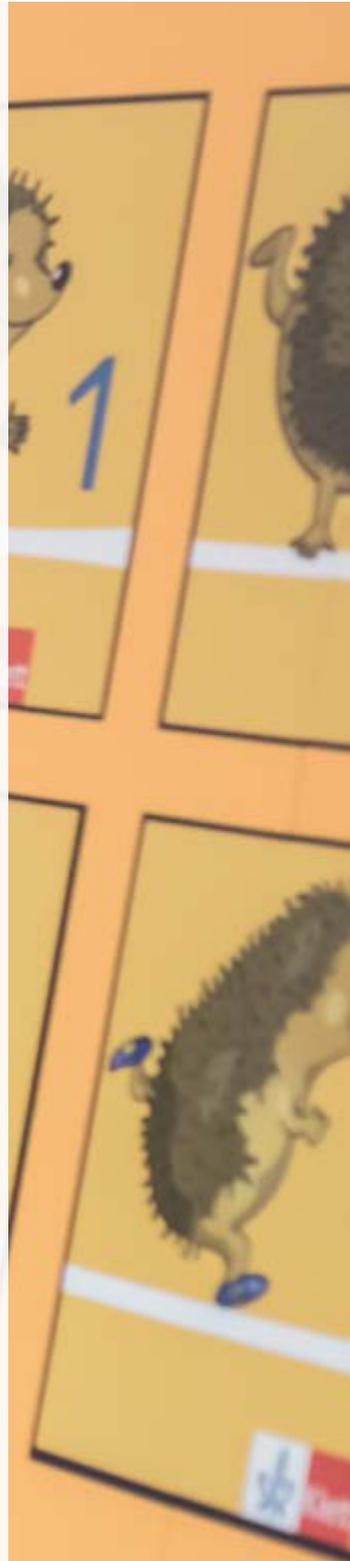
The abundance of offers and the market strength of the exhibiting companies prove that education in Germany is not only a topic relevant to society as a whole, but also a significant economic factor. How significant is shown by a first-time 2018 study carried out by WifOR GmbH and commissioned by the German Ministry of Economics and Energy, which determined and evaluated in detail the key figures for the economic importance of the education sector. According to the study, in 2017 those involved in the education economy generated 133.3 billion Euro, which corresponds to a share of 4.6 per cent of the gross added value in Germany. For comparison: In the same period, the tourism sector generated a gross added value of 105.3 bil-

“EDUCATION IS NOT ONLY AN IMPORTANT RESOURCE FOR THE KNOWLEDGE SOCIETY, IT IS ALSO AN ECONOMIC FACTOR.”

Christian Hirte, Parliamentary State Secretary at the German Federal Ministry of Economics and Energy

lion Euro. In 2017, around 2.5 million people were employed in the education sector in Germany. The share of the aggregate labour market was 5.6 per cent. Specifically, this means that approximately every 18th person in the working population of Germany is employed in education.

“We hear everywhere that education is the key to our future,” explains Christian Hirte, Parliamentary State Secretary at the BMWi (German Federal Ministry of Economics and Energy). “But education is not only an important resource for the knowledge society, it is also an economic factor. With its innovative products and ideas, the German education sector makes a decisive contribution to gross added value in Germany. To ensure that this remains the case, politicians must act. For example, to promote the expansion of the digital infrastructure.” ▶



The topic of vocational training and further training is traditionally a main focus at didacta in Stuttgart.



On location: Festo Didactic, the world's leading service provider in the area of technical training.

didacta 2020 will take greater account of the growing importance of digital education and training in corporate processes, in school education, university education and early childhood education. The platform will offer a separate exhibition area in Hall 9 for this purpose, as well as numerous offerings in the six additional trade fair halls and the accompanying congresses. This makes didacta the largest trade fair in Germany with regard to its digital education offering.

DIGITALISATION – OPPORTUNITY AND REALITY

“Digitalisation is opening up opportunities,” explains Dr. Theodor Niehaus, President of the Didacta Association of the Education Sector. “But it is also creating disruptive elements that pose completely new challenges for our sector. It is important to manage this change.” According to Dr. Niehaus, the aim of the education sector must be to improve the quality of education. With good products, services and further training offers. “These are becoming more digital, but not exclusively. In order to strengthen educational processes, creative combinations of analogue and digital instruments will be needed,” emphasises Dr. Niehaus. Dr. Ilas Körner-Wellershaus, Chairman of the Association of Education Media, one of the two promotional supporters of the trade fair, beside the Didacta Association, adds: “Index cards and overhead foils can be just as useful as online portals and augmented reality applications. Teachers and specialists know precisely how their respective lessons should be conducted, and what teaching materials they should use for the respective purpose.”

In this country, there is no lack of the necessary digital offers. “The publishers of educational media provide offers for all areas of education, from early education and general and vocational schools to adult education and the training and further training of teachers,” says Dr. Körner-Wellershaus. “We have AR and VR applications, simulation software, online portals for measuring learning progress and individual support. Furthermore, there is software especially for the preparation of lessons and much more.” With the GameZone of the Stuttgart International Festival of Animated Film (ITFS), didacta 2020 will for the first time offer a special area that, by means of curated serious games, will highlight the role of virtual reality and animation in the presentation and communication of educational content.

Both associations, however, see an urgent need to catch up with the political, structural and organisational framework conditions for digitalisation in

education. “All those involved must – and certainly want to – pull together,” says Dr. Körner-Wellershaus. “The schools want to start, the publishers have a wide-ranging offer, the national and state governments, as well as local councils, are prepared to provide money. But one-off financial commitments will not suffice. For example, in many schools an IT infrastructure tailored to requirements is lacking.”

The expert committee didacta DIGITAL in the Didacta Association therefore supports schools and teachers with, among other things, guidelines for the implementation of digitalisation. They address, for example, fundamental questions such as what constructional, infrastructural and technical preconditions must be met in order to be able to deal, in close coordination with the specialists, with everyday challenges in schools regarding digitalisation and to provide learners with appropriate support. The Association of Education Media sees an enormous need to catch up, with, among other things, the regular training and further training of teachers, with data protection – for example by

“THE SCHOOLS WANT TO START. BUT, FOR EXAMPLE, IN MANY SCHOOLS AN IT INFRASTRUCTURE TAILORED TO REQUIREMENTS IS STILL LACKING.”

Dr. Ilas Körner-Wellershaus,
Chairman of the Association of Education Media

issuing pupil identity and school identification numbers – and with the administrative structures for the maintenance of the digital infrastructure. Things which have long been part of everyday life in companies.

FOCUS ON LIFELONG LEARNING

Another main focus of didacta in Stuttgart – which is one of the economically strongest metropolitan regions in Europe – is the topic of vocational training/qualification. “didacta is the only education trade fair that consistently pursues the concept of lifelong learning – from early education, through school and university, to vocational training and further training,” says Dr. Niehaus, explaining the concept. “The dual training system and qualification are central themes that we constantly strengthen. Vocational college teachers and trainers appreciate the many opportunities for networking and obtaining information on solutions for current challenges.”

A new feature in this regard at this year’s didacta is the Forum myQ in Hall 7, which will concentrate the exhibitors’ activities on the theme of further ►



Inclusion of the handicapped, educational fairness, teaching democracy: The topics at didacta 2020 are a reflection of our society.



Meetings, consultation, dialogue: didacta is the ideal platform for teachers from all education and training sectors.



In the Early Education area at didacta, everything revolves around products and current topics in early childhood development.

training. "With myQ, we are specifically addressing HR managers in industry, offering them valuable impulses for the qualification of specialists and skilled workers," says Didacta Association president Dr. Niehaus. "I am especially pleased that the starting shot for myQ will be given in Baden-Württemberg. For this Bundesland (state), with its strong economic structures, provides the ideal environment."

In addition to the traditionally strong offer of training measures and methods, myQ sets the focus on the area of B2B. For this purpose, the organisers will for the first time provide a platform also for one-day exhibitors. The exhibition will be accompanied by a diverse programme of presentations. Experts on vocational qualification will talk on, among other things, the topics of "Digital ethics", "Quo vadis trainers/coaches?", and "Developing the staff of the future". Further events will provide information, for example, on the integration of refugees in the labour market, and new ways for care training. Another new feature in Stuttgart in

"DIDACTA IS THE ONLY EDUCATION TRADE FAIR THAT CONSISTENTLY PURSUES THE CONCEPT OF LIFELONG LEARNING."

Dr. Theodor Niehaus, President of the Didacta Association, the Association of the Education Sector

2020 will be the special area didacta START-UPS at the entrance to the Alfred Kärcher Hall (Hall 8). There, on around 450 square metres, roughly 50 company founders from the education sector will present innovative digital and analogue offers at a joint stand.

Even this brief overview of didacta 2020 shows that the education trade fair picks up on current topics and drives the discussion forward. Specialists and prominent persons from the worlds of politics, educational administration and science traditionally present themselves in the Forum Bildung (Education Forum) in the Jacques Lanners Hall (Hall 3). The agenda will include topics such as "Inclusion of the handicapped in schools", "Violence against teachers", "How much federalism can the education system take?", "Education and training for sustainable development", and "Reliability and quality: Educational policy in Baden-Württemberg" with Dr. Susanne Eisenmann, the Minister of Education, Culture, Youth and Sport in the state of Baden-Württemberg. Facing challenges in education and training – at didacta 2020, the claim is appropriate.



More info: www.messe-stuttgart.de/didacta
#didacta20

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Top MICE location: The ICS International Congress Center Stuttgart is one of the largest and most modern congress centres in Germany.

Top location for congresses and events

Meetings, Incentives, Congresses and Exhibitions (MICE) are very important for tourism in Baden-Württemberg. The southwest is extremely well positioned here.

Personal meetings are more important than ever in an increasingly digital world. This is shown in a current study on the topic of MICE tourism conducted by the Baden-Württemberg Chamber of Industry and Commerce (BWIHK). The result: the southwest is extremely well positioned here. The study was monitored by Prof. Stefan Luppold, Academic Director of Business Administration – Trade Fair, Congress and Event Management at DHBW Ravensburg, and Prof. Dr.

Michael Thaddäus, Head of the European Institute for the Meetings Industry (EITW).

“Whoever wants to attract business travellers with attractive events needs, above all, good locations: These are congress centres, town halls, conference hotels, but also in particular event locations, which allow access to this market,” says Martin Keppler, Managing Director of Northern Black Forest Chamber of Industry and Commerce responsible for tourism in the BWIHK. “Compared to the rest of the country, Baden-Württemberg is ideally positioned here, according to the conclusion of our study ‘MICE Tourism in Baden-Württemberg’.” The conference and event industry plays a major role in all regions, supported by the economic strength and the concentration of large and medium-sized businesses in the state. “In the twelve Chamber of Industry and Commerce regions, the Stuttgart region and the Rhine-Neckar area, in particular, are characterised by a high concentration of event locations,” says Keppler.

In comparison to the rest of Germany, the state not only has a very good basis with the number of event locations. The number of occupancy days is above the value for Germany with an average of twelve days. The southwest is also ahead of the



Guest in the Filder region: “The Spirit of Lifeplus” is an annual company event with around 10,000 participants.

THREE QUESTIONS TO:



Fritz Link, President of the
Baden-Württemberg Spa Association

1 | The Baden-Württemberg Spa Association celebrates its 50th anniversary at CMT in 2020. How has the spa industry changed over the last five decades?

The major changes in the last five decades are the primary result of radical health reforms in the 1990s. The number of outpatient preventive measures has decreased dramatically, and health spas and resorts were confronted with falling numbers of overnight stays. New concepts were required. Together with the spa association, the health spas and resorts developed new, innovative concepts for private paying guests. It was primarily about the topic of prevention, which still plays a key role. Health management was also placed on the market by our specific locations.

2 | With which topics is the association making itself fit for the next half a century?

Due to a strategic realignment of our work, there is a stronger focus on the topic of market research and for this reason customer-driven marketing. The cornerstone of our work for the next half a decade is to keep the focus on the guest with his needs, to design perfectly coordinated products and to implement marketing measures. In 2018, we carried out a representative motif and target group analysis. Key findings: our guests are mainly looking for relaxation, nature and health in spas and resorts. We realigned our marketing accordingly and in 2020 will launch an image campaign that focuses on these aspects.

3 | What role do the spas and resorts play in the state for tourism and at CMT 2020?

Tourism and especially also health tourism are an important economic factor with their 12.6 million overnight stays and 3.3 million arrivals per year across the state. Gross sales totalling 3.5 billion euros come from the tourism demand in the Baden-Württemberg spas and resorts. The spas and resorts are thus a central pillar of the state's tourism. We are delighted that we are able to present the different facets as a partner at CMT 2020.

pack vis-a-vis German average values for the number of international events with many foreign participants. The number of events with overnight stays is around four per cent higher in the state than the national figure – a third of all events in the state are realised with at least one overnight stay. Professionally motivated events, which are mainly held in the congress centres and conference hotels, dominate the market with a proportion of almost 70 per cent. At 50.4 per cent the companies represent the largest share of customers for events. This is much higher than throughout Germany.

The leader is Baden-Württemberg, also for hybrid events, where virtual elements complement classic events. Across Germany the proportion of such congresses and meetings is estimated at 10.4 per cent, in Baden-Württemberg they have an estimated market share of 14.5 per cent.



More info: www.bw.ihk.de

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STUTT GART FACES:



Philipp Keil, Managing Director of the Foundation for Development and Cooperation Baden-Württemberg (SEZ).

Exchange words for action

Children and young people take to the street for better climate protection. With Fridays for Future the young generation asks all of us, not just the politicians, to exchange words for action. For example, to meet the sustainability objectives of the 2030 UN Agenda signed by the community of states. Because our consumer behaviour in developed countries affects the lives of everyone, even though we often don't seem to realise this. Some of the tasks of the Baden-Württemberg Foundation for Development-Cooperation (SEZ) include making people aware of such connections.

For example, with the Future Fashion movement of the SEZ for sustainable textiles and conscious consumer behaviour. We rely on the individual responsibility of all Baden-Württemberg

citizens to not simply consume fashion, but to consciously send out a clear signal with the purchase of clothes: for sustainability, for the protection of resources and for more climate justice.

Future Fashion strikes a chord with younger, and increasingly also older, people in our country. With clothes swapping parties, Future Fashion city tours and campaigns such as FutureFashion@school. In cooperation with the umbrella association BW Development Policy (DEAB), the SEZ trains Future Fashion experts and encourages schools to invite them to deliver presentations and workshops. The SEZ brings people together and shows that each and everyone of us can make the world a fairer place.

The special exhibition area Future Fashion at Fair Handeln, the international exhibition focusing on Fairtrade and globally responsible trade and activities, also proves this spring that sustainably produced fashion is modern, chic and trendy. This is also evidenced by the many cool young labels that we were able to acquire for the trade fair and the fascinating accompanying programme with inspiring keynote speakers.

Because there is simply no getting around it: we have to change our consumer behaviour. Future Fashion and Fair Handeln are pioneers and showcases at the same time.

MESSAGE SERIES: enjoyStuttgart



In BAR in Stuttgart West connoisseurs still find a classic bar atmosphere, away from short-lived fashion and trends.



Varying, reinterpreting and revolutionising classics: The choice of drinks at BAR is top quality and extensive.

Die BAR

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

BAR opened in Stuttgart West in 1997. According to the philosophy of its operator, Ralf Groher, "a place where you find peace and tranquillity, but can easily strike up a conversation and forget about the time." Groher has been in charge of running BAR since 2001. With a "passion for top-class cocktails, carefully selected single malt whiskeys, the finest rum and a pleasant microclimate." In addition to the cocktail menu, over 150 single malts, more than 60 types of rum, top quality tequila, mezcal, cognac, vermouth, port and cigars await willing connoisseurs. There is also selected music (analogue and live on Sundays), pleasant lighting, a relaxed ambience and competent advice. "We kindly ask patrons of BAR to discard any feelings of superiority based on origin, education, nationality, employer or anything else before entering BAR," says Groher. "In BAR you meet people far from the seen and be seen, who delight in genuine pleasure."



The Hahn Schickard Institute stands for customer-oriented research, development and manufacturing services.

Innovative region Stuttgart

The Stuttgart region has an excellent research landscape. Message presents: Hahn Schickard Institute.

Three locations, one philosophy: Whether in Stuttgart, Villingen-Schwenningen or Freiburg – the Hahn Schickard Institute of Applied Research, which was founded in 1955, stands for customer-oriented research, development and manufacturing services. Around 200 employees work at Hahn Schickard in Baden-Württemberg. Hahn Schickard develops intelligent products using microsystem technology – cross-industry from the initial idea through to the production. In close cooperation mainly with small and medium-sized companies, Hahn Schickard realises innovative products and technologies in the future fields mobility, environment and resources, health and care services, as well as information and communication.

INNOVATION DRIVER FOR THE FUTURE

In the last 30 years Hahn-Schickard has evolved from a development partner to a holistic production specialist in the area of microsystem technology for numerous customers from Germany and abroad. The excellent, steadily rising order book, in 2018 a total of over ten million euros in industrial orders, shows the great trust of the free economy in the performance of the institute and its employees.

“We still develop and produce microtechnical sensors and components in small and medium-sized quantities, but can also realise large projects in-house following the expansion, for which up to now we were hitting the capacity limits of the existing clean room. At the same time, we are expanding our technology range in order to also continue to be an innovation driver in the future,” says Prof. Dr.-Ing. Alfons Dehé, Head of the Institute in Villingen-Schwenningen.



More info: www.hahn-schickard.de

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RETRO CLASSICS celebrates 20th anniversary

From a compact fan get-together to the world's largest trade fair for driving culture: The Stuttgart-based RETRO CLASSICS adds another chapter to its success story in 2020.



Timeless beauties: vintage Mercedes cars at the RETRO CLASSICS in Stuttgart.

RETRO CLASSICS will now open its doors for collectors, dealers, aficionados and lovers of classic cars for the 20th time from 27 February to 1 March 2020. To start the 2020 driving culture season the anniversary event showcases a wide variety of vehicles from the past into the future. What began in 2001 as a relatively modest meeting for enthusiasts at the old trade fair grounds in Killesberg has long become the world's largest trade fair for driving culture, a super show at one of the most modern trade fair centres in Europe, a must-attend event and a yardstick of an entire scene. The continuing popularity of RETRO CLASSICS among exhibitors and visitors is due to its perfect mixture of exhibits, services and an accompanying programme. In 2018 the consumer show was crowned as "Show of the Year" in the renowned Historic Motoring Awards.

SUCCESS THROUGH VARIETY

"An event such as RETRO CLASSICS can only exist if it constantly reinvents itself," explains Karl Ulrich Herrmann from the event organiser RETRO Messen. "Keeping an open mind to new ideas is key – and also highlighting the historic aspects of modern mobility despite all economic success." This credo is reflected in the programme at RETRO CLASSICS: in the ten completely booked up halls at Messe Stuttgart the 4,000 exhibits will show their old and new glamour: venerable veterans, motor racing legends, historical commercial vehicles, American street cruisers, luxurious models from the past and classic cars of the future – as representative of the NEO CLASSICS area. In addition, the approximately 140,000 square metres of exhibition space provide space for automobilia, accessories, retro toys, clothes and a massive market for accessory parts. Testing organisations, clubs, restoration garages and insurance companies are also on site.

A core element of every RETRO CLASSICS is the special shows with sound expertise, which are dedicated to a certain aspect of automotive or technological history. In 2020, motor-sports enthusiasts can look forward, for example, to a presentation of high-powered vehicles from the ROFGO Gulf Heritage Collection of the entrepreneur and racing driver Roald Goethe in the atrium of Messe Stuttgart. The automobiles bearing the Voisin brand were once appreciated for their luxurious equipment and technical finesse. 18 of the now extremely rare vehicles will provisionally be presented in Stuttgart in the Paul Horn Hall (Hall 10). "The Retro", as it is fondly called by its fans, also impresses with its accompanying programme with a mix of discussions, music, art, culinary delights and VIPs. The guest list of the popular ALLIANZ RETRO NIGHT on Thursday evening shows how important the trade fair is. The prominent speakers will include, for example, Dr. Dieter Zetsche, former Chairman of the Board of Management of Daimler AG, Andreas Scheuer, German Federal Minister of Transport, and Prof. Dieter Kempf, President of the Confederation of German Industry (BDI).

 More info: www.retro-classics.de
#RetroClassics

TRADE FAIR CALENDAR

- ▶ 11.–19.01. **CMT**
The Holiday Exhibition

- ▶ 11.–12.01. **Fahrrad- & WanderReisen**
A special exhibition during CMT

- ▶ 16.–19.01. **Kreuzfahrt- & SchiffsReisen**
A special exhibition during CMT

- ▶ 16.–19.01. **Golf- & WellnessReisen**
A special exhibition during CMT

- ▶ 28.–31.01. **DACH+HOLZ International**
International trade fair for timber construction and interior works, roof and wall

- ▶ 30.01.–01.02. **EXPO 4.0**
With: TV TecStyle Visions, WETEC, GiveADays

- ▶ 07.–09.02. **MEDIZIN**
Trade fair + congress

- ▶ 07.–09.02. **TheraPro**
Trade fair + congress

- ▶ 15.–19.02. **INTERGASTRA**
Leading trade fair for the hotel and gastronomy business

- ▶ 15.–19.02. **GELATISSIMO**
World of Gelato

- ▶ 14.–19.02. **IKA/Culinary Olympics**

- ▶ 24.–26.02. **R+T Asia (Shanghai)**

- ▶ 27.02.–01.03. **RETRO CLASSICS**
World's greatest classic car exhibition

- ▶ 07.–08.03. **BRAWO**
The wind orchestra expo

- ▶ 10.–12.03. **LogiMAT**
18th international trade fair for intralogistics solutions and process management

- ▶ 24.–28.03. **didacta**
The trade fair for education and training

- ▶ 26.–29.03. **IBAKTECH (Istanbul)**

- ▶ 16.–19.04. **Stuttgart spring trade fairs**
With: GARTEN, iMOBILITY, Fair Handeln, MARKT DES GUTEN GESCHMACKS – die Slow Food Messe, Reitsportmesse Stuttgart, HAUS HOLZ ENERGIE, KREATIV, DanceWorld, YogaWorld, BABYWELT

- ▶ 24.–25.04. **Invest**
Leading trade fair and congress for finance and investment

- ▶ 28.–30.04. **THE BATTERY SHOW EUROPE**

- ▶ 05.–09.05. **T4M**
Technology for Medical Devices



Caravanning is booming: The caravanning section of CMT 2020 is bigger than ever before in the history of the Stuttgart-based trade fair.

There was never so much camping and caravanning

Six halls of camping and caravanning, destinations in 100 countries and 360 regions, "CMT Special: Wild South": CMT 2020 creates an appetite for the new travel season.

More and more Germans are getting enthusiastic about caravanning. This is proven by the ever increasing number of new registrations of mobile homes and caravans. A current study conducted by the largest market research institute in Germany, GfK, reveals how big the potential of this type of holiday is in the coming years. According to GfK, 14.2 million Germans over 18 years of age can envisage going on a caravanning holiday in the next five years – almost a quarter of the adults in this country. In 2020 alone, 5.3 million Germans will go on holiday with the caravan or mobile home.



Dream destination Montenegro: the Balkan state is partner country of this year's CMT. It attracts tourists with unspoilt landscapes and cultural treasures.

The large caravanning section of CMT takes account of the caravanning boom. The camping bus and van area with the focus on "VanLife" takes up the entire Paul Horn Hall (Hall 10) for the first time. "With this area Messe Stuttgart reflects the popularity of this vehicle segment," says CMT Team Director Alexander Ege. "Vans and camping buses now account for around 40 per cent of the sales market."

The accessories theme is expanded to 10,000 square metres in Hall 7, the number of manufacturers rises to around 200. Adventure vehicles, off-road camping and folding tent trailers are presented at the Gallery in Hall 1 for the first time. At the CMT campsite summit, campsite owners provide information about the economic potential of this type of holiday.

Some of the highlights of CMT from 11 – 19 January include the partner country Montenegro: a paradise for outdoor fans and active holidaymakers. Other highlight: the "CMT Special: Wild South", outdoor tourism in Baden-Württemberg, organised with Tourism Marketing Baden-Württemberg. Messe Stuttgart was able to acquire Heilbäder und Kurorte Marketing GmbH Baden-Württemberg as a partner for the theme "health and well-being from nature". They will be taking over sponsorship of the caravanning area of CMT.



More info: www.messe-stuttgart.de/cmt
#CMT20

Near-natural gardens and huge grilling pleasure

Spring starts with the consumer trade fair GARTEN outdoor ambiente from 16–19 April 2020. The focus of this year's show gardens with the motto "Green variety" is on closeness to nature. In line with this there is a new area for hobby and professional beekeepers at the trade fair. With tips for apiaries, beekeeper accessories, honey and bee products, as well as presentations on the topic.

In the area BBQ Days in Hall 6 it is all about barbecues, outdoor kitchens, smokers, pellet grills, outdoor furniture and craft beers. Another highlight of the spring trade fair in 2020 is the Night of the Senses with many guests from politics and businesses and representatives of the garden and landscaping industry.



More info: www.messe-stuttgart.de/garten
#garten20

Green variety for near-natural gardens: GARTEN outdoor ambiente offers its visitors the entire range for a successful start to the new garden year in 2020.

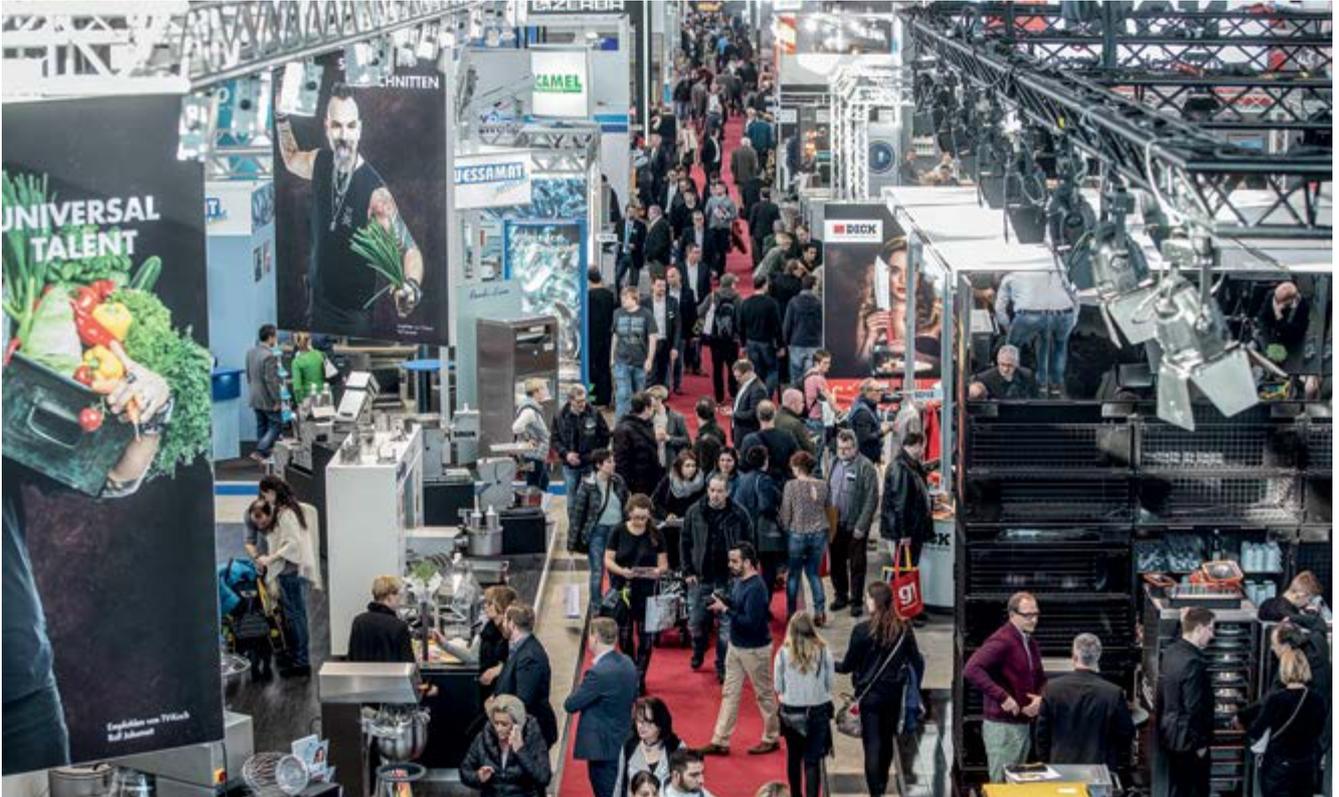
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The leading trade fair for the hotel and gastronomy business continues to grow: in 2020, over 100,000 visitors are expected at INTERGASTRA.

INTERGASTRA 2020: more exhibitors, bigger demand

Innovations, comprehensive range of products and services: around 100,000 visitors will come to the leading trade fair for the hotel and gastronomy business.

INTERGASTRA, the leading trade fair for the hotel and gastronomy business, continues to grow: from 15 – 19 February 2020, Messe Stuttgart expects around 1,400 exhibitors and over 100,000 visitors. "INTERGASTRA 2020 enjoys even higher demand than at the last event," says Ulrich Kromer, President of Messe Stuttgart. "The reasons include several

new exhibitors, as well as the IKA/Culinary Olympics, which takes place parallel to INTERGASTRA." (read about this also on page 33)

The guarantees for the success of INTERGASTRA are, for example, its systematic orientation towards innovative topics, the varied offering and the planning of theme halls. Specialist visitors appreciate the clear division between kitchen systems, food, ambience and equipment for hotels and restaurants, services, beverages, coffee and GELATISSIMO, the largest trade fair for gelato north of the Alps. In addition, the visitors benefit from the innovative accompanying programme, as well as the DEHOGA stage, the Fokus Hotel with product innovations and solution concepts for hoteliers, presentations on the latest hotel trends and best practice examples.

Some of the "Extras" of INTERGASTRA include the Stuttgart Coffee Summit, NewCome Areas for start-ups, young entrepreneurs and innovators, as well as the special show "Outdoor. Living. Ambience". There in the Rothauspark exhibitors of R+T, the world's leading trade fair for roller shutters, doors/gates and sun protection, present sun and weather protection systems for the use of outdoor areas all year round and in all weather conditions.



At "Outdoor. Living. Ambience", part of INTERGASTRA, exhibitors showcase the latest sun and weather protection systems for successful outdoor gastronomy.



More info: www.intergastra.de
#intergastra

New trade fair for horse fans



The new horse fair also offers horse fans a show programme.

New to Stuttgart: The horse fair Reitsportmesse from 17–19 April 2020 takes horse fans on a journey through the world of the noble horses. The comprehensive trade fair programme appeals equally to newbies, riders, keepers and breeders. The offer includes: exclusive equestrian clothing, equestrian sports products, innovations for stable building and horse husbandry, as well as a varied mixture of workshop and show programme with several stars from the equestrian world.



More info: www.messe-stuttgart.de/reitsportmesse
#reitsportmesseStuttgart

BRAWO

Listen to the music

With BRAWO, Messe Stuttgart brings the whole variety of wind music to the state capital for the first time. On 7 and 8 March 2020, the wind music family meets in the International Congress Center Stuttgart (ICS). Professional and promotional supporter of the new trade fair is the Baden-Württemberg Wind Music Association (BVBW) with over 380,000 members.

"We are very grateful for the close and professional cooperation with the BVBW," says Guido v. Vacano, Member of the Board of Management of Messe Stuttgart. "We developed this event together. Wind music belongs to Baden-Württemberg, up to now it has not had a trade fair platform. We are changing this with BRAWO." "With BRAWO, we give our core clients, i.e. wind orchestras, amateur musicians, a platform," says President of the association Rudolf Köberle. "The No. 1 music state and the voluntary commitment in the association are strengthened with BRAWO." At BRAWO visitors find a comprehensive instrument exhibition, a top-class workshop programme with the BRAWO Academy and concerts, including with "Blechschaten", the world-famous "fun musical group" of the Munich Philharmonic.



More info: www.messe-stuttgart.de/brawo
#BRAWO

► 21.–24.09. südback

The 28th edition of the largest German trade fair for the bakery and confectionery trade in 2019 convinced around 37,500 visitors with a clever concept. From 21 – 24 September, 710 exhibitors showcased everything to do with baking, from raw materials and working clothes through to digitisation, on 65,000 square metres. Visitors, exhibitors and organisers alike expressed their satisfaction with the outcome of the event.



State-of-the-art technology for bakery and confectionery trade at südback.

► 27.–28.09. TheraPro Essen

Over 2,300 therapists used the trade fair and training offering of the second TheraPro Essen. 85 companies provided information about new products and services in the areas therapy, rehabilitation and prevention.

► 23.–24.10. IN.STAND

86 exhibitors and 1,238 visitors registered for the première of IN.STAND, the trade fair for maintenance and services. Over 50 per cent of maintenance personnel, two thirds of whom are specialist visitors who play a key role in investment decisions, came to Stuttgart with questions about operational maintenance or specific investment intentions.

► 11.–12.10. FACHDENTAL Südwest/id infotage dental Stuttgart

More than 5,200 dentists, dental technicians, dental assistants and students made their way to Messe Stuttgart on 11 and 12 October to obtain information about the latest developments in the dental industry. The wide variety of products of the 249 exhibitors and the comprehensive accompanying programme with training opportunities attracted visitors from all over Baden-Württemberg and the surrounding federal states to the most important dental trade fair in southern Germany.



There is a traditional emphasis on the latest medical technology for outpatient care at MEDIZIN in Stuttgart.

Compulsory event for the health sector in southern Germany

The latest products and services for healthcare professions, congresses and education opportunities: MEDIZIN and TheraPro have established a successful trade fair partnership.

The unique interdisciplinary concept of MEDIZIN and TheraPro has impressed the healthcare sector: “When it comes to important events for healthcare professionals, MEDIZIN and TheraPro have certainly made a name for themselves in recent years,” explains Andreas Wiesinger, Member of the Board of Management at Messe Stuttgart. “The variety of what these events have to offer has been crucial to their success,” he emphasises. “In addition to a com-

prehensive range of products and services, visitors are looking forward to what the upcoming MEDIZIN, trade fair and congress for outpatient care, and TheraPro, trade fair for therapy, rehabilitation and prevention, are promising to deliver.” Both events will be taking place from 7 to 9 February in Stuttgart.

One important element of MEDIZIN is the 55th Medical Congress of the District Medical Association North Württemberg, which is taking place at the same time with 1000-plus participants, more than 200 speakers and around 90 seminars. The focus will be on daily work in the doctor’s practice – consciously covering a diverse range of subjects. “The medical congress at MEDIZIN provides stimulus for the most diverse occupational groups. In this way, it differs from many specialist congresses,” explains Wiesinger. Highlights of the TheraPro accompanying programme include several congresses, one of which is the Physio Congress, organised by the Georg Thieme publishing house. Top speakers will share their thoughts on how therapists benefit from psychoneuroimmunology research and why the promotion of self-management should be a central element of patient-centered therapy.



TheraPro turns the spotlight on therapy, rehabilitation and prevention. Visitors have the chance to test out the latest equipment.



More info:
www.messe-stuttgart.de/medizin; www.messe-stuttgart.de/therapro
 #MEDIZIN20, #TheraPro

Innovative forum for roofing and carpentry



Among experts: DACH+HOLZ International is aimed at roofers and carpenters.

The DACH+HOLZ International trade fair by GHM Gesellschaft für Handwerksmessen mbH, is the industry get-together for the roofing and carpentry trades. From 28 to 31 January 2020, professionals will be presented with an array of building products and services, covering everything from timber construction and extensions, to roofing technology as well as wall and sealing technology. The trade fair is aimed at carpenters, roofers, plumbers, architects, planners and engineers. One highlight: a discussion with trend researcher Prof. Peter Wippermann on Tuesday, 28 January. The forum will also look at the working environment of the future and the "Craftsmanship Trendmap 2015", which Wippermann has developed with the trade fair organiser.



More info: www.dach-holz.com
#dachholz

New B2B offer for municipalities and investors



Cruises are still one of the most popular types of holiday.

Holidays on the water are as popular as ever among the Germans. According to the Cruise Lines International Association (CLIA), around 2.26 million Germans booked a cruise in 2018. In 2019, around 30 million international passengers went on a cruise. All the big names in the shipping industry will be attending the Kreuzfahrt-&SchiffsReisen from 16 to 19 January 2020. New in the B2B area: the MARINA Summit with expert talks and info events addressing themes such as aquatourism, river cruises, marinas and urban development on the water. "The MARINA Summit will be showcasing the opportunities provided by aquatourism for municipalities and investors," says Marie Homberg, Project Manager at Kreuzfahrt- & SchiffsReisen.



More info: www.messe-stuttgart.de/kreuzfahrt
#CMT20

Taste and enjoy the variety of sustainable produce



Top-quality artisan cheese made from untreated milk will be given its own area at the MARKT DES GUTEN GESCHMACKS.

Know what you are eating: this will be the focus of the MARKT DES GUTEN GESCHMACKS – the Slow Food Exhibition. From 16 to 19 April 2020, products exhibited at the trade and consumer fair will be expected to meet the strict Slow Food quality standards. These standards stipulate traditional and artisan production, the omission of almost all additives and, of course, a sustainable protection of the environment. The “Cheese Experts” are among the newcomers at this year’s epicurean event. They will be showcasing top-quality artisan cheese made from untreated, predominantly raw, milk. This presents a challenge, with the processing of untreated raw materials calling for a special craftsman-

ship from cheesemakers, as well as long-standing experience, patience and a true love for the product. Shepherds, cheesemakers and affineurs (cheese-ripening experts) will be presenting rare cheeses and traditional products from all over the world at the MARKT DES GUTEN GESCHMACKS.

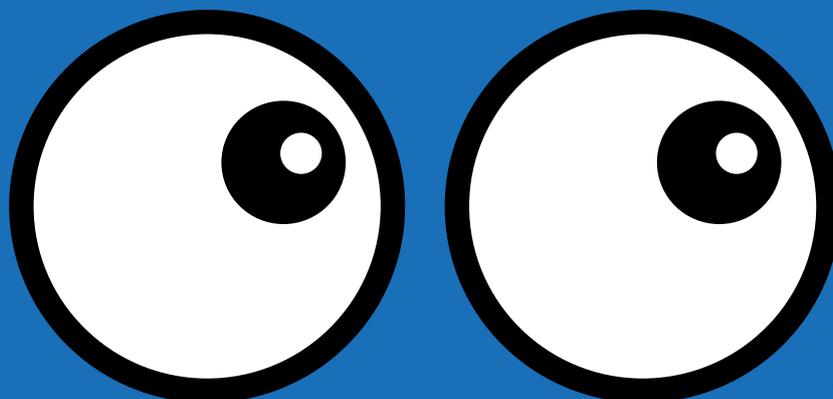
Another new feature: the “Incider” special area. Here, small cideries, meadow orchard farmers and craft cider producers will be presenting the many tasty varieties of cider. From lush fruitiness to slightly bitter, sparkling or still. And, of course, there will be synergies created with the cheese area.



More info: www.messe-stuttgart.de/slowfood
#Slowfood20

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Finance meeting for independent decision-makers

Shares, funds, green money, gold and a lot more: visitors will find the right investment options for today and tomorrow at Invest.



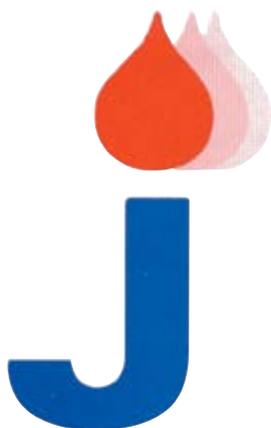
Invest, the leading trade fair and congress for finance and investment, will be taking place on the 24 and 25 April 2020 for the 21st time already, providing insights into all relevant aspects of financial investment. This event will explore the opportunities presented by currently volatile markets, while encouraging visitors to get involved as it unveils current and future trends in the finance world.

The largest industry get-together in the German-speaking region uniquely combines the digital and real world, hosting an event that provides over 12,000 visitors, with help from around 140 exhibitors and during almost 300 events, with ideas and inspiration for their investments. No question is left

unanswered thanks to direct exchanges with top-quality financial experts, finance bloggers and exhibitors. Whether it's shares, funds, trading or sustainable financial investments in cooperation with the Green Money trade fair – at Invest in Stuttgart, private investors and trade visitors in all asset classes will be provided with direction as they navigate the increasingly complex world of financial investments. Further highlights of the event include a pavilion with start-ups from the area of financial technology. The first blogger congress is also planned, with representatives from the financial sector.



More info: www.messe-stuttgart.de/invest
#Invest20



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TRADE FAIR COMPACT

► *eltefa* marks a new phase

eltefa, the trade fair for electrical engineering and electronics, will be taking place in the middle of the week from 2021 onwards, at the request of visitors and exhibitors. Project Manager Reiner Schanz explains why: "Together with the trade fair's advisory board, we decided to implement this decision following closer inspection. Holding the *eltefa* from Tuesday to Thursday will make it even more attractive for trade visitors from the industrial environment, the municipalities and architecture." Thomas Bürkle, President of the Professional Association for Electrical Engineering and Information Technology, is also delighted with the decision. In 2021, *eltefa* will be taking place from 20 to 22 April, four weeks later than usual, due to the trade fair grounds being completely booked out in the popular trade fair months of February and March. The event will return to its usual slot in the second half of March from 2023 on.



Visitors and exhibitors to *eltefa* will be meeting in the middle of the week.

► *Don't panic – the trade fair lives on!*

According to AUMA, the Association of the German Trade Fair Industry, two thirds of the approximately 180 international trade fairs in Germany saw rates of growth in 2018. Many others reported consistently high-level results, while just a few disappeared from the market. A situation that could be considered pretty comfortable by any other communication tool. And yet there are statements that the classic trade fair model has seen its day. According to AUMA, these kinds of observations leave out the capital goods sector, which enjoys above-average growth rates and comprises two-thirds of the German trade fair market. The thing to remember here is that trade fairs and digital media often complement each other. Trade fairs are only in danger of being eclipsed by digital platforms when they fail to offer anything different or when they lack dialogue, emotions and event experience.

Fair Handeln

Trend for fair trade continues



Turning the spotlight on sustainable fashion at Fair Handeln.

Fair share: Fair share: according to the Forum Fairer Handel e.V. (FFH), consumers in Germany spent around 1.7 billion euro on fair trade products in the 2018 financial year, an increase of 15 per cent when compared to the previous year. Within the last five years, turnover in fair trade has more than doubled.

With 1.36 billion euro, the Fair Trade product label contributed the largest share of total sales. The recognised fair trade companies sold fair trade goods to the value of 209 million euro in 2018. In the specialist fair trade shops, otherwise known as world shops, goods to the value of 78 million euro were sold.

RESPONSIBLE TRADE AND CONSUMPTION

Importers, retailers, church and state institutions, companies, associations, NGOs and many more will be meeting at Stuttgart's Fair Handeln from 16 to 19 April 2020. The most important international trade and consumer event for fair trade and globally responsible behaviour is being organised by Messe Stuttgart, together with the Foundation for Development and Cooperation Baden-Württemberg (Stiftung Entwicklungs-Zusammenarbeit Baden-Württemberg SEZ) as professional and conceptual supporter. Exhibition areas include fair trade, development cooperation, sustainable tourism, sustainable finance, responsible corporate management and, last but not least, future fashion with its sustainably produced textiles and accessories (more about this on page 20).



More info: www.messe-stuttgart.de/fairhandeln
#FairHandeln20

Top culinary and logistic performances

The IKA/Culinary Olympics will be taking place at Messe Stuttgart for the first time from 14 to 19 February 2020. The oldest and largest cookery exhibition in the world will be held at the same time as INTERGASTRA (more here on page 26) and organised by the German Chefs Association.

A BATTLE FOR THE MEDALS

In 2020, #takingpartiseverything will be the motto for international cooking teams as they battle it out over four days for the chance to take home a medal. Teams will be competing in the four categories of National Teams, Youth National Teams, Community Catering Teams and Military Teams, going head-to-head during five competitions. On four trade fair days, INTERGASTRA visitors will have the opportunity to watch more than 2,000 chefs from over 70 countries as they cook live, to cheer them on as they prepare around 8,000 menus, and then to enjoy the top-quality dishes.

As soon as the competitions begin, the sole focus of participants will be to earn as many points as possible, with gold, silver and bronze medals up for grabs across four competition days from 15 to 18 February 2020. The total number of points will decide who stands on the top step of the podium during the grand final.

The IKA/Culinary Olympics also presents a challenge for the logistics team at Messe Stuttgart. "During the Culinary Olympics, we need to coordinate around 2,000 chefs, their equipment and kitchen accessories," explains Project Manager Markus Tischberger. "Furthermore, all the food used over the competition days must be delivered to the right locations at the right time." "Not a problem for us though," insists Bernd Weiss, Department Director of Transport and Safety at Messe Stuttgart.

More info: www.olympiade-der-koeche.com
#takingpartiseverything



More than 2,000 chefs will be battling it out for medals at the IKA/Culinary Olympics.



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In 2020, a second Mövenpick Hotel at Stuttgart Airport will open: the Mövenpick Hotel Stuttgart Messe & Congress. The hotel will be situated right by the International Congress Center Stuttgart, the trade fair and Stuttgart Airport, just 150 metres from the existing hotel.

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HAUS HOLZ ENERGIE

HAUS HOLZ ENERGIE – the forum for building construction and modernisation.



Tips for building houses

Energy efficient, aesthetically pleasing, burglary-proof, homely: this is how we build houses today. And the best ideas here will be shared by around 150 exhibitors at HAUS HOLZ ENERGIE, hosted by guest organiser Peter Sauber Agentur Messen und Kongresse GmbH from 16 to 19 April 2020. Further trade fair highlights include energy supplies, intelligent building services and tiny houses – mini domiciles no bigger than 2.5 metres wide, 8.4 metres long and 3.95 metres high.



More info: <https://messe-sauber.eu>
#HHE20

DesignFest

New design festival

Meet your favourite bloggers from the creative scene, try out the latest food trends, shop for interior and fashion accessories or get your own creative juices flowing in one of the many workshops: this is all possible at DesignFest from 17 to 19 April 2020 as part of the Stuttgart Spring Fairs. DesignFest is being organised by Stuttgart's blickfang GmbH, the people behind the international blickfang design trade fair and blickfang design shop. The event is primarily aimed at women aged between 20 and 45 years who are largely interested in homes and interior design.

Designers will be presenting the latest interior and fashion trends at DesignFest as part of Stuttgart's Spring Trade Fairs.



More info: www.designfest.info
#designfest, #stuttgart, #stuggi



Toppings, waffles and other ice-cream "trimmings" perfectly complement what is already a true indulgence.

Healthy gelato trends

Organic, vegan, sugar-free? The sin-free sweet treat at GELATISSIMO.

Modern ice machines, the latest refrigeration technology, store fixtures, raw materials: GELATISSIMO will be showcasing the entire spectrum of the gelato sector. The largest trade fair for gelato north of the Alps will be taking place in Stuttgart from 15 to 19 February 2020 together with INTERGASTRA, the leading trade fair for the hotel and gastronomy business. Around 100,000 trade visitors are expected to attend both events. "Our aim is to present the specialist audience with the latest trends and innovations," explains Markus Tischberger, Project Manager of GELATISSIMO and INTERGASTRA. "Anyone looking to learn more about the craftsmanship involved in making gelato will find the right support network at GELATISSIMO."

ORGANIC, VEGAN, SUGAR-FREE – ANYTHING GOES

One of the trending topics at GELATISSIMO 2020 is health-conscious nutrition: apart from vegan gelato, the exhibitors will also be presenting organic and sugar-free varieties. In addition to the various toppings and waffles, classic and new gelato flavours will complement all that this trade fair has to offer. Ice-cream parlour proprietors can also expect to benefit from further valuable insights provided during the INTERGASTRA Coffee Summit in the Alfred Kärcher Hall (Hall 8). The spotlight here will be on raw coffee, preparation methods, cup tastings, taste experiences in the Rösterdorf (roasting village) or the international expert exchange during the Coffee Symposium.



More info: www.messe-stuttgart.de/gelatissimo
#gelatissimo

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KREATIV

Fancy doing it yourself?



Taking pleasure in doing-it-yourself: The springtime trade fair KREATIV in Stuttgart has become a mecca for DIY enthusiasts.



More info: www.messe-stuttgart.de/kreativ
#Kreativ20

DIY is currently very much on-trend. None of the other springtime trade fairs will be demonstrating this quite as clearly as KREATIV, which will be taking place from 16 to 19 April 2020. Regardless of whether your interest lies with hobbies or arts and crafts, needlework, jewellery design, home decorations, floristry, doll-making or card design: there are no limits to what can be created here. Anyone looking to try out the latest painting or design techniques will have the opportunity to take part in one of the trade fair's daily workshops. The KREATIV event will also be turning the spotlight on sustainability, for example providing tips on how to make your own beeswax wraps for keeping food fresh, or how to make your own soap and washing detergent. With spring in the air, there will also be tips for garden accessories included in the programme.

HIDDEN CHAMPIONS: Zahoransky AG

Globally operating family business

Based in the Black Forest, Zahoransky AG is an innovative full-service provider in the area of mechanical engineering, injection moulding technology and automation.



High-technology from the Black Forest: Zahoransky AG has produced quality products that are "Made in Germany" for more than 100 years.



More info: www.zahoransky.com/de

Since 1902, the name Zahoransky has stood for reliability and sophisticated technology. Anton Zahoransky laid the foundation for the company with his workshop in Todtnau, in which the first devices and machines for the automation of brush manufacture were produced. Today, Zahoransky is regarded as a full-service provider and technology partner for companies in the brush industry, medical technology, cosmetics and other sectors. With injection moulds, mechanical engineering and automation technology, as well as packaging systems, the family company is equipped to meet individual requirements. Around 900 employees are part of the team, among them 60 apprentices, at locations in Germany, Spain, China, India, Japan, Brazil and the US. The solutions from Zahoransky cover the entire process chain: from the integration of packaging technology to the programming and robotics involved in the manufacture of fully automatic production and assembly systems.

Embrace biodiversity on the golf course in 2020

The Golf- & WellnessReisen will be turning the spotlight on the latest hot topic of "Biodiversity on Golf Courses" when it returns from 16 to 19 January next year. The pilot project is being organised by the Baden-Württemberg Golf Association (BWGV) and is an important theme in Messe Stuttgart's Hall 9. The German Golf Association (DGV) and the BWGV are entering into a biodiversity cooperation with the Baden-Württemberg Ministry of the Environment, Climate Protection and the Energy Sector. The plan is to draw up a catalogue for the sustainable promotion of biodiversity and to bring suitable golf courses in Baden-Württemberg on board for the pilot project, where the idea will then be implemented. "Biodiversity and its preservation play an important role on the golf courses



Golf courses and sustainable promotion of biodiversity need not be a contradiction.

of Baden-Württemberg. More than 30 clubs have already had themselves certified as part of 'Golf & Nature'," explains Otto Leibfritz, President of the BWGV.



More info: www.messe-stuttgart.de/golf
#CMT20

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TRADE FAIR PEOPLE: “Do you know ...?”



Andreas Roth manages the fleet and is a member of the facility management team at Messe Stuttgart.

Andreas Roth

You are a VIP and travel to the trade fair by train? Then you probably already know Andreas Roth (57), because he was the person who drove you from the train station to the trade fair centre. A professional driver and driving instructor from Frickenhausen-Tischardt, Roth has managed the transport service at Messe Stuttgart since the start of 2018, not only transporting VIPs but occasionally also the Board of Management. For example, when a tightly packed schedule in the region just won't allow for travel by public transport. Roth is also responsible for ensuring that the electric, hybrid and other company cars at Messe Stuttgart are always fully charged and

ready to go. “Customer services, changing tyres, servicing vehicles – there is always something to do with a fleet of ten vehicles,” explains the Swabian technophile. Yet his scope of responsibility doesn't stop there. As a member of the In-House Service team, he checks that everything is in order in the three large meeting rooms, sets up the necessary media equipment and coordinates with the building services management should there be any faults discovered in the administration building. Roth has enjoyed cycling in his free time for more than 30 years now. He even occasionally cycles to work. 25 kilometres one way! And that without any electrically powered support.

EXPO 4.0

Forum for visual communication and haptic advertising



Workwear, printwear, functional clothing: fashion show at TV TecStyle Visions, one of three trade fairs under the EXPO 4.0 brand.

TV TecStyle Visions will be returning once again as the leading European trade fair for textile decoration and promotion from 30 January to 1 February 2020. Taking place for the eleventh time, familiar faces from Germany will now be joined in Messe Stuttgart by even more international companies. Over the course of the previous three events, the number of international exhibitors in the market segments and from the textile sector has continued to grow. Above all, companies from France, Italy and Great Britain are impressed with the standard presented by the event. Exhibitors at the 2018 event came from 28 different countries.

On account of the DACH+HOLZ trade fair taking place at the same time, TV TecStyle Visions 2020 will be held in the L-Bank Forum (Hall 1), the biggest hall at the Stuttgart Trade Fair Centre. The parallel events WETEC and GiveADays will flank the trade fair in Hall 3 (Jacques Lanners Hall) and Hall 5. As EXPO 4.0, the three international trade fairs will provide trade visitors with the ideal orientation for all fields of visual and haptic communication under the one roof. Synergy effects spanning products and technologies will ensure added value for users and suppliers.

More info: www.messe-stuttgart.de/tecstyle-visions/expo-40
#expo40

The test event for intelligent mobility

Test drives, price comparisons, comprehensive professional advice: the iMOBILITY event, as one of Stuttgart's springtime trade fairs, will be providing visitors with practical information about the latest intelligent mobility options on two and four wheels from 16 to 19 April 2020.

Renowned automobile manufacturers and dealers will be showcasing the latest intelligent mobility solutions on four wheels and providing information about the new electric vehicle grant. Various hybrid, gas and electric vehicles will be waiting in the pit lane for their turn on the test route.

The spotlight will also turn to the two-wheelers, showcasing pedal-assist technology or pure electric drives, while the latest editions of the pedelec, s-pedelec, e-board or Segway will be available to try out. Visitors will also have the opportunity to extensively test the latest bikes on the big cycle track with its 1,000-square-metre-plus activity zone, or consult with the manufacturers and retailers on hand to provide the latest information. The Fun Sports area will house Segways, hoverboards and e-scooters, ready and waiting to be taken for a spin.

The state agency for new mobility solutions and automotive, e-mobil BW GmbH, coordinates the Electric Mobility South-West cluster, all of whom are partners of this year's iMOBILITY. They will be actively involved in the various promotions and offers for trade fair visitors – including exciting hands-on exhibits organised by the cluster partners.

With the "start-up meets e-mobility" event, state agency e-mobil BW GmbH, Next Entrepreneurs and Messe Stuttgart will be demonstrating how students, with help from the professionals, are developing real-life start-ups based on their ideas on sustainable and intelligent mobility, as part of a four-day workshop held live at the trade fair.



iMOBILITY showcases the entire spectrum of two- and four-wheel mobility options. Try before you buy at the trade fair.



More info: www.messe-stuttgart.de/i-mobility
#imobility

Yoga- und VeganWorld Stuttgart

Colourful, healthy and tasty

From 17 to 19 April 2020, the Yoga und VeganWorld from guest organiser well media GmbH will be presenting a colourful programme of yoga workshops held by top international teachers, meditations and exciting talks from renowned nutrition experts who wish to further explore veganism with the trade fair visitors. There will also be around 150 stalls selling individual accessories, yoga and ayurveda travel experiences, green fashion and innovative products. And, for the first time, there will be a separate massage area, as well as a vegan start-up section. Purely vegetarian snacks will be on offer in the food court.



More info: <https://yogaworld.de/messe>
#YogaWorld20

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The intralogistics trade fair LogiMAT will occupy the entire area of the Stuttgart Trade Fair Centre for the first time in 2020.

LogiMAT 2020: more intralogistics is not possible

1,650 international exhibitors, over 65,000 trade visitors, fully booked up trade fair grounds: the intralogistics trade fair LogiMAT offers a complete overview of its industry.

LogiMAT, International Trade Fair for Intralogistics Solutions and Process Management, will take place in Stuttgart from 10 to 12 March 2020 on an area of more than 125,000 square metres and will therefore occupy all ten halls at Messe Stuttgart. “We have been fully booked up for a long time and could occupy another exhibition hall right away,” enthuses Michael Ruchty, the new Project Manager for LogiMAT.

With more than 1,650 international exhibitors and over 65,000 trade visitors over a period of three days, LogiMAT 2020 will be the year’s outstanding and most comprehensive product and service event for the intralogistics industry. In an exciting mixture of global players and medium-sized companies offering a large number of world premières, trade visitors can look forward to a complete overview of the latest products and innovations in the intralogistics industry.

The key issue for exhibitors is integration of modern technologies and materials in sustainable solutions for Industry 4.0, the Internet of Things and the associated digitalisation. Important questions such as climate-friendly logistics and sustainable handling of resources will also be crucial topics during the trade fair.

To ensure that visitors can quickly find their way around, the hall assignment at LogiMAT is structured according to ex-

hibitor groups. Machinery and plant manufacturers will present their current range of products and solutions for efficient goods flows in the L-Bank Forum (Hall 1) plus the gallery, in the Jacques Lanners Hall (Hall 3), in Hall 5 and in part of Hall 7. The focal point here will be integrated process automation with scalable offers for optimised production processes of small quantities through to batch size 1 with individual specifications.

Visitors in Hall 2, which will be devoted entirely to autonomous vehicles, will obtain an almost complete overview of driverless transport vehicles. Exhibitors from the areas of packaging, packaging and weighing systems, containers and labelling techniques will be found opposite in the Oskar Lapp Hall (Hall 4) and Hall 6. A large number of LogiMAT exhibitors will present in different halls intralogistics products and systems for the smooth operation of business activities in e-commerce and omnichannel. Exhibitors will also be present in the atrium at the Entrance East with services relating to digitalisation and automation of commercial processes. The TradeWorld technical forum featuring expert talks will round off the range of information on commercial logistics.



More info: www.logimat-messe.de
#LogiMAT

Europe's largest showcase for battery technology

Around 450 exhibitors from over 50 countries will present the latest technologies for the production of modern batteries for electric and hybrid vehicles, mobile electronic devices, medical technology and telecommunications at THE BATTERY SHOW EUROPE from 28 to 30 April 2020. During the concurrent conference renowned speakers from the industry will also provide insights into important technical challenges and will describe the commercial opportunities for battery producers, automobile manufacturers and their suppliers. The BATTERY SHOW EUROPE will be held at the same time as Electric & Hybrid Vehicle Technology Expo, Europe's largest event for H/EV technology. The focal points here will be electric drives, components and battery management systems.



Everything revolves around the production of batteries at the BATTERY SHOW EUROPE.



More info: www.thebatteryshow.eu
#THEBATTERYSHOWEUROPE

BABYWELT STUTTGART

The Baby Show

BABYWELT STUTTGART from Fleet Events will be held again from 17 to 19 April 2020. The innovations at the consumer show for pregnant women and young families will include, for example, the "baby carrying" area featuring carrying systems for testing and the play area with wooden toys powered by Hape/Toynamics Europe. Still part of the programme: experts talks, the Babywelt Plaza event area and the competence centre for child safety.



BABYWELT STUTTGART offers know-how and products for young families.

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T4M – Technology for Medical Devices

Good booking levels for medical technology trade fair



Technologies for the production of medical technology are one of the topics at T4M.



More info: www.messe-stuttgart.de/t4m
#T4M2020

T4M – Technology for Medical Devices – will bring technologies, processes and materials for the production and manufacturing of medical technology to Stuttgart for the second time from 5 to 7 May 2020. “A large number of pioneering companies, networks and renowned associations have clearly endorsed T4M and have registered to take part in the event in 2020,” says Tanja Wendling, Project Manager for T4M. “Together with our promotional supporters VDMA, Swiss Medtech, the trade fair advisory committees and all supporters, we will systematically enhance and expand T4M.” The clear objective is to establish T4M as the trade fair in Germany that focuses on manufacturing and production on the international medical technology market.

DanceWorld

Large trade fair and workshop event relating to dance



The Stuttgart dancer and choreographer Eric Gauthier is actively involved in DanceWorld.



More info: www.danceworld-stuttgart.de
#danceworld20

With more than 80 workshops directed by dance stars and excellent national and international teachers, the second edition of DanceWorld will offer visitors a wide range of different dance styles from 17 to 19 April 2020. Auditions and master classes by renowned dance academies from home and abroad will be aimed at current and would-be professionals. Italy will be the partner country of DanceWorld 2020. In the accompanying exhibition dance fans will find everything relating to the topic of dance and associated areas – from clothing, dance accessories and dance medicine through to dance institutions and leading academies such as the Europa Park Talent Academy, which will be represented in Stuttgart for the first time. A first-class show and animation programme will take place on the culture stage and the DanceWorld stage in the exhibition area.

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Over 30 manufacturers will show the latest bikes in Stuttgart.

The cycling holiday boom is still continuing: according to statista, the German online portal for statistics, a total of 5.5 million Germans went on a cycling holiday with at least three overnight stays in 2018. More than 40 per cent of these people stayed four to seven nights. The bike industry is also experiencing growth: according to estimates by the German Bike Association, around 920,000 e-bikes were sold in the first six months of 2019. A total of approximately 2.93 million bicycles and e-bikes were purchased in that period.

TOPTRENDS FOR CYCLING AND HIKING HOLIDAYS

Ideal conditions for the next edition of Fahrrad- & WanderReisen on 11 and 12 January 2020. Visitors will find – for the first time in Hall 9 – exhibitors from 17 countries with cycling holiday destinations from Andorra to Slovenia, over 30 bike manufacturers and brands of new e-bikes and traditional bicycles, new equipment and up-to-date tips from bike insiders. Another new feature: a bike test track with an area of 1,7000 square metres in Hall 9 and also – through a connecting door – in a tent outside.

In the “Hiking” Pavilion 56 exhibitors from home and abroad will provide information on the most beautiful hiking regions, hiking paths and hiking hotels for exciting excursions in the forthcoming season.



More info: www.messe-stuttgart.de/fahrrad
#CMT20

R+T Asia

R+T Asia in Shanghai enjoying unabated growth



International companies appreciate R+T Asia for providing an opportunity to enter the Asian market or use it to cultivate customer contacts in the ASEAN region.



More info: www.rtasia.org/en
#rtasia

R+T Asia, Asia's leading trade fair for sun protection and doors/gates, is experiencing a run. Manuela Keller, Project Manager for R+T Asia: "The trade fair is developing superbly. The growing interest among international companies satisfies the increasing demand for quality and know-how from China - a win-win situation for both sides." R+T Asia, which will be held at the Shanghai New International Expo Centre in Shanghai from 24 to 26 February 2020, was already awarded top marks in the past. The 15th event in March 2019 was the most successful ever with 642 exhibitors.

International companies appreciate R+T Asia for providing an opportunity to enter the Asian market or use it to cultivate customer contacts. In addition to the trade fair, manufacturers and retailers also meet one another in matchmaking and hosted buyer programmes. The Pavilion funded by the German Federal Ministry of Economics enables German companies to enter the market or create a broader market presence. The National Federation of Door and Gate Manufacturers (BVT) and the Federal Association for Manufacturers of Roller Shutters and Sun Protection (BVRS) jointly promoted the inclusion of R+T Asia in the foreign trade fair programme of the German federal government. Since 2006, companies have been presenting their products under the motto "Made in Germany" in the best position in the German Pavilion.

IBAKTECH Istanbul

Leading trade fair for the bakery and confectionery industry



The leading brands in the industry are present at IBAKTECH.



Over 81,000 visitors came to the last IBAKTECH in Istanbul.

The 13th edition of IBAKTECH Istanbul will take place from 26 to 29 March 2020. The International Trade Fair for Bakery, Patisserie Machinery, Ice Cream, Chocolate and Technologies is the leading event for the bakery and confectionery industry in Turkey and the Eurasian economic area. It is organised by the Turkish subsidiary of Messe Stuttgart, i.e. Ares Fuarcılık Ltd. Şti.

At the last IBAKTECH Istanbul in 2018, a total of 341 companies from 11 countries presented more than 500 leading brands. 81,278 visitors from 115 countries attended the four-day trade fair. The most important visitor countries were Bulgaria, Iran, Iraq, Saudi Arabia, Libya, Macedonia, Albania and Germany.

IBATECH Istanbul also organised the hosted buyer programme with the support of the Turkish Ministry of Economics and the Central Anatolian Exporters' Association. International delegations from numerous countries, primarily Greece, Jordan, Palestine, Tunisia and Turkmenistan, came to Istanbul as part of this programme.



More info: www.ibaktech.com
#ibatech

MESSAGE PORTRAIT



In his function as Team Director, Alexander Ege is responsible for CMT, CMT China and Touristik & Caravaning Leipzig (TC).

“Further extension of formats for trade visitors”

Anyone who personally goes on holiday in a caravan knows what visitors want at caravaning exhibitions. Alexander Ege is thoroughly familiar with his clientèle.

Who doesn't dream about combining their hobby and job? Alexander Ege (38) has fulfilled this dream. A keen camper, Ege goes on holiday in a caravan with his wife and three children. At Messe Stuttgart he is responsible for three holiday and caravaning exhibitions in his position as Team Director – CMT with all its three special shows, Touristik & Caravaning Leipzig (TC), and CMT China. “The weeks after my holiday are the worst time for my 8-man team,” jokes Ege. “I am then bursting with ideas since I had direct contact with the target group of our exhibitions on camp sites. Customer wishes delivered free.”

After successfully completing his degree in tourism management in Freiburg and Brighton (UK) Ege – himself a biker – was initially responsible in the MOTORCYCLE Action Team of Motor Presse Stuttgart for readers' events and exhibition appearances. In his role as Event Manager, he subsequently coordinated events of the trade magazines of DoldeMedien Verlag, a Stuttgart-based publishing company. His professional contact with the caravaning industry was established. Ege joined Messe Stuttgart in 2012, initially as Project Manager for the caravaning segment in the Lifestyle & Leisure Division of Guido v. Vacano.

Ege's contacts in the caravaning and tourist industry, which he has cultivated over the years, are of great bene-

fit to the CMT/TC Team at Messe Stuttgart. As Team Director, he is now still fully involved in day-to-day business in the caravaning segment. In particular, he also believes that his task is to further develop the substance and strategy of tourism and caravaning topics. “In a consumer show such as CMT Stuttgart, we are also in the process of continuously extending the formats for trade visitors,” explains Ege. The objective: to emphasise the function of CMT as an exhibition and information platform – with practice-oriented value-added for B2B customers from the industry itself, but also from politics and administration.

There are already numerous offers for this clientèle, for example the Baden-Württemberg Tourism Day, the CMT Parking Summit, the CMT Travel Market, the Nations Day and the CMT Careers Day. “Actually, CMT is already per se a nine-day career event which provides an opportunity for personal contact with responsible persons from the caravaning/tourism industry and hotels,” says Ege. “However, we want to further intensify the awareness of this through new formats and therefore become more closely involved than ever before in the industry.” Ege and his team possess a great deal of expertise and show an enormous amount of commitment. Ideal conditions for achieving success.



Expertise at first hand: the Corporate Health Convention provides information on effective corporate health management.

Corporate health – much more than just back exercises

The Corporate Health Convention is the largest platform on the topic of workplace health in Germany. This event will take place at Messe Stuttgart on 12 and 13 May 2020.

Motivated and, above all, healthy employees are the backbone of successful companies. Corporate health management (CHM) programmes therefore form part of the corporate strategy in many companies. “Digitalisation is changing our working world significantly. Companies must maintain the efficiency of their specialist and managerial staff, and also promote their health,” explains Prof. Dr. Karlheinz Sonntag, Head of Work and Organisational Psychology at Heidelberg University and coordinator of the Heidelberg University project “Measures and recommendations for healthy work in future”. “In order to increase potential and prevent work-related risks, there is a need for new strategies in human resource and health management. For small and medium-sized enterprises as well.”

In view of the ever later retirement age and the shortage of skilled workers, CHM measures are becoming increasingly more important. Ultimately, health begins long before an illness starts. The main objective of corporate health management is therefore to maintain the health of employees and their efficiency. Regular rest periods represent a factor that is often underestimated in this respect. In particular, healthy sleep is important since anyone who sleeps badly

suffers from health problems far more frequently: muscle tensions and backache are just some of the symptoms. Dr. Utz Niklas Walter, Scientific Director of the Institute for Workplace Health Counselling (IFBG) in Constance, therefore appeals for a supportive corporate culture. “One useful approach here is to train company employees as so-called sleep ambassadors who foster openness towards the topic,” says Walter. In specific terms, companies should create sleeping and rest areas – with clear discretion rules and high hygiene standards.

Health-conscious behaviour cannot be decreed “from the top down”. It will only be permanently successful if employees are involved. It is all the more important for managers to set an example in regard to health-conscious behaviour and integrate it in corporate culture. Successful corporate health management encourages people to be active, take exercise and interact with one another. Related services will be presented during the Corporate Health Convention at Messe Stuttgart on 12 and 13 May 2020 – with over 160 exhibitors and around 2,500 visitors.



More info: www.corporate-health-convention.de
#CHCD20

Efficient digital processes

The 23rd ProSTEP iViP Symposium will be held at the ICS International Congress Center Stuttgart on 12 and 13 May 2020. The Symposium is one of the world's largest independent conferences on product lifecycle management (PLM) and the digital transformation of industry. As an international platform, it enables managers and experts to exchange solutions and experiences that are relevant to the digital transformation of products and processes. The congress programme includes over 40 talks and 70 speakers on current digitalisation topics from industry and research. The accompanying exhibition is an ideal presentation and communication platform for companies from all over the world.

ProSTEP iViP, the organiser of the Symposium, is an internationally active association whose head office is located in Darmstadt. Its goal is to develop future-oriented solutions and standards for product data management and virtual product development. For this purpose, ProSTEP iViP pools the interests of manufacturers and suppliers in the production industry and IT providers in close cooperation with science and research in order to create long-term competitive advantages for its members through more efficient processes, methods



Conference for PLM professionals: ProSTEP iViP Symposium 2020 in the ICS International Congress Center Stuttgart.

and systems. The association was founded in 1993 from the insight of renowned IT managers at BMW, Bosch, Continental, Daimler, Delphi, Opel, Siemens, Volkswagen and 30 other companies so that the competitiveness of German companies will be largely determined by the development of modern processes for efficient product data management.



More info: www.prostep.org
#prostep, #ivip

Excellent technical platform

Experts from the mineral oil sector and the mechanical engineering and motor vehicle industries will meet at the UNITI Mineral Oil Technology Forum in the ICS International Congress Center Stuttgart on 21 and 22 April 2020 in order to exchange opinions on the latest industrial trends and developments. The speakers at this international conference will examine the entire spectrum of industry trends with a mixture of current lubricant and fuel topics from research and practical application. During a joint evening event there will be additional opportunities for technical discussions.

Another reason for the special importance of the UNITI Mineral Oil Technology Forum is the active presence of the automobile industry. The conference therefore provides an excellent opportunity to exchange international experiences. In particular, the open dialogue between the mineral oil and additive industry with other sectors is extremely important for the participants. A technical exhibition, which is only open to participants in the Forum, will feature extensive information on new products and services. The UNITI Mineral Oil Technology Forum at Messe Stuttgart is being organised by the Berlin-based company UNITI-Mineralöltechnologie GmbH.



More info: www.umtf.de
#UNITIexpo

- ▶ **05.01. 27th World Mission Youth Conference 2020**
Organiser: Living Community, Jesus Movement

- ▶ **03.03. 7th LBV Entrepreneurs Day 2020**
Organiser: Baden-Württemberg Regional Farmers' Union

- ▶ **31.03. ARCHIKON – 3rd State Congress for Architecture and Urban Planning**
Organiser: Baden-Württemberg Chamber of Architects

- ▶ **02.04. ams Congress 2020**
Organiser: Motor Presse Stuttgart GmbH & Co. KG

- ▶ **21.–22.04. UNITI Mineral Oil Technology Forum 2020**
Organiser: UNITI-Mineralöltechnologie GmbH

- ▶ **12.–13.05. ProSTEP iViP Symposium 2020**
Organiser: ProSTEP iViP association

- ▶ **12.–13.05. Zukunft Personal Süd & Corporate Health Convention 2020**
Organiser: spring Messe Management GmbH

SIGHTSEEING TIP: Museum der Alltagskultur – Schloss Waldenbuch

Ecological disaster and art object

The plastic bag: a symbol of economically oriented wastefulness/usage of plastic products and a contemporary graphic witness in one. Carrier bags are now ready for the museum.



Practical and ecologically disastrous: the Museum der Alltagskultur will remind visitors about plastic bags before they disappear.



The Museum der Alltagskultur in Waldenbuch is one of the most important ethnographic museums in German-speaking countries.

The era of plastic bags is coming to an end. Disposable shopping bags will soon no longer be available in German-speaking countries. Colourful bags made of polyethylene or polypropylene have been part of everyday life since 1965. The plastic bag is now ready for the museum: "Farewell plastic bag!" is the programmatic title of a special exhibition which will be staged at the Museum der Alltagskultur – Schloss Waldenbuch – until 3 July 2020.

For decades, printed shopping bags proved to be an attractive advertising medium – because they were cheap – for many businesses and leading brands: everyone knew where customers had shopped. A simple article of daily use with, at times, superb graphic design and innovative handling of shapes, colours, motifs and ornaments. It's not surprising that many bags have also been collected, especially since they remind people of companies, record shops and grocery chains which ceased to exist many years ago.

A CONSERVATION CHALLENGE

The Museum der Alltagskultur in Schloss Waldenbuch has received an estimated 50,000 plastic bags from two collectors. These bags will be examined and evaluated as part of the exhibition: exhibits will change at regular intervals and will be displayed, sorted and digitalised. At the end of the exhibition, the "best" bags will be chosen and stored in the plastic depot. A conservation challenge: whereas the long life of almost indestructible plastics in the sea poses a great problem for the environment, the Museum must find an answer to the following question: how can the slowly disintegrating plastic bags be preserved so that they can be viewed by future generations? Boards in the special exhibition will focus on topics such as disintegration, the possibility of preservation, restorability, recycling attempts, destruction and sorting. Visitors will be able to find out about the production, design, usage, secondary use and importance of plastic bags. Finally, the consequences of our consumption of plastic will be illustrated. The accompanying programme will examine the topics of design, preservation, environmental protection, consumption, advertising, health and digitalisation. Theme days with upcycling workshops are planned. Incidentally, it is fitting that at Messe Stuttgart's autumn line-up in 2016 exhibitors were able for the first time to stock up on paper "trade fair bags" produced in an environmentally-friendly manner. The ambitious goal: consumer shows without plastic bags.



More info: www.museum-der-alltagskultur.de

HOTEL TIP

Quality Hotel Schwanen

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

Just three kilometres from the Stuttgart Trade Fair Centre, Stuttgart Airport and the A8 motorway, the Quality Hotel Schwanen Stuttgart-Airport/Messe is located in the middle of Filderstadt-Bernhausen. The next urban railway station (S-Bahn) is situated around 300 metres from the hotel. Hotel guests can reach the SI Centre with its musical theatres and the casino in just ten minutes. The approximately 100 modern rooms and suites in the hotel come with a shower/WC, a hairdryer, a mini bar, satellite TV, Sky and free Internet access. The categories here range from a Classic single/double room and the Comfort and Superior variant through to a suite.

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



The Quality Hotel Schwanen is situated around three kilometres from Messe Stuttgart.



The around 100 rooms and suites in the hotel are equipped with modern amenities.



More info: www.hotelschwanen.de

RESTAURANT TIP



The Wunderkammer is a perfect after-work location in Stuttgart city centre.

The Wunderkammer

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

Located in the Bohnenviertel of Stuttgart, the "Wunderkammer" lives up to its name. There is a clear menu with modern and Swabian brasserie dishes. Guests can choose "Flammkuchen" (Alsatian pizza topped, for example, with goat's cheese and pumpkin), mushrooms in a cream sauce with napkin dumplings or "Gaisburger Marsch" (beef stew) in a pot. Food is barbecued fresh on a La Cornue

Flamberge upright roasting spit, for example duck with mango and chia seed chutney, spinach and sweet potatoes. To start the day, the "Wunderkammer" offers a selection of freshly prepared breakfast creations with regional organic products. Pastries, jams, dressings and spreads are produced by the "Wunderkammer" Team itself.



More info: www.wunderkammer-stuttgart.de

HIGHLIGHTS 2020

- ▶ until 02.02.2020 *Tiepolo – the best painter in Venice*
Venue: Staatsgalerie Stuttgart
- ▶ until 15.03.2020 *Harald Wohlfahrt's PALAZZO*
Venue: Cannstatt Wasen, Stuttgart
- ▶ until 22.03.2020 *Musical Ghost*
Venue: Stage Palladium Theatre, Stuttgart
- ▶ until 29.03.2020 *TROY – 30 Years of the "Die Fantastischen Vier"*
Venue: StadtPalais – Museum for Stuttgart
- ▶ 09.04. – 20.09.2020 *Musical Dance of the Vampires*
Venue: Stage Palladium Theatre, Stuttgart
- ▶ 18.04. – 10.05.2020 *Stuttgart Spring Festival 2020*
Venue: Cannstatt Wasen, Stuttgart
- ▶ until 03.05.2020 *The Aztecs – Baden-Württemberg State Exhibition*
Venue: Linden Museum Stuttgart
- ▶ until 26.07.2020 *Musical Disney's Aladdin in Stuttgart*
Venue: Stage Apollo Theatre, Stuttgart

Michael Gaedt



Michael Gaedt, Swabian entertainer, musician, actor, classic car enthusiast and brand ambassador at the 20th RETRO CLASSICS.

“I’ve never had a new car”

If you are lucky enough to have my column in front of you – and there’s a lot to be said for that – my joy can hardly be expressed in words. And the editor said there should be 2.500 words, or more accurately characters: “We would like to have an article from the brand ambassador for RETRO CLASSICS. Length: 2.500 characters. And please also mention your personal feelings about historic and classic cars.”

So let’s start. For over eleven years, I’ve been fortunate enough to play the part of “Schrotti” in an on-going minor role in the crime series SOKO Stuttgart broadcast by the ZDF German TV station. I am really suited to this role, because I really do love tinkering around with old cars. I’ve never had a new car. For me, a car or motorbike must be at least 20 or 30 years old, only then will it have anything to tell me.

As a youth, I was employed at the then importing company for British Triumph and Norton motorcycles. That explains why there are old featherbed-frame Nortons standing around in “Schrotti’s” garage. I’ve still got around 15 old motorbikes, and on average five cars suffering from punctures out on the street.

I couldn’t imagine living without an old VW van, an air-cooled Flat Six from Zuffenhausen, a long-distance express from Cadillac, without the “kloine Rennerle” (little runner), the 996 Porsche fried egg of the

Retro trade fairs, or without my Russian LDV lorry. So I’ve got the right car for every eventuality. Everything else I like to do on foot. Then my personal eco-balance is back on track.

In the crime series SOKO Stuttgart, my ambition is to immediately recognise every car the prop people put on the lifting ramp. Sometimes it’s very tricky, because the AMC Pacer came in two versions, a six-cylinder model and with a V-8 engine. This makes recognition at first sight complicated. The Fiat Fisore was really easy in comparison. And various Ford Mustang models are for me not much more than a little mental warm-up training.

That RETRO Messen GmbH chose me as their brand ambassador makes me just as proud as the sold-out events of my new comedy show “KGB – Der Jubel rollt”. I now just have to get my stage partners Otto Kuhnle and Roland Baisch into decent cars. Maybe I’ll drag them both along to the 20th RETRO CLASSICS and not stop nagging them until they each buy a nice classic car. There will be plenty of choice.

If you come to RETRO CLASSICS, come and have a chat. As you can imagine, I’ve still got a few thousand characters left for the topic of classic cars and youngtimers, and would be delighted to find any takers. In plain language, don’t get too close or I’ll talk your hind legs off – and back on again!

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2020**8. Faszination Modellbahn**

Internationale Messe für Modelleisenbahnen,
Specials & Zubehör

13.-15.03.2020 Maimarkthalle Mannheim

Fakuma**27. Fakuma**

Internationale Fachmesse
für Kunststoffverarbeitung

13.-17.10.2020 Messe Friedrichshafen

**34. Control**

Internationale Fachmesse
für Qualitätssicherung

05.-08.05.2020 Messe Stuttgart

**19. Faszination Modellbau****FRIEDRICHSHAFEN**

Int. Leitmesse für Modellbahnen und Modellbau

30.10.-01.11.2020 Messe Friedrichshafen

**15. Optatec**

Internationale Fachmesse für optische
Technologien, Komponenten und Systeme

12.-14.05.2020 Frankfurt / M.

**35. Control**

Internationale Fachmesse
für Qualitätssicherung

04.-07.05.2021 Messe Stuttgart

**7. Stanztec**

Fachmesse für Stanztechnik

23.-25.06.2020

CongressCentrum Pforzheim

**28. Fakuma**

Internationale Fachmesse
für Kunststoffverarbeitung

12.-16.10.2021 Messe Friedrichshafen

**39. Motek**

Internationale Fachmesse für
Produktions- und Montageautomatisierung

05.-08.10.2020 Messe Stuttgart

**15. Blechexpo**

Internationale Fachmesse
für Blechbearbeitung

02.-05.11.2021 Messe Stuttgart

**14. Bondexpo**

Internationale Fachmesse
für Klebtechnologie

05.-08.10.2020 Messe Stuttgart

**8. Schweisstec**

Internationale Fachmesse
für Fügetechnologie

02.-05.11.2021 Messe Stuttgart

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