



02 | 2012

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# Message

Trade Fairs Congresses Events

## Wellness



Forum for Bath and Pool  
interbad 2012

## High-tech



Trade Fair  
for Laser Technology  
LASYS 2012

## Sightseeing

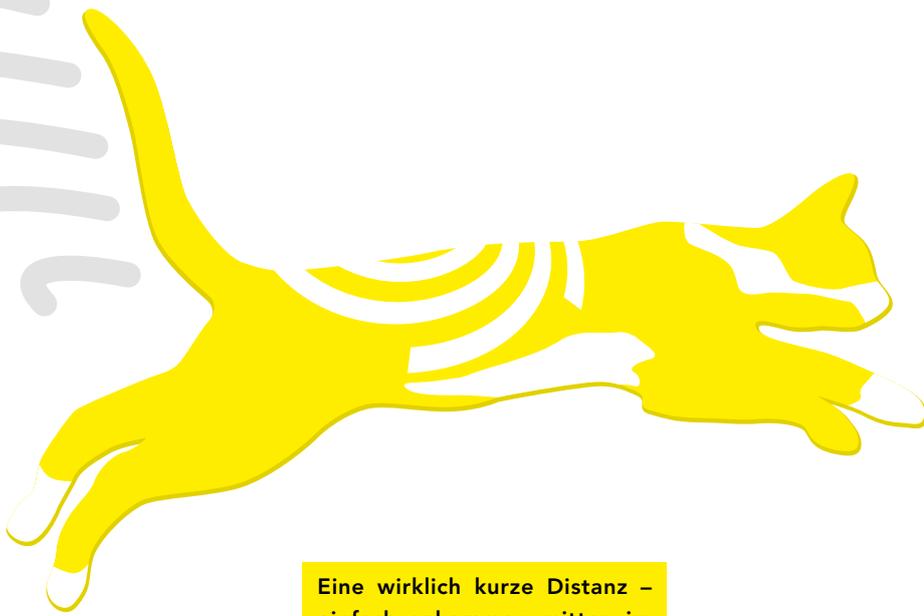


Fascination with the Past:  
Museum für Alltagskultur



**AMB – model for success**  
Trade fair for World Market Leaders

# Katzensprung



Eine wirklich kurze Distanz – einfach ankommen mitten im Herzen Europas. Ob per Auto, Bahn oder Flugzeug: aussteigen und einsteigen mitten ins Geschehen und nach wenigen Schritten Ihr Publikum begeistern. Damit alles ringsum Ihre Veranstaltung stimmt, bietet Ihnen das Team des ICS Internationales Congress-center Stuttgart den perfekten Service, moderne Medientechnik und ein variables Raumsystem. So wird das ICS zu Ihrer Bühne, um Verbindungen zu knüpfen durch Seminare, Kongresse und Veranstaltungen. Mehr Informationen zu Infrastruktur und Service unter [www.ics-in-action.de](http://www.ics-in-action.de)



ICS  
Messe Stuttgart





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Successful duo: Managing Directors Ulrich Kromer (left) and Roland Bleinroth.

# Stable growth

More exhibitors, more visitors: 2012 should be an excellent year for Messe Stuttgart.

Press briefings on annual results are exciting for all involved. For the two Managing Directors of Landesmesse Stuttgart GmbH (LMS), Ulrich Kromer and Roland Bleinroth, the home game in the Filder region was a noticeably relaxed event this time round. “In

2011 we stabilised our success”, explained Ulrich Kromer to the assembled press representatives, “and thus have an excellent base for the further expansion of our business fields. With a total of 1.7 million visitors Messe Stuttgart is registering a slight increase



Strong figures, strong location: The managing directors of Messe Stuttgart look back on satisfactory results.

in the 2011 business year in comparison to the previous year. In terms of exhibitor numbers we almost reached the level of the previous year with exactly 18,437.” “This is further confirmation that our strategic direction also stands the test over the long term”, added Messe Managing Director Bleinroth. “Overall Landesmesse Stuttgart concluded the past business year with approximately 91 million Euro in total returns.”

## Successful year 2012 expected

Messe Stuttgart also showed steady growth in 2011 in the number of trade fairs held at the location of Stuttgart. Here the figure was slightly below the figure of the previous year with a total of 55 events (2010: 62) and shows a balanced proportion of 35 self-organised events and 20 guest trade fairs. LMS is expecting an extremely successful year in 2012 with 43 self-organised trade fairs and 20 guest trade fairs. “The main events include the trade fairs AMB, Dach+Holz, Intergastra and R+T”, lists Messe Stuttgart head Kromer. “In addition, we will once again use our innovative power of specialist and public trade fairs. Not least with the newly developed specialist trade fair Battery+Storage and the change of the fuel cell forum f-cell to our grounds.” Messe Stuttgart can also report success from its foreign subsidiaries and representatives abroad. “By pushing our so-called outbound business abroad, our trade fairs held here on-site also benefit”, states Messe Stuttgart Managing Director Bleinroth.

New public trade fair:

## Active ageing

On 19 and 20 November 2012 the first public trade fair “Die Besten Jahre” will take place within the framework of Stuttgart Messe’s autumn line-up. With a comprehensive offering of products and services the event is aimed specifically at the “+50 generation”. The extent of the topics ranges from obstacle-free building and conversion through to sports and leisure offers to walking and visual aids. “Many “best agers” use the new phase in their life to actively participate in social activities”, states Armin Domdey, Team Leader of Stuttgart Messe’s autumn trade fairs. “We provide suitable offers in this regard”.



PERSONAL 2012 Süd:

## Location Stuttgart

The specialist trade fair for personnel issues PERSONAL 2012 Süd, which came to a close on 25 April, will from now on take place each year in Stuttgart, instead of rotating annually with the Munich trade fair centre. “PERSONAL Süd will become a permanent fixture in Messe Stuttgart’s trade fair calendar”, says Project Manager Nadine Jäger. “Due to the Europe-wide transport connection and state-of-the-art technical equipment, Landesmesse Stuttgart is simply ideal for PERSONAL”, is how Jäger explains the decision in favour of Baden-Württemberg’s state capital. In 2012 approximately 250 exhibitors presented their current products and services at the trade fair.



From now on PERSONAL Süd will take place solely at Messe Stuttgart.

60 years in Baden-Württemberg, five years of Messe Stuttgart at the new location – the federal state and its trade fair company have every reason to celebrate in 2012 and can be proud. The federal state is one of the strongest economic regions in Europe and the industrial density in the area is one of the highest worldwide. The innovative power of the federal state and its inhabitants has made numerous medium-sized companies “hidden champions” in their industry. The quest for knowledge and perfection is reflected in the excellent products and services of these companies. Messe Stuttgart is also successful. For years we have been one of the trade fair



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

## Reason to celebrate

companies with the highest hall turnover factor in Germany and offer state-of-the-art and, according to many of our guests, also the most attractive trade fair grounds in Europe. But modernity and elegance are not everything – the proverbial “ticket office” must also tally! It was even more pleasing that 2011, despite it being the weaker year due to the rotation of events, concluded with a profit (read about this in “Stable growth” on page 4).

Looking back at what was and what is now is a very clear indication that the right decision was made to set up Messe Stuttgart at the new location with larger halls. A comparison of the key figures from 2006 – still on Killesberg – and the expectations for 2012 – in the Filder region – speaks for itself: The total returns are estimated to grow by 84 percent from 64.8 million Euro to an expected 119 million Euro. The number of visitors is increasing by roughly 18 percent, and on the exhibitor side we are recording significant growth of about 79 percent. Many trade fairs are occupying the entire trade fair grounds just five years after the new construction of the trade fair centre, so much so that the demand for exhibition space exceeds the offer.

For us this is a satisfactory development and confirmation that our trade fairs work. No other advertising media enables products requiring explanation to be showcased in such a way to its target group in direct discussion at the market. Diverse events are once again using this added value of trade fairs. “Key to markets”, in the state of inventors and thinkers, surrounded by leading international companies in the automotive sector and mechanical engineering, electrical technology and IT, as well as other future industries, we open up first-class customer potential for our exhibitors. An excellent contribution, in my opinion, to the success story of Baden-Württemberg through its trade fairs in the Filder region. Together we look forward to a promising future of the state and Messe Stuttgart.

Retro Classics meets Barock 2012:

## The prettiest classic cars in the world

There is hardly a more stylish ambience in this world for the presentation of historic and classic cars outdoors: From 8 - 10 June 2012 the elite from the national and international historic and classic car scene will meet in the

Schlosspark in Ludwigsburg for the ninth “Retro Classics meets Barock”. Also this year against an historical backdrop visitors can examine up close luxurious classic cars, the legendary “bread-and-butter cars” from the post-



Automobile beauties against a dreamlike backdrop: Retro Classics meets Barock.

war era, impressive pre-war vehicles, design icons, as well as special classes of modern vehicles.

Each year approximately 30,000 visitors come to the historic and classic car event in the Schlosspark, where the owners of the rolling rarities are judged by a top-class jury in the automobile beauty competition of the world association of historic and classic cars FIVA in different classes.

An undisputed highlight of the event is the award of the “Grand Prize of Germany’s Automobile Tradition”. The highest award “Best of Show” and the “Grand Prize of Germany’s Automobile Elegance” are some of the most coveted trophies in the historic and classic car scene.

Premium partner of the 2012 event is the legendary automobile manufacturer Rolls Royce; an international offering of their exclusive vehicles can be seen at the Blooming Barock.

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

## Looking to the future with confidence

The trade sector is delighted with full order books, industry and medium-sized companies are very confident, our neighbours in Europe are “envious” of us – for example because of our courage to embrace the energy policy. Almost all those in work will soon enjoy 30 days’ holidays as standard, consumption is booming. We thus have every right to look to the future with confidence and optimism.

At the start of the year on the occasion of an event in Stuttgart, Bundestag President Dr. Norbert Lammert asked why we Germans are not able to take this bit of self-confidence and convey it to the outside world, rather than tending to provoke and moan about crises. He added: If everyone didn’t look at the next person and examine whether he or she is making a difference, but does what he can himself and what he is there for, then this can be a really good year!

Even if I can only give a gist of the speech delivered by Dr. Lammert, then

these words are spoken from the heart. For Messe Stuttgart it does in fact look like this will be a good year. Almost all trade fairs that have taken place to date have increased their figures in terms of visitor and exhibitor numbers and area.

What is even more important is that visitors have ordered from the exhibitors or have promised specific orders. And this applies to all events, be it trade and industry at the leading world trade fair R+T (roller shutters, doors/gates and sun protection), hotel and gastronomy at INTERGASTRA or industry at LogiMAT, international trade fair for distribution, material and information flow, which recorded a 30 per cent hike in visitor numbers. Also CMT, Europe’s leading public tourism trade fair, has registered growth in exhibitor and visitor numbers. The outlook for the next few months confirms this trend. A variety of upcoming trade fairs such as AMB, interbad, Control, Motek, VISION,

as well as Slow Food, Retro Classics, GARTEN and COSMETICA, are recording an increasing number of exhibitors or already overbooking of existing areas. ams-i-Mobility and the connected ams congress are registering the participation of big car brands, who will showcase their vehicles with alternative drives. The first event of Battery+ Storage, specialist trade fair for battery and energy storage technologies, is experiencing confirmation of its concept on account of the present registrations and the interest shown by many leading companies. In the end even if everything does not run according to plan as it looks today, it will still be a good year. And finally we thank you, our customers, – exhibitor or visitor. And you also confirm that trade fairs themselves are sales marketing instruments – with clear economic goals.





# Sound Lighting Video

Wenn Menschen zueinander kommen, um Neues zu erfahren und Meinungen auszutauschen, wenn Unternehmen einladen, um Produkte und Dienstleistungen vorzustellen – dann zählt das perfekte Zusammenspiel von Sprache, Bild und Licht. Wenn Sie Menschen perfekt erreichen wollen – dann sollten Sie auf einen Partner zählen, der Know-how, Erfahrung, Kreativität und Zuverlässigkeit mitbringt: uns.

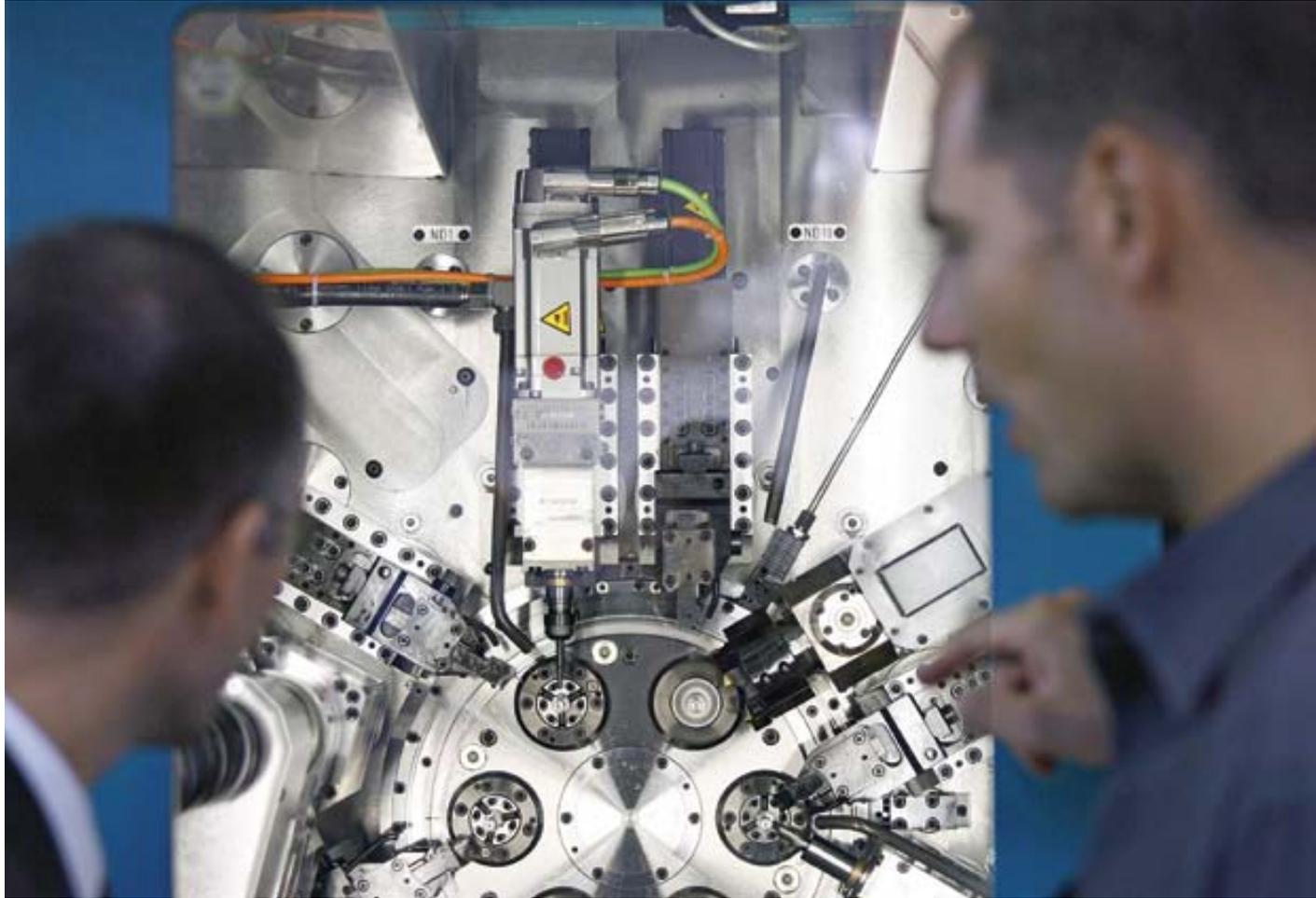
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Every two years leading companies from the machine tools and precision tools industry meet at the Stuttgart-based trade fair AMB.

# AMB – model for success

During the exhibition for metal-working market leaders from all over the world pack into the Stuttgart trade fair halls. And AMB could grow further.

Imagine - it's a trade fair and everyone wants to be there! What event organisers all over the world dream of is now more than just a logistic challenge for the project team of the Stuttgart-based event AMB. Every two years the international exhibition for metal-

working registers a full-house: booked out! Because approximately 1,300 exhibitors occupy 105,200 square metres of exhibition space in nine trade fair halls. Roughly one quarter of customers travel from outside of Germany to the event. "Also in 2012 AMB

was already completely booked out a good six months before the start of the trade fair (18 – 22 September)", is how AMB Project Manager Gunnar Mey describes the tight space situation. A colleague of the project manager, Sengül Altuntas, adds: "We could have filled another one to two standard trade fair halls. But at the moment we don't have the space." For exhibitors this means: Only those who had booked a place by the official registration deadline – for AMB 2012 this was 30 June 2011 – were sure of a stand offer.

No doubt about it – AMB, Europe's leading trade fair for the machine tools and precision tools industry



**"Overall, German machine production in 2011 grew by approximately 24 billion Euro to roughly 187 billion Euro."**

Dr. Thomas Lindner, President of the German Engineering Federation (VDMA)



AMB is a prime example of the clearly focussed specialist trade fairs "Made in Stuttgart".

in the even years, is bursting at the seams. And the possibilities for further optimisation of the existing area offer are more than limited.

"AMB is a prime example of the clearly focussed specialist trade fairs made in Stuttgart", explains Thomas Walter, Area Manager of Industry & Technology at Messe Stuttgart. In other words: "Machining and the relevant precision tools are the focal point of the trade fair", states Walter knowingly. "We have excluded other areas of classic metal-working such as forming technology from the AMB nomenclature, on the one hand to focus on addressing visitors, and, on the other, for spatial reasons. The BLECHexpo optimally covers this keytopic area."

And this is obviously successful to the extent that its event organiser Paul E. Schall has also already announced the need for more space. "This proves that AMB is by far not the only trade fair in the Filder region which could occupy more space", states Walter who is familiar with the situation from many exhibitor discussions. "And the situation is also similar at R+T, the leading world trade fair for roller shutters, doors/gates and sun protection, at Europe's largest tourism trade fair for end consumers, CMT, and during other guest events, some of which take place parallel."

And a solution is not in sight. Quite the contrary: AMB 2012 booked out, an increasing international character among exhibitors and visitors, who



Approximately 1,300 exhibitors from all over the world showcase their new products at AMB.

travelled to the last event in the Filder region from 80 countries. And on top of that a booming engineering sector which makes it likely that this year's AMB will be able to top its record figures from last time round. "Production growth in German mechanical engineering and plant construction totalled 22 per cent for 2010 and 2011", explained Dr. Thomas Lindner, President of the German Engineering Federation (VDMA). For the current year the VDMA President is not taking into account further growth. This, however, will not affect the overall plus at record level. "Overall, German machine production in 2011 grew by approximately 24 billion Euro to roughly 187 billion Euro", explains Lindner. He added that domestic sales contributed almost as much as foreign sales with a nominal plus twelve per cent.

#### Industry on course for growth

Even the German Machine Tool Builders' Association (VDW) and its Chairman Martin Kapp are pleased about the "record figures". The VDW and the VDMA with its professional associations precision tools and software are some of the conceptual supporters of AMB who share industry-specific expert knowledge and know-how at the Stuttgart-based event. "The German machine tool industry made a strong return after the crisis and concluded last year with record figures", states the VDW Chairperson Kapp. "In

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Around half of the German mechanical engineering companies and their suppliers have their head offices located in Baden-Württemberg.

2011 the industry generated 13.1 billion Euro. At 33 per cent this is the highest growth ever reached. The domestic market grew above-average at 38 per cent. Imports went up 43 per cent. Switzerland and Japan were top." Kapp already pointed out those "responsible" for the increase in domestic sales. "The automotive industry, its suppliers and mechanical engineering have benefited from the global boom and their German production sites are equipped with state-of-the-art production technology." Which brings us back to AMB. Because the traditional Stuttgart-based

trade fair is taking place in 2012 for the 16th time in such an attractive market. "About half of the German mechanical engineering companies and their suppliers have their head offices in Baden-Württemberg", states AMB Project Manager Altuntas as she analyses the figures. "And also their main customers are concentrated here in the south-west."

This huge location advantage naturally draws more people – mainly also international exhibitors and visitors – to Stuttgart. "Foreign exhibitors meet potential customers from Baden-Württemberg at AMB", explains Pro-

ject Manager Mey, "and in Stuttgart foreign visitors can obtain information on the latest developments from large national and international companies. And at AMB they also find smaller and highly specialised companies who only exhibit here."

**Messe Stuttgart  
"Key to Markets"**

Despite the location advantage in the centre of the "little model state" and optimal conceptual design: AMB must prove and expand its position as Europe's leading trade fair for the machine tools and precision tools industry every two years. For example using refined exhibitor and visitor marketing instruments, intensive market research and optimal customer care on-site. "Here in Stuttgart the customer really is king", is how Area Manager Walter summarises the commitment and dedication of all those responsible for AMB. "For AMB we try for example to accommodate our exhibitors insofar as

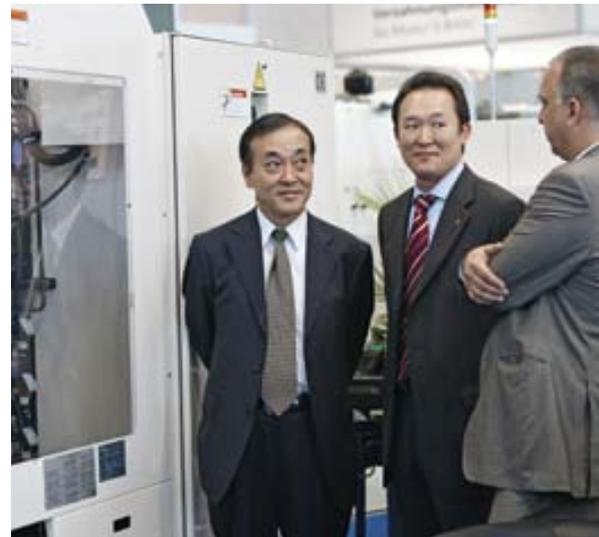


"The German machine tool industry made a strong return after the crisis and concluded last year with record figures."

Martin Kapp, Chairperson of German Machine Tool Builders' Association (VDW)



AMB China took place in 2011 – at the time it was called China Machine Tool Exhibition – in Nanjing. In 2012 it steps up for the first time under the name of its main brand.



The number of international AMB exhibitors and visitors is increasing.

possible in the positioning of their trade fair stand despite the tight space conditions.”

In addition, he and his team are starting very precise invitation campaigns in the AMB target industries – for example for managing directors of relevant companies, central purchasers or production planners. For optimal trade fair benefits in Stuttgart, the AMB team offers you and all other visitors a complete travel package, special event offers, fact sheets with key data of AMB in twelve languages, as well as visitor and exhibitor communication in five languages.

In addition, the AMB team is active around the globe in key target countries with presentations, press conferences or information standards to

plug the Stuttgart-based leading trade fair. “With such marketing measures we continue to raise awareness about the AMB brand around the world and bring even more quality visitors to Stuttgart”, explains Mey. Because the following also applies in this area: sustainable growth and quality before quantity.

#### AMB goes Asia

Messe Stuttgart supports export-oriented AMB exhibitors who want to tap the growth market of China directly on-site with its subsidiary Messe Stuttgart Nanjing Ltd. Its head office is located in Nanjing, capital of Baden-Württemberg’s partner province Jiangsu, whose core industries

include AMB target groups. The first AMB China will take place in the modern trade fair centre this year from 15 – 17 October. After the successful début in 2011 – under a different name at that time – Messe Stuttgart establishes AMB China with the support of the main brand as an international industry platform in one of the strongest production regions in this massive country.

At home in Stuttgart the AMB model of success continues to expand its position as a leading European trade fair for the industry. Thanks to an optimal trade fair concept, an extensive framework programme (see [www.messestuttgart.de/amb](http://www.messestuttgart.de/amb)), formidable infrastructure – despite the severe lack of space.



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Research institutes such as the Institut für Strahlwerkzeuge (IFSW, above), the Fraunhofer Institut für Solare Energiesysteme (ISE) in Freiburg (below) and the Deutsche Zentrum für Luft- und Raumfahrt cooperate with Messe Stuttgart.



## Research forum trade fair

Research, industry and Messe Stuttgart work closely together on the conceptual design of trade fairs and congresses. Exhibitors and visitors benefit.

Stuttgart and its region are top in many areas: Leading international companies from the automotive and mechanical engineering sectors, electrical technology and IT, future industries such as medical technology and biotechnology, are at home here; awards such as “No. 1 High-tech Region in Europe” confirm the quality of the region’s location as a platform for international business and as a portal for the transfer of technology and knowledge.

The approximately 3,600 patents registered each year are further proof: Stuttgart is one of the most research-intensive locations in Europe. The state capital is number one nationwide for basic research and applied research. Fraunhofer Institutes, Steinbeis-Stiftung, Max-Planck-Institutes, German Aerospace Centre (DLR), as

well as over 140 institutes belonging to the University of Stuttgart, are represented here and in the region. Close cooperation with the industry is, for many of these institutes, a matter of course.

Messe Stuttgart uses this location advantage and cooperates closely with research institutes in the region on the conceptual design and implementation of its trade fairs and congresses. “The intensity of the respective cooperative venture ranges from research and development institutes as suitable exhibitors at one of our events through to the joint conceptual design and structure of a trade fair or congress”, explains Wolfram Schöck, who is responsible for the Corporate Development Department for Market Research and Product Development at Messe Stuttgart.

One of the numerous showpieces, also stemming from close cooperative ventures, is the international trade fair for laser material processing LASYS. “At the University of Stuttgart there was already a medium-sized congress addressing this topic with the Stuttgart Laser Technology Forum (SLT), which was organised by the Institut für Strahlwerkzeuge IFSW”, recalls Schöck. “The LASYS trade fair was developed in 2008, with the SLT as an integral element, from intensive market analyses and much discussion with the responsible professors of the IFSW and important companies in the industry.”

LASYS has in the meantime developed into the only international trade fair in Germany which deals primarily with system solutions in laser material processing. A prime example of

### Three questions to:

## Stefan Schöllhammer

Managing Director, KLAFS GmbH & Co. KG, Schwäbisch Hall



### 1 How have modern wellness concepts changed the industry and its products?

Erich Klafs, who founded our company in 1928, was an innovative person. First in medicinal spa technology, and also in the area of saunas in the 1950s. At that time the design was appropriate and was primarily oriented on medical technology. The treatments were mainly designed to have a physical effect. Today we address all senses with our products, the design corresponds to the lifestyle of the customers, is modern and extremely high quality.

### 2 Do you regard wellness as a short-term fad or a long-term health movement?

Today "wellness" and the associated treatments are understood from a much more holistic viewpoint than ten to twenty years ago. At the time the pure feel-good aspect was mostly to the fore, today many wellness facilities concentrate on completely different and more holistic objectives and integrate for example Far Eastern healing methods into their approach. At a time in which three to four percent of our population are seriously suffering from a burn-out syndrome, wellness is, when properly understood and practised, an important activity to recharge one's batteries and will become even more important in the future.

### 3 For KLAFS, as a global market leader for saunas, wellness and spas, where do you see the product trends in the coming years and which of these will be showcased at interbad 2012 in Stuttgart?

In the product areas of saunas and steam baths the trend is heading towards more transparency and therefore more glass. Additional equipment such as coloured lights with collagen activators like the KLAFS Liftlight, an anti-aging treatment for long-term stimulation of deeper skin layers, are just as much in demand as multimedia in the wellness area. Customers are attaching increasing importance to ecological and sustainably produced products made from unpolluted materials and FSC-certified wood from sustainable growing. With the Green Sauna Package from KLAFS energy consumption can be lowered by up to 40 percent.

the successful combination of research and practical knowledge transfer at LASYS is the "Solution Center – meet the experts". There experts from well-known German laser research institutes provide independent advice at their own trade fair stand and answer questions on laser manufacturing free of charge. "All requested research institutes, including the Bavarian Laser Center, the Fraunhofer Institute for Laser Technology, the Fraunhofer Institute for Materials Engineering and Laser Technology, the Hanover Laser Center and, of course, Stuttgart's Institut für Strahlwerkzeuge, take part", enthuses Project Manager Meike Mayer.

The next success story with a close integration of research and development that Messe Stuttgart would like to write is with the Battery+Storage trade fair, which will take place for the first time from 8 - 10 October 2012 together with the fuel cell forum f-cell in Stuttgart. Also here the list of institutes and companies involved in the conceptual design and planning of congress themes reads like a who is who in the industry.

OFFIZIELLER VERTRAGSPARTNER DER LANDESMESSE STUTTGART

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



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**Stuttgart Faces:** Oliver Nolte (actor, theatre director, author, stage director)

## “Perfect environment to live and work”



Oliver Nolte, Theater an der Linde/Kultur im Saustall, Weinstadt-Strümpfelbach.

The Stuttgart region, and in my case the Remstal, is the perfect environment to live and work. Life proceeds at a much slower pace, nature inspires, one can enjoy good food and drink. And here one lives with people who enjoy life, like to work, but also love to go out and enjoy the finer things in life. This is the perfect environment to produce theatrical pieces. Because there is hardly a more lively, more passionate place than the theatre. And that is compatible with the attitude to life: The people in Remstal have a yen for theatre.

We are unbelievably happy to be able to work in a region with such an open, friendly and interested public. Living here also has the advantage that one can escape social trends easier. We try to only do what we really want. And we in Remstal know what we want ourselves somewhat better than being among the many effects of a big city. Here there is no pressure to have to be “trendy”: it's liberating!

For theatre makers, however, there is a negative aspect. Many spectators from the city think that good theatre can only be produced in the city. We often notice among spectators that they are very sceptical coming to us in Strümpfelbach. With the premonition of rustic farmers' theatre being presented in a former “pig sty”. I think we could convince 95 percent of the sceptics. And the farmers' theatre prejudices are swept away in just 30 seconds. Nevertheless we are firmly disregarded by the feature pages of the Stuttgarter Zeitung even though last year we produced the German première of a play by Eugen Ruge (German Book Prize 2011). The DEUTSCHE BÜHNE, the most important German theatre magazine, mentioned us, whereas the feature pages in Stuttgart did not! I can't understand this. The region around Stuttgart is extremely attractive. This is why one should pay more attention than has been paid up to now to the people who live there and those who make an important contribution day in, day out to enriching the cultural diversity.

### Stuttgart Bars:



Marble and walnut elements characterise “Grace” in the SI Centre.

## Grace

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

“Grace” is located exactly 6.2 km from Messe Stuttgart and is the ideal place to unwind and switch off after a stressful and exhausting trade fair day or congress day. And those who find it a little too relaxing can get the necessary adrenalin kick at one of the tables.

Because “Grace” in the Stuttgart SI Center is a bar, lounge and casino in one. On three evenings of the week (Thurs., Fri., Sat. from 21.00 – 03.00) one can try their luck but is not obligated to do so: “Grace” has two poker tables, one blackjack table and a roulette table with touch screen. It's worth a visit to the bar, even just for a drink.

Due to the gambling facility “Grace” is also subject to the same regulations as the Spielbank Stuttgart casino in the SI Centre: Guests must be at least 21 years of age and be able to produce ID. Unlike in the Spielbank, there is no blazer and tie requirement in the elegant casino bar designed with marble and walnut elements. The operator of “Grace” Uwe Reiser desires “a modern, smart style”.

In the lounge area in “Grace”, which also permits smoking, a mix of music is played, if not a DJ in the bar designed to hold a maximum of 250 guests. Reiser and his team from the Love Academy event agency ensure the culinary side is looked after. Further information at: 0711/90019-0, [www.grace-bar.de](http://www.grace-bar.de)



Whoever wants to try their luck can do so in “Grace” at the tables.



Korntal is part of the twin municipality Korntal-Münchingen, which is today a regional industrial centre with approx. 7,500 jobs.

## Potential and projects

A lot of communities around Stuttgart are important business locations of Baden-Württemberg. Message is presenting them in a series. In this edition: Korntal-Münchingen.

Korntal-Münchingen is surrounded by greenery and not even a half-hour's drive from Stuttgart. Korntal, a district of the city borne from the municipal reform in 1975, owes its many social facilities to the former founding fathers, the Evangelische Brüdergemeinde (Evangelical United Brethren of Korntal), who founded Korntal in 1819 as a civil, religious community. The district of Münchingen has to date retained its charm as an important farming village and is appreciated by its inhabitants primarily because of its good quality of life and living standards. Both former independent communities are, however, a lot older: The district of Korntal was first mentioned in a document in 1297; Münchingen in 1130 in the

Chronicles of the Zwiefalten monastery. Today the twin municipality is not just a "pearl of Strohgäu", but also an excellent location for industry, trade and service providers. They know how to use the good area offer and the convenient location of Korntal-Münchingen at the intersection of the A81 and B10 and directly at the Stuttgart-Zuffenhausen connection for their purposes.

From an economic perspective the core focus is on automotive suppliers, machine tools, paint manufacturers and wholesale trade. In the regional plan draft of the Region Stuttgart association Korntal-Münchingen is also considered for this reason a "regional industry centre" with currently approximately 7,500 jobs.



Münchingen has still been able to retain much of its original village character.

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## TRADE FAIR CALENDAR

**05.–06.05. | COSMETICA**

Trade fair for cosmetics

**05.–06.05. | GUT zu FUSS**

Podiatry & Foot Care Sector

**08.–11.05. | Control**

Int. trade fair for quality assurance

**11.–12.05. | azubi- & studientage**

The trade fair for education and studies

**22.–24.05. | PFLEGE & REHA**

Trade fair for elderly care, nursing and rehabilitation with accompanying congress

**20.05. | BIKERTAG**

Safe in the Southwest

**12.–14.06. | LASYS**

International Trade Fair for Laser Material Processing

**12.–14.06. | Engine Expo**

International trade fair for engine design, components, manufacturing, test and development

**12.–14.06. | Vehicle Dynamics Expo**

Int. showcase exhibition and conference for vehicle dynamics technologies and components

**12.–14.06. | Global Automotive Components and Suppliers Expo**

**12.–14.06. | Automotive Testing Expo**

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**12.–14.06. | Automotive Interiors Expo**

Int. trade fair for the car and truck interior design, development and construction showcase

**12.–14.06. | O & S**

Int. trade fair for surface treatments and coatings

**13.06. | Int. Engine of the Year Awards**

**19.–20.06. | Consense**

Int. exhibition and congress for sustainable building, investment operation and maintenance



## Great potential

State-of-the-art laser technology is becoming a firm feature of product manufacture. Stuttgart's LASYS fair will be showcasing the latest developments.

Anyone looking to meet the constantly increasing requirements of product manufacture needs to optimise their production processes. "This is where the laser comes in and really provides the competitive edge," says Dr. Jörg Lässig, Managing Director of SITEC Industrietechnologie GmbH in Chemnitz, "because it facilitates the automated production of high-quality products while ensuring an efficient and sustainable use of energy and materials."

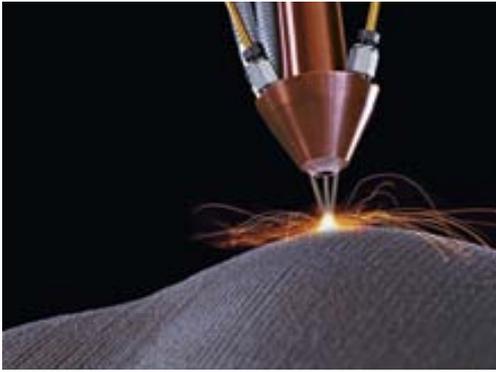
Just how efficient laser systems and installations really are will be one of the themes explored at LASYS 2012, the international trade fair for laser material processing, taking place from 12 to 14 June 2012 for the third time at Messe Stuttgart.

As a high-quality universal tool, the laser has found its way into the most varied of application areas, whether for laser macro or micro processing or for the cutting, welding, drilling, engraving, marking and structuring

of a diverse range of materials. "And it continues to generate further applications," explains Gerhard Hein, Managing Director of the Working Group for Lasers and Laser Systems in VDMA (Verband Deutscher Maschinen- und Anlagenbau e.V. – German Engineering Federation), the new conceptual supporter of LASYS.

### Comprehensive and practically-oriented

A superb example of an innovative, efficient laser beam source is the diode laser. "It is by far the most efficient laser," says Dr. Andre Eltze, Head of Sales in Europe at Laserline, "as the conversion from energy into light is very efficient here, the investment and operating costs are low and it has proven to be particularly reliable when used in industrial series production." Diode lasers are, for example, used in automobile manufacture for the welding of aluminium parts – with the aim



Innovative laser systems, such as those on display at LASYS 2012 in Stuttgart, are a standard feature of industrial series production today.

industry, plant and apparatus construction, the electrical and electronics industry, as well as medical technology. Almost all sectors were represented. Messe Stuttgart is anticipating synergy effects in 2012 with user-oriented events running concurrently. Taking place for the first time in conjunction with LASYS will be European Automotive Components, Engine Expo, Automotive Interiors Expo, Vehicle Dynamics Expo and Automotive Testing Expo from the British organiser UKIP Media & Events Ltd.; as well as O&S, the international trade fair for surfaces and coatings. The programme of accompanying events for LASYS will be practically oriented and will include the Stuttgart Laser Technology Forum, the expert forum "Lasers in Action", the short course "Basics on Laser and Laser Material Processing", as well as the Solution Center "Meet the Experts".

of making the vehicle lighter and thus even more efficient. In 2010, 3,870 visitors and 186 exhibitors came to LASYS. Three quarters of whom came from the industrial sector, primarily mechanical and automotive engineering, the metal working in-

## TRADE FAIR TICKER

### 14.–22.01. | CMT

Stuttgart's holiday trade fair CMT has more than exceeded expectations. "With 224,327 visitors, we once again set a new record," says Messe Stuttgart's Managing Director Roland Bleinroth. The event received superb feedback from the 1,958 exhibitors, coming from 96 countries and regions.

### 11.–15.02. | INTERGASTRA

The 26th outing of INTERGASTRA broke all records: with over 90,000 square metres of exhibition space, more than 1,200 exhibitors and over 85,000 trade visitors, the event once again raised the bar.

### 28.02.–03.03. | R + T

R+T 2012 proved to be in best form once again and proved extremely popular with the approximately 60,000 visitors (2009: 57,379) thanks to a



Visitor magnet: Retro Classics drew 65,000 oldtimer fans to Stuttgart.

focus on energy efficiency and building security, current issues on the global political agenda.

### 22.–25.03. | Retro Classics

Stuttgart's twelfth classic and historic car fair, Retro Classics, came to an end with exceptional results. Drawing around 65,000 visitors, it came close to the outstanding figures of the previous year.

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During the construction of the Rogner thermal spa Blumau, designed by Hundertwasser, mainly ecological aspects were important.

## Natural pools and sustainability

At the Stuttgart-based trade fair interbad the focus is set to “green”. The federal ministry is supporting young, innovative companies in their participation.

For interbad, Europe’s international trade fair for swimming pools saunas and spas, the signs are already indicating success before the start of the event. Many market leaders have registered long before the commencement of the trade fair. The event organisers, the German Association for the Recreational and Medicinal Bath Industry (DGfDB) and Messe Stuttgart, are optimistic they will be able to achieve or even exceed the record figures of 2010 (460 exhibitors, almost 16,000 visitors).

### Dialogue forum for bath and pool industry professionals

The first-class concept of the Stuttgart-based professional event, which focuses on the specialist dialogue in the trade fair halls, in the congress and in the framework programme, is decisive for this exhibitor interest. Trend themes, which are being discussed by market leaders and visitors, can be found again in the theme parks: In addition to the special areas “Natural pools” and

“Corporate Wellness”, mainly the current developments on the topic “Green spa” will be presented from 9 - 12 October. The special area “Green pool” from the European Waterpark Association brings nature to the trade fair and presents the practical implementation of the future trend of “sustainability” in its diverse facets.

In the area of architecture for example environmentally compatible construction methods and innovative materials are presented and in the technology area the focus is on heat recovery or the use of renewable energies. The offer arrangement allows visitors to experience how sustainability can be implemented for all the senses. From catering to special wellness offers to visual experience, the “Green spa” offers many opportunities for unwinding and relaxation.

For many market leaders participation at interbad 2012 is a constant in the marketing plan. The reasons are obvious: At the event in Stuttgart, the second largest European trade fair for swimming pools, saunas and spas, ex-

perts and industry leaders come together every two years. Some of the approximately 480 companies, which are expected in Stuttgart by Messe Stuttgart and the DGfDB, are young companies. The establishment of contacts and cultivating customer relationships is really important for such companies, particularly in the initial years. A tight marketing budget, however, often does not permit participation in a trade fair by start-up companies.

### Maintaining contacts

At interbad this is not a problem: The most important German industry meeting point in 2012 is on the list of leading international trade fairs worthy of support by the Federal Ministry of Economics and Technology (BMWi). For start-up companies this means: They can secure funding for their trade fair appearance of up to 7,500 Euro from the ministry. A requirement is that they present their products at the joint stand of the BMWi.

GUT zu FUSS: Trade fair première

## New forum for foot care

Foot care and podology are therapies with a huge growth potential, primarily also in the traditionally strong economy of the south-west.

The new trade fair GUT zu FUSS will take place in the Filder region on 5 and 6 May 2012 for the first time alongside COSMETICA Stuttgart.

In a separate hall with many exhibitors the event offers foot care professionals everything they need for their work – from cream for cracks to clippers and files to the proper treatment chair.

With a separate, first-class “GUT zu Fuss” congress, as well as numerous exclusive workshops to take part in and learn, the new trade fair is the optimal forum for training and the professional exchange of information and ideas on current industry topics. Some of the informative presentations are certified. The huge potential for foot care



At GUT zu FUSS the focus is for the first time on perfect foot care and podology.

and podology lies not only in the steadily increasing number of older people in Germany, who are traditionally the most important clients in foot

care practices. More and more young people are also attaching importance to healthy, well-groomed and perfectly pedicured feet.

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*Leinfelden-Echterdingen – wo sonst.*



The Stuttgart-based trade fair PFLEGE & REHA is one of the most important German trade fairs in its industry.

## Future market: Care

One of the most important German trade fairs for decision-makers and employees from the areas of care and rehabilitation is taking place in Stuttgart.

The statistics put it in a nutshell: In Germany there are currently approximately 1.2 million people employed in the care of the elderly and in the care of sick and disabled people. Besides the market for health services, the care industry is the second booming growth market with a future. The demographic change is making this possible: Up to 2,050 experts in the care industry are expecting the number of people employed in the area to increase to roughly 2.2. million. It is estimated that the number of persons requiring care will double to over four



Expert forum: the accompanying specialist congress to PFLEGE & REHA.

million. And this will coincide with a significant increase in professional care services as the care possibilities within families are steadily decreasing.

### Precise information for the target groups

PFLEGE & REHA, the industry meeting point in Stuttgart for care of the elderly, nursing care and rehabilitation, is one of the most important German trade fairs on this topic. It dedicates itself specifically to the target groups in this market segment and takes place in 2012 from 22 – 24 May on the trade fair grounds at the airport precisely for this reason, bearing the motto “Future market: Care - attractive and innovative”.

“Our trade fair in 2012 is more broadly positioned than PFLEGE & REHA 2010”, explains Andreas Wiesinger, Area Manager of Messe Stuttgart. “The catchment area of the event has increased, the symbiosis of a trade fair, framework programme and accompa-

nying congress proved itself two years ago and will therefore be continued.” Wiesinger has divided this year’s specialist congress in the ICS International Congress Center Stuttgart into two focus groups – decision-makers and specialist personnel. “This was necessary in our opinion because the catalogue of requirements in the everyday work life of both target groups has increased to the extent that it makes sense to diversify the approximately 60 first-class presentations even more than before.”

The European congress of the four church charities in Baden-Württemberg takes place parallel to the event on the first day of the trade fair. Focal point: mutual responsibility of older generations and creation of an active life in old age. The series of presentations “Horizonte” from the Evangelischen Heimstiftung GmbH on the second trade fair day is at least just as exciting – for top decision-makers in the field, from politics, the economy, associations and media.

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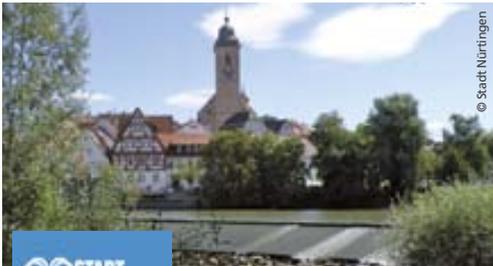
Das Tagungszentrum des BWGV in Stuttgart, Mitglied der TOP 250 Tagungshotels, besticht vor allem durch seine zentrale Lage: Sowohl das Messe- und Kongressgelände, als auch der Flughafen liegen in unmittelbarer Nähe. Die Innenstadt Stuttgarts kann in etwa 20 Minuten mit den öffentlichen Verkehrsmitteln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

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# Sensible use of depleting resources

O&S, the international trade fair for surfaces and coatings, will be looking at the conservation of raw materials and energy in 2012.



O&S, the international trade fair for surfaces and coatings, will be focusing on the theme of sustainability in 2012.

The prices of raw materials are rising, energy costs are increasing: businesses within the surface technology sector need to take this into consideration when using current resources. “The efficient use of resources is not only important for reasons of sustainability, but also cost and competition,” explains Oliver Frese, Division Head at Deutsche Messe AG, Hanover. And this is precisely where O&S 2012 comes in. From 12 to 14 June, the focus will be on the main topic “Materials/Resources/Process Optimisation”. “The trade fair shows how the combination of efficient processes, environmentally compatible materials and sustainable products guarantees competitiveness in a dynamically changing market,” he continues.

## Perspectives for SMEs

“The industry cannot avoid these new demands,” says Christoph Matheis, CEO of Zentralverband Oberflächen-technik (ZVO – Central Association for Surface Technology), Hilden. “Only when these demands are met with the requisite know-how, will companies have a chance of survival on the competitive stage.” With its joint stand “The World of Surface Treatment” covering more than 1,500 square metres, ZVO will be presenting the latest trends and developments for electroplating technology units. Small and medium-sized companies are frequently faced with difficult challenges when it comes to the issue of material and resource efficiency. “The investment required for improvement measures is often enormous. Conserving resources, however, requires minimum investment; businesses thus are able to save considerable costs and improve their competitive chances,” explains Frese.

## Additional synergy effects

It is these businesses in particular who will be presented with interesting perspectives at O&S 2012. “At O&S, concrete applications and solutions for all aspects of surface processing will be on display,” says Frese. The main topic will represent a common thread throughout the trade fair halls, as well as the programme of accompanying events. More than 300 companies will be presenting energy- and resource-efficient technologies in Stuttgart, as well as surface technology production and application procedures. As vehicle manufacture is a core area for the surface technology sector, there will be additional synergy effects created with five automotive guest events running concurrently on Stuttgart’s trade fair grounds. And LASYS, the international trade fair for laser material processing, will also be taking place.



Practice-oriented workshops a highlight of COSMETICA.

COSMETICA Stuttgart 2012:

## Trade fair for beauty professionals

Testing and ordering products, discovering trends, generating contacts – at COSMETICA Stuttgart, beauty professionals will find everything they need to make their work easier and more enjoyable on 5 and 6 May 2012.

The broad spectrum of COSMETICA Stuttgart comprises nourishing, decorative, non-invasive and natural cosmetics, wellness, permanent make-up and accessories. Furthermore, trade visitors can broaden their knowledge together with colleagues during one of the professional congress programmes. Renowned industry experts will be hosting talks and workshops – all of which are live, practical and informative. Top make-up artist Malu Wilz will

be showing visitors how to professionally apply make-up according to the motto “Cover Girl”, while Elke Pflips will be presenting a modern make-up technology for consumers the industry is calling “happy agers”. Rolf Scheider, former jury member from Germany’s Next Topmodel, and fashion journalist Alexandra von Schledorn will be addressing the theme of “COSMETICA meets Fashion”.

There will also be plenty of competitions taking place at the event, such as the third preliminary round of the “German Nail Contest 2012”, where nail designers will have the chance to demonstrate their creative skills before an expert public.

Nanjing Travel Fair 2012:

## Successful Chinese premiere

The premiere of tourism trade fair NJTF, jointly organised by Messe Stuttgart, the China Tourism Association, Nanjing Municipal People’s Government and Jiangsu Provincial Tourism

Administration, was a resounding success. From 24 to 26 February 2012, over 24,000 visitors came to the public event based on Stuttgart’s CMT concept in the Nanjing International Expo Centre. 196 exhibitors, among them various companies from the caravaning sector, presented their products to an adventurous Chinese public. There was also a comprehensive trade visitor programme organised.



Managing Director Roland Bleinroth (2nd from right) at the opening of the Nanjing Travel Fair.

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Flexible: The Multifunctional Hall C2 can also be divided into two separate areas.



Special event locations at Messe Stuttgart (6): Hall C2

## Versatile location

Large-scale entertainment show events like Germany’s famous “Wetten, dass..?”; spectacular automobile presentations, corporate functions and congresses: The Multifunctional Hall C2 at the Stuttgart trade fair grounds is just as versatile as its name suggests.

The 58 metre- long and 85 metre-wide hall on the ground floor of the ICS International Congress Center Stuttgart is suitable for hosting all kinds of exhibitions, congresses, roadshows and gala events.

The C2 is the largest hall in the ICS and boasts enough seating capacity for up to 5,000 people. The hall is accessed by congress visitors or event guests either through an entrance in the ICS Foyer or the East Entrance in Messe Stuttgart. Wheelchair accessibility is a standard feature, of course, as is complete blackout, dimmable

light and self-adjusting air conditioning of the hall.

One of the design features that makes this particular hall stand out is the flexible partition wall. Using this soundproof curtain, the C2 can be separated in two places into two areas in no time at all.

### Flexible room concept

The advantages of such a flexible room concept for the guests are clear: Depending on the type of event, the two hall areas can be quickly separated into different sizes as and when required, e.g. for an exhibition and the catering this involves. Further information on the C2 and the other special event locations at Messe Stuttgart can be requested by mail from: [gastveranstaltungen@messe-stuttgart.de](mailto:gastveranstaltungen@messe-stuttgart.de)



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DACH+HOLZ International:

## European champion



European Carpentry Championships 2012.

Confirmed at DACH+HOLZ International in Stuttgart: Germany is Europe’s number one carpentry nation. Running concurrently to the trade fair, the European Carpentry Championships 2012 saw 22 woodwork experts from ten countries showcase their skills. Andreas Fichter from Germany was crowned European Champion for 2012, silver went to York Niklas Petersen, Germany, and bronze was taken by Frenchman Domise Moïse and Stefan Oppliger from Switzerland. Germany also took the top spot in the team competition.



R+T Russia will be taking place in the Crocus Expo International Exhibition Centre.

## Global trade fair strategy

R+T goes to Russia: Stuttgart's successful international trade fair will be flying the flag in Moscow in 2012.

The country is enormous, the economic situation favourable. Russia is an attractive market for European companies. Today, it is primarily the construction industry that is being mooted as a sector to watch for foreign investors. Experts are predicting significant growth for the industry in 2012 thanks to the government funding pledged over the next five years. According to the Minister for Regional Development, Viktor Basargin, annual construction volume is set to rise to 140 million square metres by 2020.

### Attractive future market

"The Russian construction sector is really picking up and is entering a new development phase," explains Alexei Matveev, General Director of LLC "Business Media Russia", Messe Stuttgart's partner in the organisation of R+T in Russia. "Playing the most important roles are the construction companies, as well as the national and international trade associations. International conventions such as B2B Communication, along with the use of innovative materials and technologies are the main components of this process." The implementation of environmentally friendly and energy-saving tech-

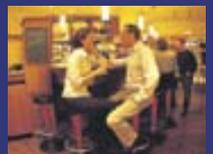
nologies is extremely important for the construction industry the world over. This, in turn, means the demand for modern, energy-efficient materials, including doors/gates, roller shutters and sun protection systems, is increasing at a rapid pace. The favourable market environment, improved technologies and the use of new materials have resulted in a demand for professional trade events where all products and new developments for the industry are presented.

In 2012, the three German trade fair companies, Messe Stuttgart, Messe Frankfurt RUS and Deutsche Messe RUS, will thus be bringing three trade fairs to Russia: R+T, DOMOTEX and Heimtextil.

From 26 to 28 September 2012, Stuttgart's R+T, the leading world trade fair for roller shutters, doors/gates and sun protection systems, Heimtextil (home textiles trade fair) and DOMOTEX (carpets and flooring) will be taking place together in the Crocus Expo International Exhibition Centre.

All three events will be presenting a broad spectrum of products and services from their respective market segments and providing information on the most important industry developments and trends.

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Trade Fairs – Markets



With Battery+Storage, Messe Stuttgart is picking up on an important trend.

## Fuel of the future

The focus will be on energy-storage systems from 8 to 10 October in Messe Stuttgart and the ICS.

With the new trade fair Battery+Storage, Messe Stuttgart is providing all those involved in the manufacture of batteries and energy-storage systems with their own platform for the first time. The new event will be taking place from 8 - 10 October 2012.

### New trade fair

As a comprehensive innovation forum, the new trade fair will be annually looking at all relevant areas, from the raw materials to the finished battery systems for both mobile and stationary use. It will be addressing national and international trade visitors from the storage manufacture industry, service providers and researchers, as well as representatives from the most important user industries such as electric mobility, energy supply and the electrical industry.

“Our aim is to establish Battery+Storage as the leading European trade fair for this industry,” explains Messe Stuttgart’s Managing Director Ulrich Kromer. “With the extensive network of medium-sized companies from the sector, high-ranking research institutes and user industries in the south-west of Germany, Messe Stuttgart will also be once again providing a ‘key to

markets’ with Battery+Storage.” In particular with the research projects on storage materials and production procedures, the institutes here in Baden-Württemberg enjoy tremendous success.

Running concurrently to Battery+Storage is the International Forum for Producers and Users of the “f-cell” Fuel Cell, the new impressive duo on the Stuttgart exhibition grounds. Together, both events will be taking a coherent approach to the theme of energy storage. There will also be a congress programme spread out over several days. With Battery+Storage, Messe Stuttgart is not only turning the spotlight on a current topic at the right time, it is also addressing a variety of leading mechanical engineering and automation specialists in and around Stuttgart.

### Focus on mechanical engineering

Because mechanical engineering plays an extremely important role in the further development of production processes: It contributes significantly to reducing the manufacturing costs of energy storage units and, for this reason, is also key to market success for many applications.

8th Design Engineers' Day/Sicherheit + Automation:

## Synergies that make sense

Following the success of the 7th Design Engineers' Day with the exhibition Sicherheit + Automation (Safety+ Automation) in March of last year at the ICS International Congress Center Stuttgart, the 8th Design Engineers' Day is now set to take place in autumn of 2012, organised by the Konradin Media Group, Messe Stuttgart and Pilz GmbH & Co. KG.

Postponing the event to 18 September, the three organisers will be exploiting the synergies created by the leading industry trade fair AMB, international trade fair for metal working, taking place at the same time. AMB is held every second year, traditionally drawing more than 1,300 exhibitors and over 86,000 visitors from over 80 countries to the completely booked-out trade fair halls in Stuttgart.

### Practical implementation of machine safety

"The concentration of themes regarding machinery and machine safety facilitates an immediate and effective exchange of information and shared experiences, from which exhibitors and trade visitors from both events benefit," explains Ulrich Kromer, Managing Director of Messe Stuttgart.

The programme for the Design Engineers' Day 2012 will focus on innovative technologies and sustainable applications. Another key theme will be "EN 13849 – Practical implementation. Where does mechanical engineering stand today?"

### Comprehensive congress programme

Talks and presentations will address, among other things, current themes such as: the Ordinance on Industrial Safety and Health, safety functions for speed monitoring, requirements for new and used machinery on the EU domestic market, drive-integrated safety and safety sensors. Industry-specific, practically-oriented workshops and a podium discussion round off the comprehensive congress programme, bridging the gap between theory and practice.



The 8th Design Engineers' Day will be taking place in 2012 in Stuttgart at the same time as the AMB.



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The exhibition and accompanying programme for Stuttgart's CONTROL have since established themselves on the world stage.

## International selection of QA solutions

What use is the greatest product when the quality is poor? At Stuttgart's CONTROL, the focus will be on measurements, testing and monitoring.

“Quality is not the responsibility of a department, it's the obligation of the entire company.” This saying really sums it up: Quality Assurance (QA) in companies is a cross-divisional function which has considerable influence on corporate success. No company can avoid it: not the highly automated businesses in high-income countries nor the low-income workshops with their hand-made products, as many newcomers who initially took the markets by storm found out during recent (crisis) times. Only



Full house: Organiser Schall is expecting record participation numbers for CONTROL.

after the monitoring, measurement, verification and documentation of results, as well as the elimination of weaknesses in all process steps, can it be determined whether quality standards are up to scratch and the revenue expected will be generated. This entire topic will be addressed at CONTROL, the international trade fair for quality assurance, as the only industry event of its kind in the world, each year presenting new QA issues and solutions in hard- and software. In 2012, the 26th CONTROL will be taking place from 8 to 11 May at Messe Stuttgart. Gitta Schlaak, long-standing Project Manager for CONTROL at organiser P. E. Schall GmbH & Co. KG, is expecting records to be broken once again in 2012. “We are especially looking forward to the large number of international participants, whose numbers will once again match those of the local manufacturers and suppliers. CONTROL alone, as a leading international trade fair, is thus again covering all possibilities when it comes to QA technologies,

products and services, a decisive factor for many trade visitors from both home and abroad when they decide to travel to the event.”

### High-quality programme of accompanying events

CONTROL not only sets standards with its complete range of QA products, but also hosts a world-class accompanying event programme. All established partners will be returning to Stuttgart – Fraunhofer-Allianz Vision, Fraunhofer- IPA, DGQ. As conceptual supporters and active co-organisers, they facilitate the fast exchange of knowledge between research, development and practical users. The Fraunhofer-IPA, for example, will be addressing the following theme in Hall 7: “Three-dimensional trade fairs for the entire spectrum of components” – an aspect of quality assurance once again presented at a top international level by researchers at the long-standing CONTROL partner.

2012



## 8. Control France

Fachmesse für  
Qualitätssicherung

**26. – 30.03.2012** Paris-Nord Villepinte / Frankreich



## 11. Control Italy

Fachmesse  
für Qualitätssicherung

**29. – 31.03.2012** Messe Parma / Italien



## 11. Motek Italy

Fachmesse für Montage-  
und Handhabungstechnik

**29. – 31.03.2012** Messe Parma / Italien



## 14. Agri Historica

Traktoren - Teilemarkt - Vorführungen

**28.+29.04.2012** Messe Sinsheim



## 26. Control

Internationale Fachmesse  
für Qualitätssicherung

**08. – 11.05.2012** Messe Stuttgart



## 4. Motek Schweden

Fachmesse für Montage-  
und Handhabungstechnik

**08. – 11.05.2012** Messezentrum Jönköping / Schweden



## 2. Elmia Polymer

Fachmesse für Kunststoff-  
und Gummiverarbeitung

**08. – 11.05.2012** Messezentrum Jönköping / Schweden



## 11. Optatec

Internationale Fachmesse optischer Technologien,  
Komponenten, Systeme u. Fertigung für die Zukunft

**22. – 25.05.2012** Messegelände Frankfurt / M.



## 3. Stanztec

Internationale Fachmesse  
für Stanztechnik

**19. – 21.06.2012** CongressCentrum Pforzheim



## Control China

Fachmesse für Qualitätssicherung

**15. – 17.08.2012** SNIEC Shanghai / China



## 31. Motek

Internationale Fachmesse für Montage-,  
Handhabungstechnik und Automation

**08. – 11.10.2012** Messe Stuttgart



## 6. Bondexpo

Internationale Fachmesse für  
industrielle Klebtechnologie

**08. – 11.10.2012** Messe Stuttgart



## 5. Microsys

Internationale Fachmesse für Mikro- und Nanotechnik  
in der Entwicklung, Produktion und Anwendung

**08. – 11.10.2012** Messe Stuttgart



## 18. Druck+Form

Internationale Fachmesse  
für die grafische Industrie

**10. – 13.10.2012** Messe Sinsheim



## 22. Fakuma

Internationale Fachmesse  
für Kunststoffverarbeitung

**16. – 20.10.2012** Messe Friedrichshafen



## 11. Faszination Modellbau FRIEDRICHSHAFEN

Ausstellung für Modellbahnen und Modellsport

**01. – 04.11.2012** Messe Friedrichshafen



## 29. Modellbahn

Internationale Modellbahn-Ausstellung

**22. – 25.11.2012** Messegelände Köln



## 27. Control

Internationale Fachmesse  
für Qualitätssicherung

**14. – 17.05.2013** Messe Stuttgart



## 32. Motek

Internationale Fachmesse für Montage-,  
Handhabungstechnik und Automation

**07. – 10.10.2013** Messe Stuttgart



## 7. Bondexpo

Internationale Fachmesse für  
industrielle Klebtechnologie

**07. – 10.10.2013** Messe Stuttgart



## 6. Microsys

Internationale Fachmesse für Mikro- und Nanotechnik  
in der Entwicklung, Produktion und Anwendung

**07. – 10.10.2013** Messe Stuttgart



## 11. Blechexpo

Internationale Fachmesse  
für Blechbearbeitung

**05. – 08.11.2013** Messe Stuttgart



## 4. Schweisstec

Internationale Fachmesse  
für Fügetechnologie

**05. – 08.11.2013** Messe Stuttgart



## 1. Coilex

Internationale Fachmesse  
für elektrische Komponenten in der Produktion

**05. – 08.11.2013** Messe Stuttgart

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**Trade Fair People: "Do you know ...?"**

## Roger Schmid

In order to ensure that the "trade fair mechanism" can properly function, a large number of wheels must interact smoothly and efficiently with one another. And often in areas where exhibitors and visitors quite rightly don't waste much thought. Information and advertising material must already be available when the doors of Messe Stuttgart open in the morning. Or an adequate number of the latest trade fair catalogues. And especially after the first rush has subsided.

Roger Schmid from the central warehouse at Messe Stuttgart replenishes these brochures to the required extent. The native of Stuttgart has been working for Messe Stuttgart for 27 years, and in the warehouse since 1992. Stacked up in the warehouse – close to Gate 1 and the company fire station – are all the neatly arranged items which are required for everyday operation during a trade fair. Information and advertising brochures, catalogues, but also the flags of all exhibitor countries, accurately folded, on labelled shelves and – if the occasionally strong wind on the Filder leaves a flag in tatters – naturally at least two replacements. The warehouse also contains, for example, hygiene articles for use in the halls, i.e. towels for the toilet dispensing machines, decorative materials, flexi-tape to close off areas, current tools, drill bits and much more besides. The Christmas tree for the administrative building, which proves a great attraction every year, is stored in the warehouse – along with the decorations – above head height. Schmid and his colleague transport the material to the right location using two fork-lift trucks and two electric carts with a loading bed. "With a pallet of AMB catalogues, you can quickly reach a weight of 800 kilograms", says Schmid based on his many years of experience. Multi-track work is routine for him. "While the first trade fair is still running, we are already preparing the next one with the responsible project teams. It really gets tough, especially during the "Stuttgarter MesseHerbst" with eight concurrent events." Schmid gets his sense of humour, which is also sometimes required in his work, almost "free of charge" as an active member of the Blauweiss Stuttgart Carnival Club. Which is important for an experienced warehouse professional.

**Trade Fair Partner: Excelsis Business Technology AG**

## Everything for apps

Over 300 successful app projects, app customers in Germany, Austria, Switzerland, Japan, the Netherlands, Portugal, the United Kingdom and the USA: the 80-strong workforce at Excelsis Technology AG, which has offices in Stuttgart and Zurich, not only supplies companies with mobile applications for the iPhone, but also Web portals and other e-business solutions. Around 1,000 companies in 20 countries are currently using the know-how of Excelsis.

Excelsis has designed a multi-event app with access to all events for Messe Stuttgart. "The features include multi-event support, access to exhibitor lists, trade fair and congress programmes, hall layout plans, interactive route guidance and a checklist containing a date function, event news, photos and videos", said Marketing Manager Sven Reinert in regard to the all-inclusive mobile package. The response by exhibitors and visitors to the iPhone variant was so positive that Messe Stuttgart immediately placed a follow-up order for an Android version. "The variant for all possible smartphone models is currently being developed and will offer the same number of functions as the iPhone app", stated Reinert. "Together, both variants will then cover almost all regular and prospective customers of Landesmesse Stuttgart GmbH."



Apps for (almost) every customer: Excelsis is developing the Android variant (right) of the iPhone application.



Double pack: Excelsis Business Technology AG has offices in Stuttgart (above) and Zurich.

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Solar energy from the roof, fresh air from the park: Messe Stuttgart also sets an excellent example in regard to sustainability.

# Messe campus sets standards

Great attention is paid to environmental protection at the event area.

It is now common knowledge in the exhibition and event industry that Messe Stuttgart/Stuttgart Airport event campus is a location with extremely short distances for exhibitors and visitors. It is not so well-known that the Stuttgart trade fairgrounds, the ICS International Congress Center Stuttgart, Stuttgart Airport and the Mövenpick Hotel Stuttgart Airport & Messe also set a very good example in regard to environmental protection and sustainability.

Since they opened in 2007, Messe Stuttgart and the ICS have also been setting trends through their involvement in these areas. “Our main concerns are careful use of resources and

environmentally-friendly behaviour”, said Ulrich Kromer, Managing Director of Messe Stuttgart. “We produce, for example, electricity. A total of 4.32 million kilowatt hours with 27,000 square metres of solar collectors on our roofs. And we also save electricity thanks to daylight in all 33 rooms in the ICS, a partially glazed façade and strip-line lighting.” In which other areas the Stuttgart Trade Fair Centre and the ICS set ecological standards can be read in detail in the “Green Statement” (download: [www.messe-stuttgart.de/en/company/about-us/companyprofile](http://www.messe-stuttgart.de/en/company/about-us/companyprofile)).

Environmental protection and climate protection are key topics, which also

represent a self-obligation for Stuttgart Airport. These important issues are underlined, for example, by the promotion of fuel cell technologies and many concepts for reducing noise, pollutants and fuel consumption.

Since 1996 the operators have spent around € 60 million on noise protection measures; Stuttgart Airport has been using electric vehicles since 1991. The current large-scale projects include the construction of the ETHOS combined heat and power plant which will substantially reduce carbon dioxide emissions from 2013 onwards.

The Mövenpick Hotel on the campus also makes a valuable contribution towards an environmentally-friendly exhibition and congress experience. The Hotel is “Green Globe” certified, a worldwide recognised quality symbol for companies whose objective is to handle resources in a respectful and economical manner.

Not only are the property, water consumption, emissions, waste and cleaning evaluated, but also cultural involvement, complaint management, the purchase of Fair Trade products and training of employees in the area of environmental protection.



One of many measures: fuel cell vehicle at Stuttgart Airport.



“Green Globe” certified: the new Mövenpick Hotel Airport & Messe.

Messe Stuttgart: Post-its action

## Welcome greetings

Messe Stuttgart opened R+T, the leading world trade fair for roller shutters, doors/gates and sun protection with an extremely appealing marketing measure.

In a cloak and dagger operation employees of Messe Stuttgart attached around 50,000 of the colourful sticky notes bearing the logo of the R+T trade fair and multilingual welcome greetings to the side of the Messe administrative building facing the flow of visitors.

Over an area of four storeys, the inner window surfaces of the employees' offices became a single greeting to visitors and exhibitors from more than 100 countries. Right on time when the first R+T visitor groups arrived, the Venetian blinds of the Messe administrative building opened, thus creating an element of surprise.



Exemplary: Architecture of Messe Stuttgart honoured by the Chamber of Architects.

Messe Stuttgart:

## Award for Exemplary Building

The modern architecture of the New Messe Stuttgart was recently awarded the coveted quality symbol "Exemplary Building Stuttgart 2007–2011" of the Baden-Württemberg Chamber of Architects. According to the Chamber of Architects, the objective of the award procedure is to "identify exemplary architecture in a specific life context and honour architects and builders for their joint commitment".

In "Exemplary Building Stuttgart 2007–2011" the 7-strong jury selected 25 buildings from 142 submitted entries. The Chairman of the jury was Professor Rudolf Kleine, a freelance architect from Karlsruhe; the patron was the Mayor of Stuttgart, Dr. Wolfgang Schuster.

The jury's reasons for choosing the Trade Fair Centre ensemble designed by wulf architekten GmbH, Stuttgart, included, for example, "the convincing and clear design of the extensive supporting framework" and its "remarkable filigree structure".

In particular, the jurors also praised the "attractive green Trade Fair Centre park which makes it easy to get around and increases the spatial depth thanks to its wedge-shaped design". The jurors said that the exhibition halls were good examples of friendly, unconfined large areas. In the opinion of the jurors, the entire complex, including the multi-story car park extending over the motorway, were harmoniously and exhilaratingly embedded in the landscape.



Cheerful message: Spontaneous action for R+T visitors and exhibitors.

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With its 46 subsidiaries, Gühring oHG in Albstadt is one of the world's successful manufacturers of precision tools.

and high precision chucks from Gühring are providing impetus for the future. Gühring regards itself as a complete supplier of metal cutting tools and offers customers market-conform services relating to the use of tools. These numerous services include for example: regrinding and recoating of tools, complete tool management concepts, and software and hardware for tool management and work scheduling. In the area of environmental protection Gühring now offers a new service, i.e. recycling of hard metals. This is an environmentally-friendly and worthwhile way to reuse worn tools. Gühring products are used, for example, in the automotive industry, the aerospace industry, mechanical engineering or the medical technology industry.

Gühring has a worldwide workforce of more than 5,500 employees in 46 subsidiaries at 28 production plants and 47 service centres. Around 2,500 of these employees work in Germany.

Company Portrait: Gühring oHG, Albstadt

## Precision for top quality

Gottlieb Gühring founded Gühring oHG more than one hundred years ago. Since then, the company has become a worldwide successful and innovative manufacturer of precision tools for metal cutting production. Thanks to its own expertise in the development and manufacture of cutting materials, coatings, tool geometries and machines, Gühring sets

standards in tool technology: over 600 patents are eloquent proof of this. Gühring is the leader in the tool industry in the coating of tools, MMS technology and the development of continuously new tool geometries. The innovative Signum coating, one of the hardest nitride-based coatings on the market, new tools for efficient machining of composite materials

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Consense 2012:

## Recipe for success



Consense: Forum for Sustainable Building.

It is the hallmark of Consense that it has become a short cut to experts, exhibitors, congress and trade fair visitors. Renowned manufacturers and experts have been meeting for five years at the International Trade Fair and Congress for Sustainable Building, Investment, Operations and Maintenance to discuss urgent questions and future-oriented solutions. On 19 and 20 June 2012, Messe Stuttgart and the German Sustainable Building Council (DGNB) will again host this unique platform.



Wind energy industry: new attractive target group for mechanical engineering companies.

## Growth through wind

Energy production through wind power is also becoming an important sales market for exhibitors at AMB.

The outlook is good: by 2020, the German Government wants to generate 30 per cent of electricity in Germany from renewable energies. The German Federal Association for Wind Energy (Bundesverband WindEnergie) is assuming that 3,000 MW of rated power must be added every year in Germany to attain this target stipulated in the Renewable Energy Act. This will also benefit exhibitors at AMB, International Exhibition for Metal Working, which will be held at the Messe Stuttgart from 18 to 22 September 2012. That's because wind power plants still have to be manufactured.

Investments in wind energy are primarily benefiting small and medium-sized companies. This was revealed by a study conducted by PriceWaterhouseCoopers (PwC). "In the wind energy industry small and medium-sized companies currently account for around 90 per cent of value-added", said Dr. Thomas Ull, expert for small and medium-sized companies at PwC in Bremen. This not only produces advantages for companies in German federal states close to the coastline.

Particularly in the area of plant engineering, which accounts for approximately 60 per cent of revenue in the offshore value-added chain, almost 40 per cent of manufacturers are based in Baden-Württemberg, Bavaria and North Rhine-Westphalia.

These favourable key data make the wind energy industry a lucrative market for the mechanical engineering industry and its suppliers. A large number of exhibitors at AMB are certain that numerous visitors to the booked-up exhibition will come from the wind energy industry. Messe Stuttgart is therefore specially addressing visitors with a "Wind Energy Parcours". On request, stands of exhibitors who want to demonstrate their products and services primarily to the wind energy industry will be identified by a logo and will be listed in a separate exhibition guide. Gunnar Mey, Messe Stuttgart Project Manager for Precision Tools and Peripherals: "Through the guide and the logos, visitors will be directed to the relevant exhibitors. Visitors will therefore be able to quickly obtain information on the latest state of the art."

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CONTROL



Since 2006, Paul E. Schall (right) has been actively represented in Stuttgart with the trade fairs CONTROL, MOTEK, BLECHexpo, BONDexpo and SCHWEISStec.

## 50 years of "Trade Fairs for Markets"

Bringing Paul E. Schall on board, Landesmesse Stuttgart gained one of the most successful trade fair "inventors" as a permanent guest organiser.

50 years of successful trade fairs: Paul E. Schall has certainly set the bar high for any successors. It all started with the Schall Group in 1962. Back then, Schall decided to breathe new life into the sales of graphic machines, for which he had previously been responsible. That he would later become an internationally renowned organiser of technical trade fairs and technology-oriented exhibitions, was not really to be expected by any stretch of the imagination. Today, depending on the event cycle, trade fair company Schall and group member Messe Sinsheim organise 16 international trade fairs at home and abroad, as well as five exhibitions with a focus on recreational technology in Germany. With a good 40 employees, the Schall Group is a classic medium-sized company and generates an annual turn-

over (depending on the cycle of the events) of around 30 million Euro. What began as a specialist trade fair for the customers in the region today draws thousands of international exhibitors and hundreds of thousands of trade visitors every year. In 1976, Schall finally made the switch to private trade fair organiser. With a flair for the developing markets, he successfully promoted themes such as assembly and handling techniques, plastics technology and quality assurance. CONTROL, the international trade fair for quality assurance, MOTEK, the international trade fair for assembly, handling technology and automation, FAKUMA, the international trade fair for plastics processing, OPTATEC, the international trade for future optical technologies, components, systems and

manufacturing, and finally BLECHexpo, the international trade fair for sheet metal working, are today ranked as leading international trade fairs for their industries, reaching second place at a minimum. While the first small- to medium-sized trade fairs were held at the old Stuttgart trade fair grounds, in Sindelfingen's Klosterhallen, the trade fair halls in Friedrichshafen and later at their own exhibition grounds in Sinsheim, their rapid development brought with it the need for larger premises and the trade fairs CONTROL, MOTEK and BLECHexpo made the move to the new Stuttgart Trade Fair Centre in 2006 which had then opened. The internationally established trade fairs CONTROL and MOTEK were thus given the opportunity to establish themselves in their

**Interview:** Paul E. Schall, Paul E. Schall GmbH & Co. KG, Frickenhausen



## "We were always slightly ahead of the times"

Organiser Paul E. Schall is celebrating 50 years in the trade fair business in 2012.

**? 50 years of trade fairs "made by Schall": That is quite an achievement to be celebrated in 2012. What, in your opinion, has changed over the past five decades in the trade fair business?**

Schall: Well, if I'm to be honest, nothing much really. Of course, there have been plenty of changes over the last five decades with regard to the products, their presentation, stand construction and marketing through the media. In my opinion, however, exhibitors and visitors have generally remained the same. Trade visitors are still looking for an event that can offer them one-on-one discussions with reliable partners representing a strong and reliable brand. Successful exhibitors present innovative products at trade fairs, hopefully at the

right time and for the right market. That is one constant, above all with the trade fairs for the investment goods sector. Because this is the clientèle that, deep down, is actually conservative.

**? But surely there must have been some changes made to the Schall company?**

Schall: We have, of course, also optimised our processes, were and still are up-to-date in terms of IT and data compilation. Maybe that's why there have been no massive changes, because we were always slightly ahead of the times (laughs).

**? People with visions don't necessarily need to see a doctor. Are there plenty of 'visionaries' in the trade fair industry?**

Schall: I'll keep it simple here too: in an age of global markets, you need to be on top of your game or you won't survive. No need for big experiments, just continuity and a clear focus concerning what you want to exhibit. And possibly as few risks as possible, especially for international business.

**? After five decades in the trade fair business, do you still enjoy it?**

Schall: Of course! I live and breathe it and wouldn't have it any other way. These days I can pick and choose when to attend a trade fair, I no longer need to be fighting my way through the masses in the halls during peak times. But a life without trade fairs? Right now, unimaginable.

respective industries as world-class events. With BLECHexpo, SCHWEISStec, the international trade fair for joining technology, and BONDexpo, the international trade fair for industrial bonding technology, three further specialist events from Schall take place in Messe Stuttgart today. This means that almost all of Schall's technical trade fairs are located in Stuttgart. It is only FAKUMA, the international trade fair for plastics processing and OPTATEC, the international trade for future optical technologies, components, systems and manufacturing, that are still being held where they started out – in Friedrichshafen and Frankfurt/Main. And if proof were needed that Stuttgart, as a technological hub right at the heart of Europe, was to play an economically viable role, trade fair organiser Schall would have long provided this with the move of his most important international technical trade fairs to the new grounds.

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Sector event: Fachdental Südwest.

Fachdental Südwest 2012:

## Investment capacity

“Fachdental Südwest is the only event of its kind at which all relevant market participants from retail, industry and the service sector are present,” says Andreas Wiesinger, authorised signatory at Messe Stuttgart, explaining the success of the Stuttgart trade fair that will take place on 28 and 29 September 2012 on the Filder near Stuttgart.

And he also knows the reason: “Fachdental Südwest has for many years stood for high investment capacity.” Last year Fachdental Südwest, with a record number of 252 exhibiting companies, attracted around 6,300 visitors to Stuttgart. Dentists, dental technicians, dental sector employees, laboratory owners and dental practice staff visited the trade fair to obtain information, to exchange ideas and ultimately to make purchase decisions.

parts2clean: Trade fair anniversary

## Ten years in Stuttgart

When the gates to parts2clean open on 23 October 2012 at the New Messe Stuttgart, the leading international trade fair for industrial parts and surface cleaning will be celebrating its tenth anniversary in Stuttgart. The reasons for such loyalty to the location are provided by the location itself: As a high-tech centre for innovation in Germany, as well as a first-class exporting region, Baden-Württemberg and the Stuttgart region provide ideal conditions for parts2clean. Because here – at the heart of the market – there are concentrated a large number of leading providers of industrial parts cleaning and technologically demanding users. “Furthermore, the trade fair and congress site, located between the airport and the motorway, has an unrivalled transport infrastructure,” says Hartmut Herdin, Managing Director of the organising company fairXperts GmbH. “Direct connections to the A8 motorway, the B27, the airport, the S-Bahn (urban rail system) and, in future, to the planned local and inter-city railway station ensure pleasantly short distances.”

### Focus on economic efficiency

In 2012, probably around 240 exhibitors from Europe, America and Asia will be represented from 23 to 25 October. They will present the worldwide

most comprehensive range of products and services for economical industrial parts and surface cleaning tailored to requirements. Specialist visitors can therefore expect a representative, cross-sector offering of information and procurement relating to the entire process chain – independently of whether a simple degreasing procedure or complex ultra-fine cleaning is involved. Furthermore, the integrated German-language specialist forum at the leading international trade fair will provide valuable know-how. There too – as with the trade fair itself – the focus will be on increasing energy efficiency, process security and economy.



parts2clean has remained loyal to the location of Stuttgart for a decade.



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Engine Expo 2012 dedicates a special area to innovative drive concepts.

## New developments

Environment-friendly drive concepts will be the main focus of the Engine Expo 2012 trade fair.

The reduction of emissions is becoming an increasingly important theme in automobile production – and thus also the use of electric and hybrid technologies. During Engine Expo 2012, this topic will again be the focus of much interest. From 12 to 14 June 2012, the latest developments in this field will be presented to visitors from around the world by event organiser UKIP Media & Events in the Electric & Hybrid Pavilion, which has been especially designed for the purpose.

### Alternative drive concepts

“Thanks to the combined strengths of Engine Expo and the specialist maga-

zine Electric & Hybrid Vehicle Technology International, the pavilion will make it possible for exhibitors to reach an audience of main decision-makers from the most important original equipment manufacturers and Tier-1 suppliers, as well as independent manufacturers of electric, hybrid and fuel-cell-operated vehicles,” explains Tim Sandford of UKIP Media & Events. “Specialist visitors from around the world can discover the latest components for electric drives and examine advanced subsystems.”

In parallel to Engine Expo, five other automotive engineering trade fairs will be held by the British event organiser at Messe Stuttgart.

Messe Stuttgart/Hofbräu:

## Partnership

Messe Stuttgart and Stuttgarter Hofbräu are to continue their cooperation until 2020. Messe boss Ulrich Kromer and Christian Rasch, Management Spokesman at Stuttgarter Hofbräu Brau AG & Co. KG, have signed a contract to this effect.

This also means good news for the INTERGASTRA: Also in the future, Hofbräu will be represented with its own stand at Germany’s biggest trade fair for hotels and restaurants.



(From left to right): Ulrich Kromer, Managing Director and Management Spokesman at Messe Stuttgart, Jürgen Kirchherr, Chief Executive at the hotel and restaurant association DEHOGA BW e. V., and Christian Rasch, Management Spokesman at Stuttgarter Hofbräu Brau AG & Co. KG.



*With a little help from my friends\**

Freundlichkeit verbindet, erleichtert die Arbeit und hat Erfolg. Die Beatles können ein Lied davon singen. Und: Freundlichkeit ist gesund. Nicht ohne Grund werden Songs der Beatles erfolgreich in Therapien gegen Stress eingesetzt.

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

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## Message Portrait

## “Building bridges between people”

Beatriz Olías,  
representative of  
Messe Stuttgart  
in Spain

Anyone wanting to bring people together across state borders and language barriers must be able to build bridges. Just like Beatriz Olías. The Spaniard has been the official representative of Messe Stuttgart in her home country for just under twelve months. Employed by the German Chamber of Commerce for Spain in Madrid, she performs the typical tasks of an international representative of a trade fair company. “In this function I primarily act as the contact person for Spanish exhibitors and visitors who are interested in events at the Stuttgart Trade Fair Centre”, was how Olías described one of the key elements of her work.

“I also cooperate closely with the particular business associations through which Messe Stuttgart can contact companies in the industry more easily.” Her tasks also include organising press conferences, carrying out general mailshots or preparing market analyses which help to produce valuable information about the potential of companies and visitor profiles for certain trade fairs and exhibitions.

Work which has long been yielding results. “This year, a large number of Spanish exhibitors are coming to Stuttgart for AMB 2012”, enthused Olías. “This is also due to the excellent close cooperation with the two large industry associations AFM and AMT, which merged at the start of 2012 to form one organisations.” Olías naturally knows that the success of a trade fair company’s international representative is measured, above all, by the number of exhibitors acquired for trade fairs and exhibitions in Stuttgart.

### Great support

In addition to AMB, the specialist in German studies and trained translator is responsible for R+T, Stuttgart’s leading world trade fair, INTERGASTRA, INTERVITIS INTERFRUCTA, interbad, Vision and TV TecStyle Visions. In the case of trade fairs and exhibitions with a strong Spanish presence, Olías naturally comes to Stuttgart to look after “her” exhibitors on the spot. It’s also beneficial to her

that one of her hobbies is hiking. “Anyone wanting to visit 28 exhibitors in two days must be good at walking”, she said reminiscing about R+T in March. “But when you obtain so much positive feedback on the stands and exhibitors immediately ask about registration documents for the next R+T in 2015, you know that R+T was the right event for them at the right time”, said a delighted Olías. “And that also gives me a good feeling.” Her “past life” as a translator not only benefits Olías in cooperating with Spanish exhibitors whom she also actively helps during the run-up to an exhibition to order services from Messe Stuttgart. “From my time as an account manager at companies in the IT industry and during my work as a project manager for marketing and sales consulting at the German Chamber of Commerce for Spain, I have developed a feeling for the needs of small and medium-sized enterprises”, said Olías. A knowledge of human nature, language skills, industry knowledge: does a bridge builder need anything more?

Messe Stuttgart:

## First-class

The company film of Messe Stuttgart won the “Award of Master” at the 23rd Corporate Media Night. The Award for the three-minute-long self-portrait of Messe Stuttgart, which was produced by the Stuttgart-based company AV Medien Business Pictures GmbH, was presented, in particular, for the outstanding cinematic portrayal of the unique selling propositions of Messe Stuttgart: “Key to markets”, short distances, intelligent logistics and sustainability concepts. “The Award is confirmation of our efforts to successfully position Messe Stuttgart on the market. It is an incentive for us to also use original ideas in advertising in future”, enthused Ulrich Kromer, Managing Director of Messe Stuttgart. By winning this Award, Messe Stuttgart is in best com-



The outstanding image film presents Messe Stuttgart in an impressive light.

pany in the region and throughout Germany: in addition to Messe Stuttgart, other renowned companies such as BASF, Mercedes-Benz, Porsche and Siemens have been honoured with the Award. You can find further information on the company film of Messe Stuttgart in the Internet at: [www.messe-stuttgart.de/en/company/](http://www.messe-stuttgart.de/en/company/) and on YouTube under [www.youtube.com/messestuttgart](http://www.youtube.com/messestuttgart)

Messe Stuttgart: New website

## Effective structure, customer benefits

Messe Stuttgart has revamped its Internet website. Under [www.messe-stuttgart.de](http://www.messe-stuttgart.de), Landesmesse Stuttgart GmbH and the ICS International Congress Center Stuttgart provide visitors, exhibitors, event organisers, interested parties and journalists with quick orientation and superb utility value. With the new website, Messe Stuttgart is extending its sales and marketing activities, thus strengthening its position as the leading European venue for trade fairs and exhibitions.

The centrepiece of the website is an interactive grounds plan. This plan visualises the exhibition halls with photo galleries and provides detailed information on exhibition areas and trade fair centre logistics and infrastructure. Interested parties can virtually explore the trade fairgrounds in advance and plan their attendance at an event in the state capital of Baden-Württemberg. Information on travel to and from Stuttgart, accommodation, child care, restaurants, shopping facilities and much more besides is

available online. A clear event calendar shows the dates of trade fairs and public exhibitions at home and abroad. Anyone planning events and congresses can go online to examine the rooms and catering facilities at the ICS and also find the right local contact.

“Our objective is to make regular and prospective customers of Messe Stuttgart excited about the strong trade fair city of Stuttgart”, said Ulrich Kromer, Managing Director of Messe Stuttgart. “The Stuttgart Trade Fair Centre is characterised by its modern architecture, short distances and easy on-site orientation. It contains an excellent infrastructure and flexibly extendible useful areas. We are now also documenting precisely these aspects online, thereby strengthening our brand”, added Kromer.

Thanks to the new corporate website, Messe Stuttgart has a uniform platform for individual event homepages. Every separate event of Messe Stuttgart will then have its own new homepage by the end of 2012.

## LMS Internal

New appointments to management positions at Messe Stuttgart. Since 1. July 2011, **Susanne Kirschbaum** has held the post of Team Leader for the Press Centre. Together with her team, she looks after journalists during our trade fairs and is responsible for organising press conferences and press events. **Florian Pflieger** has been the 1. Team Leader for Business since January 2012. He and his team are responsible for the following events: Invest, IT & Business, DMS EXPO, Global-Connect and NewCome. **Michael Stehle** and **Guido Kenner-Kocagöz** were also appointed Team Leaders 1. in January 2012. Stehle and his team from Technical Service manage guest events of Messe Stuttgart and use the technical consultation competence of Messe Stuttgart to help exhibitors. The new Fire Brigade Commander is **Guido Kenner-Kocagöz**. Around 55 fire-fighters, including around 20 administrative employees of Messe Stuttgart, are responsible for the security of the events held at Messe Stuttgart.



Welcome to the “Key to markets”: opening screen of the new website of Messe Stuttgart.



The interactive grounds plan in the Internet visualises exhibition halls and invites visitors to the website to virtually explore the trade fairgrounds.



The Guest Events team at Messe Stuttgart stands for excellent service quality.

## Excellent support

Online survey of the Guest Events department shows:  
100 per cent of customers would book again.

The evaluation of the customer survey 2011 for the Guest Events department is positive: Excellent support from project managers, great flexibility and an extremely attractive location were the customers' verdict.

Already in evaluating the "initial contact", the participants in the survey expressed satisfaction. On a scale of 1 to 4 (1 being the highest grade), they give the initial contact and advisory role of the Guest Events department an average grade of 1.4. Greater importance is attached to viewing appointments for decision making by congress and event organisers than by trade fair customers.

For Stefan Lohnert, Guest Events Manager, the reason is obvious: "Customers who are interested in the ICS International Congress Center Stuttgart often have special requirements of a location. The ICS, with its flexible room layout and technical efficiency, can usually meet the demands without problem, and the

customer can convince himself of the fact on location."

Customer evaluations are also very good regarding support from project managers (1.3), the course of the events (1.3) and technical implementation (1.4) – both in the planning and the implementation phase. There are very good results regarding the flexibility of the trade fair employees: The fulfilment of individual wishes and requirements and the implementation of short-term changes are given top marks. In the evaluation, the trade fair's infrastructure and transport connections are rated as excellent.

The most important statement is at the end of the evaluation: 100 per cent of the participants can imagine again holding an event at Messe Stuttgart or the ICS. "The result of the online survey confirms that we are on the right path," says Lohnert. "We will try to excel again in trade fair year 2012, which already has very good bookings."

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ICS: "The Best Cars 2012"

## Great scenario

The huge stage divides in the middle, and the two halves separate silently to make way for three dream cars to make a perfect entrance into the hall. This extravagant scenario is one of the highlights of an equally unusual event. At the end of January, the magazine auto motor and sport invited the "who's who" of the automobile industry to the ICS International Congress Center Stuttgart for the prize awarding ceremony for "the Best Cars 2012" – including the CEOs and Brand Managers from all German car producers.

### Sophisticated technology

"It's obvious that the staging of the gala event for a top-quality audience must be out of the ordinary," says Stefan Lohnert, Guest Events Manager. The Stuttgart agency VISUELL, together with the experts for media and event technology of the ICS, therefore implemented an elaborate room-in-room concept in Congress Hall C1, which used sophisticated technology to ensure many surprises for the guests and played perfectly on the keyboard of emotions. In addition to the separable stage, which was specially designed for "the Best Cars 2012", also the 24-metre-wide mobile screen, which could likewise be moved during the show, provided the perfect setting for the theme of mo-



The magazine auto motor und sport used the ICS for its premium event.

bility: Six high-power projectors ensured top visual quality with their sophisticated front and rear projection technology. A further highlight was room-high, mobile fabric walls with



Bright, flexible, state-of-the-art technology: The ICS is ideally suited to company events.

theme-oriented light effects, which during the presentation of the 20 winning cars provided an "unveiling scenario" fit for the cinema.

For the event organiser, Motor Presse Stuttgart, the framework for the prize-awarding ceremony played a decisive role. "Our prize winners and guests expect an event in an ambience that reflects our claim of quality," said Alexander Grzegorzewski, automobile publishing manager at Motor Presse Stuttgart. "The ICS gave us the ideal framework. Modern, bright, spacious, with an excellent transport and hotel infrastructure for our guests."

## ICS/CONGRESSES 2012

**16.06.2012**

**ASTRA TECHIMPLANTANT AG**

Event organiser: Astra Tech GmbH

**05. – 07.07.2012**

**32nd Annual Conference of the German Senology Association**

Event organiser: German Senology Association

**26. – 29.09.2012**

**85th Annual Conference of the German Orthodontics Association**

Event organiser: German Orthodontics Association

**19. – 23.10.2012**

**Annual Conference of the German, Austrian and Swiss Associations for Haematology and Oncology**

Event organiser: DGHO Service GmbH

**05. – 06.11.2012**

**VDE Congress: Smart Grid – Intelligent Energy Supply for the Future**

Event organiser: VDE

**07. – 08.11.2012**

**7th Stuttgart Fire Protection Days**

Event organiser: Beton Marketing Süd GmbH



Sightseeing tip: Museum der Alltagskultur, Waldenbuch



The Museum für Alltagskultur in Schloss Waldenbuch is one of the most important ethnology museums in the German-speaking region.

## Journeys through time

The Museum für Alltagskultur shows just how current our past is.

Seemingly mundane activities can actually prove to be a real delight, facilitating unexpected encounters between visitor and museum exhibit. The Museum für Alltagskultur in Schloss Waldenbuch, one of the most important ethnology museums in the German-speaking region, is certainly equipped to provide those “light-bulb

moments”. Current connections to historical objects is the new concept explored in “ZeitSprünge” (journeys through time). The exhibition presents well-known keywords from our lives today, such as infrastructure, customer loyalty, network, prestige, while the items on display range from historical guild signs to gold-plated

wheel rims, right down to the iPad. Prompted by the exhibition’s organisers, the “journeys through time” take place in the heads of the visitors: a past event is suddenly relevant to the person’s present.

Further information: [www.landesmuseum-stuttgart.de/de/ausstellungen/museum\\_volkskultur.htm](http://www.landesmuseum-stuttgart.de/de/ausstellungen/museum_volkskultur.htm)

A TRIBUTE TO ELVIS PRESLEY & ANN-MARGRET  
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Showtime: back to the golden age of rock'n'roll in the Friedrichsbau Varieté.

## Viva Las Vegas!

A large quiff and plenty of rock'n' roll: the new show “Welcome to Las Vegas” in Stuttgart’s Friedrichsbau Varieté theatre is a homage to the musical “Viva Las Vegas” and its dream couple Elvis Presley and Ann-Margret. Played by Ray Martin and Kimberley Trees, both actors take the audience back to a time when music still largely involved live instruments. Accompanying them is an ensemble of artists performing impressive acrobatics to live music, as well as the captivating Paxton Showgirls, bringing that extra bit of Las Vegas glamour. Information and tickets: [www.friedrichsbau.de](http://www.friedrichsbau.de)

## HIGHLIGHTS 2012

**Until 14.10.**  
**Maori – The first inhabitants of New Zealand**  
Linden-Museum Stuttgart

**08. – 13.05.**  
**International Trickfilm-Festival Stuttgart**  
Stuttgart city centre cinemas

**From 25.05.**  
**Legendäre MeisterWerke Cultural history from Baden-Württemberg**  
State Museum (Altes Schloss)

**08.09.**  
**Flammandra**  
Freilichtbühne  
Killesberg  
www.  
flammandra.de



## Gastronomy tip: Hirsch & Greif (Esslingen)

### Regional enjoyment

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

“Enjoy regional produce” is the motto in Esslingen’s “Hirsch & Greif” restaurant. The name already emphasises its regional roots, representing the national coat of arms of Baden-Württemberg with the “Hirsch” (stag) for Württemberg and the “Greif” (griffin) for Baden. Under the 300 year old stuccoed ceiling in the former Cistercian abbey at the heart of Esslingen’s Old Town, chef Fabian Fischer serves meals made only from local produce, such as the “Alb Pralines” with lamb’s lettuce as a starter, behind which are hidden slices of buffalo cheese, encased in cured ham. The menu features delicious main courses such as saddle of wild boar, poached char fillet or the vegetarian



Dining in style: At Hirsch & Greif, guests can savour the local produce.

potato and celery strudel with carrot-ginger cream. Contact and reservations: +49 (0)711/88242769, info@hirschundgreif.de, Address: Strohstr. 13, 73728 Esslingen.

## Hotel tip: ERIKSON Hotel, Sindelfingen

### Privately-owned first-class

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

Right at the heart of it all: A slogan that perfectly suits the ERIKSON Hotel in Sindelfingen. The only privately run first-class hotel at the heart of the internationally renowned automotive industry is not only located directly across from the main plant of the luxury brand with the star but is also close to the junction connecting Stuttgart, Ludwigsburg, Karlsruhe, Würzburg, Singen and Munich – and thus an accessible distance from Messe Stuttgart and Stuttgart Airport. After a long day at the trade fair, the ERIKSON Hotel is also quite close to Sindelfingen’s Old Town, with its picturesque half-timbered houses and inviting bars and eateries.

Guests of the ERIKSON 92 can relax in tastefully decorated Comfort rooms at four-star standard, with ergonomic beds, bath/shower, wireless internet connection, cable TV, telephone, fax, air conditioning and mini bar. Anyone looking to reserve a room at the ERIKSON Hotel for conferences or banquets can expect versatile, modern event rooms flooded with daylight and capable of seating up to 120 people. After a busy day, trade fair visitors and exhibitors can retreat to the four-star hotel’s elegant restaurant or the more rustic “Kramer’s Stühle” bar, savouring regional and international specialities, as well as a superb selection of wines. Further information can be found at [www.erikson.de](http://www.erikson.de)



The Erikson Hotel in Sindelfingen is easily accessible from trade fair and airport.



Comfortable and elegant: 92 rooms in the four-star hotel.



For me, AMB in Stuttgart has developed to become one of the world's most important mechanical engineering trade fairs. This is where the industry meets, where we meet our customers as well as prospective customers. Precisely in Baden-Württemberg, where mechanical engineering and tool making have a long tradition, AMB is very important as a platform



Dietmar Hermle, Spokesman Management Maschinenfabrik Berthold Hermle AG.

for communication.

For the 2012 event, I expect good numbers of visitors, new customer contacts and an optimum environment for the presentation of our products. Both the trade fair site and its infrastructure provide ideal conditions for a successful trade fair appearance. The new complex on the Filder near Stuttgart is in a very accessible location, and has ample parking facilities, optimum public transport connections and above all short distances both outside and inside the trade fair site. The local hotel prices are also still reasonable, which is unfortunately no longer the case today in many other trade fair cities.

The internationalisation of AMB is constantly increasing, which is especially good news for us as an internationally operating company. The direct access to the

## “This is where the industry meets”

airport is certainly a contributory factor in this respect. Many of our visitors are thus able to travel and visit the trade fair on a single day. I expect that AMB will be an indicator for the second half of 2012. For this reason, Hermle is using the trade fair as a platform for several new presentations in the area of five-axis machining centres and their automation.

There will also be great emphasis on promotion of the upcoming generation thanks to the “Jugend” (Youth) special show, at which Hermle will present itself already for the third time as a classical provider of in-company vocational training. Precisely in our sector, this is extremely important for generating future specialist workers. At AMB, our trainees can obtain a first-hand impression of their sector and the state of the art – as befits a leading trade fair at the heart of the market.

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**Editor:** Landesmesse Stuttgart GmbH, 70629 Stuttgart

**Responsible:** Thomas Erken

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

**Editorial staff:** Anja Bräutigam, Gerd Fleischer, Stephanie Josst, Jens Kohring, Karina Grützner, Kerstin Lämmel, Axel Recht, Elvine-Isabella Schuller, Silvia Stoll, Martin Walter, Micaela Wieber-Thielmann, Christine Wiedmann

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Contact: Karin Weber, Telephone: +49 (0) 7 11/33 59 16, Telefax: +49 (0) 7 11/93 78 93-9, E-mail: weber@beckmedien.de

**Print:** Bertsch KG MEDIENPRODUKTION, 70771 Leinfelden-Echterdingen

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

**Internet:** www.messe-stuttgart.de  
**E-mail:** thomas.erken@messe-stuttgart.de



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info@identity-sign.de | [www.identity-sign.de](http://www.identity-sign.de)

