



02 | 2014

4 Euro

# Message

Trade Fairs Congresses Events

## High-tech



Laser material processing  
LASYS

## Trade



Trade fair for the meat  
industry SÜFFA

## Highlight



Zoological botanical  
garden WILHELMA



**Driving force** AMB 2014

**2014**


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



**4. Stanztec**  
 Fachmesse  
 für Stanzttechnik  
**03. - 05.06.2014** **CongressCentrum Pforzheim**



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



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



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



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



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



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



**13. Faszination Modellbau**  
**FRIEDRICHSHAFEN**  
 Internationale Messe für Modellbahnen und Modellbau  
**31.10. - 02.11.2014** **Messe Friedrichshafen**



**31. Internationale**  
**Modellbahn-Ausstellung**  
 Internationale Ausstellung für Modellbahn und -zubehör  
**20. - 23.11.2014** **Messegelände Köln**



**19. Echt Dampf-Hallentreffen**  
 Ausstellung – Fahrbetrieb – Verkauf  
**09. - 11.01.2015** **Messe Karlsruhe**



**3. Faszination Modellbahn**  
 Internationale Messe für Modell-  
 eisenbahnen, Specials & Zubehör  
**06. - 08.03.2015** **Messe Sinsheim**



**3. Faszination Modelltech**  
 Internationale Messe für  
 Flugmodelle, Cars & Trucks  
**20. - 22.03.2015** **Messe Sinsheim**



**14. Control Italy**  
 Fachmesse für  
 Qualitätssicherung  
**26. - 28.03.2015** **Messe Parma / Italien**



**14. Motek Italy**  
 Fachmesse für Produktions-  
 und Montageautomatisierung  
**26. - 28.03.2015** **Messe Parma / Italien**



**17. Agri Historica**  
 Traktoren – Teilemarkt – Vorführungen  
**April 2015** **Messe Sinsheim**



**29. Control**  
 Internationale Fachmesse  
 für Qualitätssicherung  
**05. - 08.05.2015** **Messe Stuttgart**



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



**9. Bondexpo**  
 Internationale Fachmesse  
 für Klebtechnologie  
**05. - 08.10.2015** **Messe Stuttgart**



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



**24. Fakuma**  
 Internationale Fachmesse  
 für Kunststoffverarbeitung  
**13. - 17.10.2015** **Messe Friedrichshafen**



**12. Blechexpo**  
 Internationale Fachmesse  
 für Blechbearbeitung  
**03. - 06.11.2015** **Messe Stuttgart**



**5. Schweisstec**  
 Internationale Fachmesse  
 für Fügetechnologie  
**03. - 06.11.2015** **Messe Stuttgart**



**2. Coilex**  
 Technologiepark zur Fertigung  
 mechatronischer Komponenten  
**03. - 06.11.2015** **Messe Stuttgart**

**2015**


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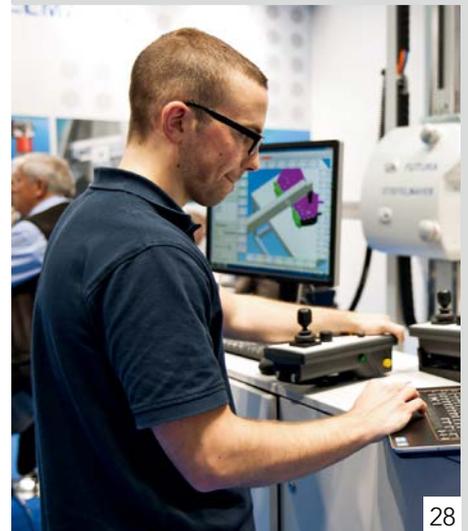
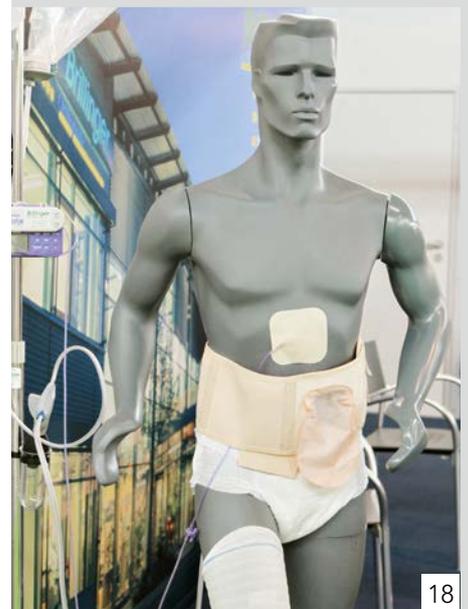
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Messe Stuttgart Managing Directors Ulrich Kromer (left) and Roland Bleinroth are satisfied with 2013.

# Strong uneven year

Messe Stuttgart on the path to success in 2013. Further growth expected in 2014.

Messe Stuttgart closed the 2013 financial year with total earnings amounting to around €95.4 million. The profit before tax was approximately €2,188,000.00. “We managed in an uneven year, when some trade fairs attracting large numbers of visitors and exhibitors did not take place according to the cycle, to increase our earnings compared with the targets, said Ulrich Kromer, CEO, in regard to the business figures at the balance sheet press conference. “This is a good basis to continue extending our business activities.” One other positive aspect: the number

of trade fairs and exhibitions held in Stuttgart rose compared with the comparable year of 2011 (2013: 57, 2011: 55). With a hall turnover factor of 13, Messe Stuttgart is also one of the best utilised trade fair centres in Germany in uneven years. A total of 18,087 exhibitors presented their products and services at Europe’s most modern trade fair centre. More than one million visitors came to the events in the exhibition halls and the ICS International Congress Center Stuttgart. “In 2013 the Stuttgart public exhibitions alone attracted over 500,000 people,”

said Roland Bleinroth, Managing Director of Messe Stuttgart. The number of visitors also increased.

Messe Stuttgart achieved further international growth in 2013. The company took over Green Festivals, the series of public exhibitions which has enjoyed success on the North American market for twelve years, and founded the third foreign subsidiary. With R+T Turkey, Messe Stuttgart is successfully starting another satellite of the leading world trade fair for roller shutters, doors/gates and sun protection systems, which takes place in Stuttgart. There are also indications that the Turkish counterpart to the bakery and confectionery trade fair Südback will attain a new record number of participants. After Messe Stuttgart announced the best year in its history in 2012 – on the occasion of the fifth anniversary at the new trade fair centre – and achieved a double-digit million profit, comparable successes are expected in 2014. One of the reasons for this success will be the important leading trade fairs and exhibitions.



Ulrich Kromer, CEO of Messe Stuttgart, announced good results at the balance sheet press conference in spite of the weaker trade fair year of 2013 according to the cycle.



Guido v. Vacano, Vice President Lifestyle & Leisure, accepted the prize for the CMT.

CMT 2014:

## First-class

Huge success for CMT: the Stuttgart holiday exhibition was honoured for the sixth time as Germany's best travel event in the last tourism season by the Corps Touristique, the Association of Foreign National Tourism Organisations and Railways in Germany. CMT won the Prize for the fifth time in succession. The world's largest public exhibition for tourism and leisure has also won the Silver Prize on two occasions.

Messe Stuttgart:

## New Year's Show

On 9 January 2014 the ICS International Congress Center Stuttgart was the venue for the traditional New Year's Reception of Messe Stuttgart with around 1,200 invited guests from industry, politics and society. After a discussion with Messe Stuttgart Presidents Ulrich Kromer and Roland Bleinroth, the Chairman of the Supervisory Board Michael Föll and his Deputy Ingo Rust, Member of the Baden-Württemberg State Parliament, the evening became a truly enjoyable experience with a multi-course menu and an entertaining show programme.



The New Year's Reception of Messe Stuttgart featured a "dancing puppet".

Digital natives will take over markets in 2017.

In three years' time they will have the highest purchasing power and will occupy the main positions in the leading companies.

Peter Wippermann, Germany's leading trend researcher, provided an impressive description

of this scenario in his keynote speech during the Leipzig Book Fair. This generation has

learned the semantics of browser inputs and

the handling of Wikis, blogs and social networks like a second mother tongue. Digital natives make practically no distinction between the virtual

and real world. In future digital natives will therefore be even more involved than today in the decision on whether to take part in trade fairs and exhibitions.



Markus Vogt,  
Company Spokesman  
for Landesmesse  
Stuttgart GmbH

# Relationship anchor

One reason for gloomy prospects in the industry? Certainly not! Real face-to-face contact, personal networking also outside the digital world, will become even more important with digital natives. The trend researcher formulated it in this way: "Their digital culture customs will shape everyday analogue life."

Trade fairs and exhibitions will remain the most important relationship anchors in market communication. In this context, the latest figures from the trade fairumbrella organisation AUMA are not surprising: trade fairs still occupy a leading position in the league table of marketing instruments: second place closely behind a homepage.

Based on the example of AMB, International Exhibition for Metal Working, we will demonstrate in this issue of *Message* how leading trade fairs can also act as an innovation show for an entire industry and how they closely reflect the economic strength of an entire German federal state. We hope you enjoy reading this issue of *Message*.

Messe Stuttgart:

## More events on the Filder

Messe Stuttgart has managed to attract a large number of events to the venue on the Filder: the Congress of the German Society for Gynaecology and Obstetrics will be held there from 19 to 22 October 2016. With around 3,500 delegates, this event is one of the most important medical congresses in Germany.

In 2017 the Annual Congress of the German Society for Pneumology and Respiratory Medicine will take place at the ICS International Congress Center Stuttgart. Between 5 and 8 April 2017, around 3,500 delegates will be able to obtain information about the latest developments in their special field and take part in scientific discussions and advanced training courses at the Congress of the largest medical society for lung and bronchial diseases in Germany. After events in 2008 and 2012, Messe Stuttgart was able to

attract DACH+HOLZ International, Leading Trade Fair for Timber Construction and Interior Works, Roof and Wall, back to Stuttgart in 2016. Around 500 exhibitors from all over Europe will present all the products and services for wooden buildings at DACH+HOLZ International. The target groups for the trade fair are carpenters, roofers, building plumbers, architects, planners and engineers.

The Youth Conference for World Mission will also take place on the Filder between 2015 and 2018. Messe Stuttgart is therefore continuing the successful cooperation with Ludwig-Hofacker-Kreis e.V. Stuttgart that started in 2002. The Youth Conference and its numerous discussion forums are attended by more than 5,000 people who exchange experiences of their worldwide missionary work during personal encounters.



HALAL EXPO STUTTGART:

## Première cancelled

HALAL EXPO STUTTGART, Trade Fair for Islamic Products and Services, will not take place as originally planned from 25 to 27 May 2014. Due to the complex and extremely sensitive market conditions, it is not possible at present to stage the first trade fair of its kind in German-speaking countries. Messe Stuttgart is currently examining the ways in which the topic of halal can be quickly and successfully established on the German-speaking market in a different format.

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

## “Thank you for your confidence”

A short while ago, I received an invitation to a seminar from a management consulting company. Its core message was based on the thesis that trade fairs and exhibitions are eroding because exhibitors and visitors are no longer coming to them, and that trade fair companies are therefore increasingly faced with empty exhibition halls and should look for alternative uses. A fascinating assertion, but somewhat far removed from reality. Certainly in relation to trade fairs and exhibitions in Stuttgart, but also with many events organised by other trade fair companies. It is correct to say that many things are in a state of flux. Some trade fairs here in Germany – or their rhythm – may be wavering in favour of trade fairs on foreign markets or simply due to budget reductions. In the sum of all results, however, the world looks different according to a current study by the Association of the German Trade Fair Industry (AUMA). The figures for all parameters – square metres, exhibitors, visitors - have increased.

The trade fair industry has a great deal to do with trust. The cooperation between exhibitors and trade fair organisers creates a relationship based on trust in an ideal scenario, and both parties “pull together in the same direction”. Nobody can do anything without the other – the trade fair definitely depends on exhibitors. The objective and task of a trade fair is to offer a marketplace for supply and demand in order to create a business relationship between people. Based on our strong industry, the high service quality of trade fair companies and the willingness of the responsible persons on both sides to enter into dialogue, the German trade fair industry has held its ground both nationally and internationally, and is the world leader in many areas.

In Stuttgart we greatly appreciate the trust placed in us by our customers. We work closely with them to improve our existing trade fair topics and create new ones. Thanks to committed partners and exhibitors, as well as a strong service-oriented workforce, we are managing to attract more exhibitors and visitors to many trade fairs and also expand our infrastructure: the Stuttgart trade fair centre will be connected to the urban public transport network by around the end of 2017. The underground ICE railway station outside the East Entrance to the Messe Stuttgart will come into operation by around 2021/2022. And in the middle of 2014, our shareholders will finally take a decision regarding the extension to the West Entrance and another exhibition hall. In other words, there are no signs of erosion. Everyone searching for negative aspects can find them. But only positive aspects – without denying reality – will bring us further success. I would therefore like to take this opportunity to thank you for the trust you place in our company.





# Sound Lighting Video

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

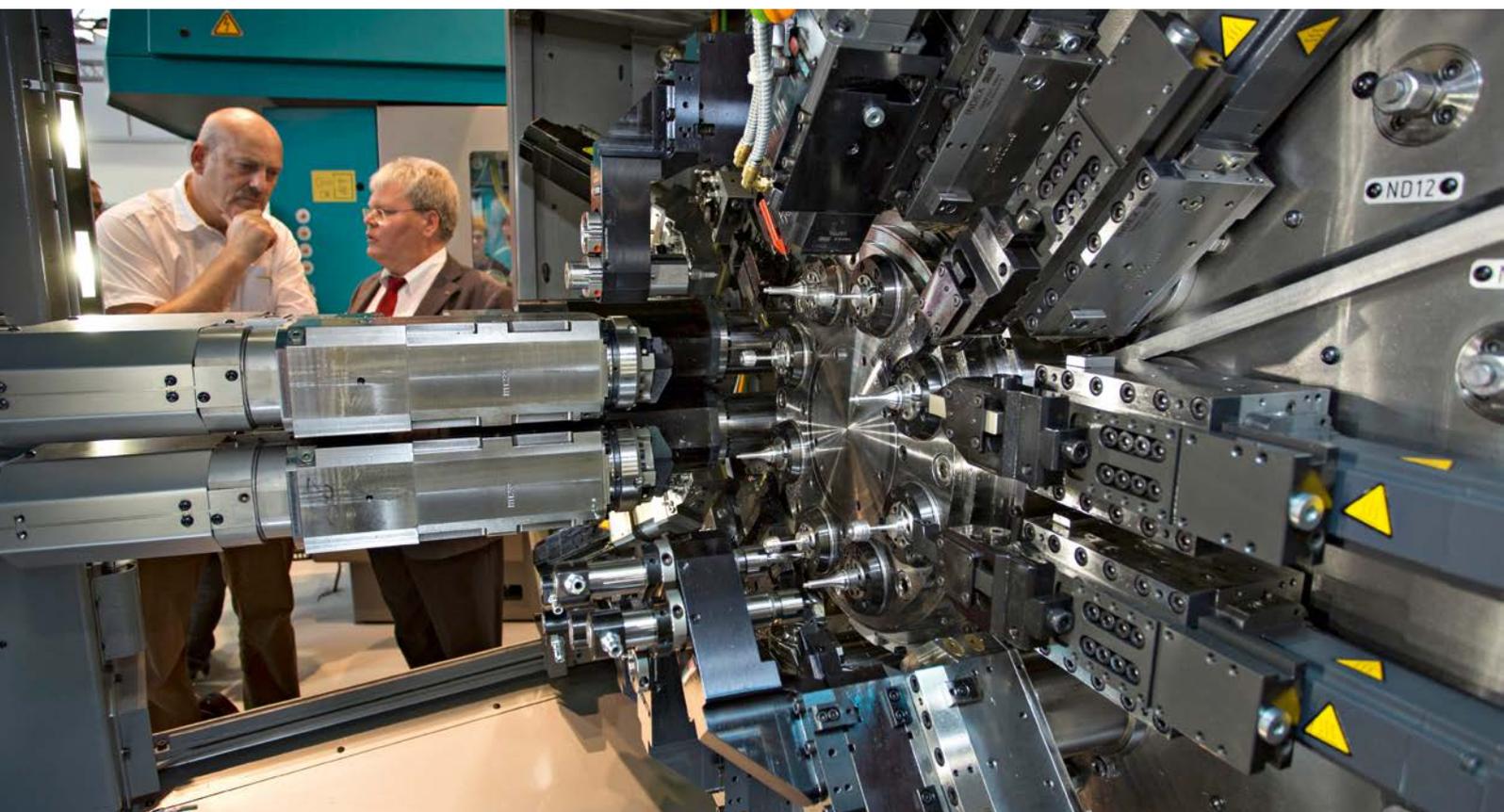
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Manufacturers of tools and clamping fixtures expecting a rise in turnover of around 4 per cent in 2014.

# Driving force AMB

Baden-Württemberg has an economic output comparable with Poland or Sweden. The metal working and processing industry makes a major contribution.

If the statistics can be believed, Baden-Württemberg is doing well: according to the study published in 2013 by the Baden-Württemberg State Government entitled “Baden-Württemberg – a location in comparison”, Baden-Württemberg has an economic output amounting to approximately €389 bil-

lion. Baden-Württemberg therefore lies a good one third about the EU average and roughly at the same level as Sweden, Belgium or Poland in terms of value. A fantastic result in an international comparison. Just like the 5.1 per cent of GDP that are invested every year in research and development in the state.



“The key to growth in the German mechanical engineering and plant construction industry can be found on established markets, especially in Europe.”

Dr. Reinhold Festge, President of the German Engineering Federation (VDMA)

Metal working and processing companies make a substantial contribution towards the very strong economic power of the region. For Dr. Nils Schmid, Baden-Württemberg Minister of Finance and Economics, this is good enough reason to act as the patron for AMB 2014, which will be held from 16 to 20 September 2014. “AMB clearly demonstrates the importance of the industry for economic growth in our state,” emphasises Schmid (please also read “Opinions” on Page 46 in this respect). The International Exhibition for Metal Working is one of the world’s top five events for machine tools and precision tools. In even years such as 2014 it is the leading exhibition for its industry in Europe and has seen a continuous



In even years the International Exhibition for Metal Working (AMB) is the leading event for its industry in Europe.

increase in the number of visitors and exhibitors since 2006. Sengül Altuntas and Gunnar Mey, AMB Project Managers, are also convinced that this will again be the case in 2014 even though the start of the event is several months away: "AMB 2014 will further extend the successes from previous years and therefore reinforce its importance as the international innovation show for the industry."

Optimistic signals from the industry itself back up the forecasts by the Messe Stuttgart Project Managers. Manufacturers of tools and clamping fixtures are expecting a rise of turnover of around

four per cent in the current year. This is also based on the very good year of 2013. According to the Precision Tools Association in the German Engineering Federation (VDMA), the success forecasts are attributable to good sales prospects in the main customer industries, i.e. motor vehicle construction and mechanical engineering.

#### Worldwide growth

Lothar Horn, Managing Director of Hartmetall-Werkzeugfabrik Paul Horn GmbH in Tübingen and Chairman of the VDMA Precision Tools Association,

concur with the forecasts: "I am anticipating worldwide growth in every important mechanical engineering country, a global rise in turnover of around five per cent and therefore an associated increase in demand for tools." VDMA President Dr. Reinhold Festge confirms Horn's statements and predicts that the German mechanical engineering industry will grow by three per cent in 2014. That would mean a record turnover of €203 billion. "The key to growth in the German mechanical engineering and plant construction industry can be found on established markets, especially in Europe," says Festge with conviction. Martin Kapp, Chairman of the Association of German Machine Tool Manufacturers (VDW), is also forecasting positive figures: "The VDW is expecting production in the machine tool industry in Germany to rise by four per cent to around €15.1 billion in 2014."

The Association's representatives are also seeing positive trends in the motor vehicle construction industry. World



"The VDW is expecting production in the machine tool industry in Germany to rise by four per cent to around €15.1 billion in 2014."

Martin Kapp, Chairman of the Association of German Machine Tool Manufacturers (VDW)



AMB 2014 is expected to attract around 1,300 exhibitors and more than 90,000 trade visitors.

wide production in that industry is expected to increase by about three per cent. “In 2013 many companies in the motor vehicle construction industry still held back from making investments,” remembers Lothar Horn. “This caution primarily affected manufacturers of clamping fixtures in the mechanical engineering industry. It should subside in 2014.”

Despite all the positive indications, the tool industry must pay even more attention in future to efficient tool concepts. That’s because raw materials, for example tungsten carbide for manufacturing solid carbide tools, are becoming increasingly more expensive. Tool manufacturers primarily depend in this case on China as the largest producer of

intermediate tungsten products. “Chinese export quotas and export taxes are restricting free trade,” says Horn describing the problem. And a quick solution does not appear to be in sight. The coveted raw material will also remain scarce in the next few years. And there are no substitute materials at present. Increasing efficiency in every area is therefore the challenge for the industry. One method here is Industry 4.0, the next industrial revolution after the steam locomotive, assembly line production and industrial robots. In specific terms this means that machines will no longer process a workpiece “blind” in future. Instead, the workpiece will tell the machine what it must do. The workpiece will recognise its



Elimination competition for “WorldSkills”.



**“Companies are hoping that the biggest effects of Industry 4.0 will be an improvement in their reaction speed.”**

Karl Friedrich Schmidt, member of the Executive Committee of the Software Association in the German Engineering Federation (VDMA)

configuration and its recipient, and will trigger material orders if required. Highly developed software will cooperate with high-tech machines. Industry 4.0 will play an important role at AMB 2014 as networking of all resources involved in the product development process. “Companies are hoping, in particular, to improve their reaction speed,” says Karl Friedrich Schmidt, a member of the Executive Committee of the VDMA Software Association, the promotional supporter of AMB.

The specific form which Industry 4.0 could take in the metal working and processing industry is demonstrated, for example, by intelligent tool chucks such as those in the product portfolio of Emuge, a manufacturer of precision tools from Franconia. “The chucks monitor the cutting force,” says Gerhard Knienieder, a member of the Board of Management of Emuge. “They ensure that worn tools are replaced in good time. And therefore that a networked factory 4.0 runs smoothly.”

What else will occupy the AMB industry in Stuttgart in 2014? For example the key topics of lightweight construction and composite materials (please also



Tangible AMB: "Lathe Operator of the Year".



AMB trainees: "Show for young people".

read Page 24 in this respect). Or service life-optimised tools which can withstand, if possible, precisely one shift without any loss of quality. Or machining simulations with which companies can test different tool geometries in advance. One advantage of this high-tech solution: shorter run times for machines. Errors in programs and processes can therefore be already detected virtually before damage, downtimes and immense costs occur during real production. This is possible thanks to the GTDE Internet platform, on which more than 100 tool manufacturers provide their tool geometries. Another magnet at AMB for trade visitors is its extensive accompanying programme. Production from a scientific perspective, for example, will be the focal point of the "Metal Working Innovation Tour" organised by the Institute for Production Management, Technology and Machine Tools (PTW) at Darmstadt Technical University. The focal point of the "Blue Competence" Initiative of the German Engineering

Federation (VDMA) is sustainability. "Think.Ing." is specially aimed at young engineers. It is a joint initiative between the Metal Industry Employers' Association, the German Engineering Federation (VDMA), the Central Association of the Electrical Engineering and Electronics Industry (ZVEI), the Association of German Engineers (VDI), the Association for Electrical Engineering, Electronics and Information Technology (VDE) and the German Automotive Industry Association (VDA). AMB will become really tangible, for example, in the national elimination competitions in CNC lathe turning and milling. The winners will represent Germany at "WorldSkills", the vocational world championships for craft trades. It will then become clear at the latest what makes AMB 2014 the driving force behind innovation for its industry and the federal state of Baden-Württemberg and far beyond: its exhibitors, its trade visitors from all over the world and its innovative exhibition concept.



Region  
Stuttgart

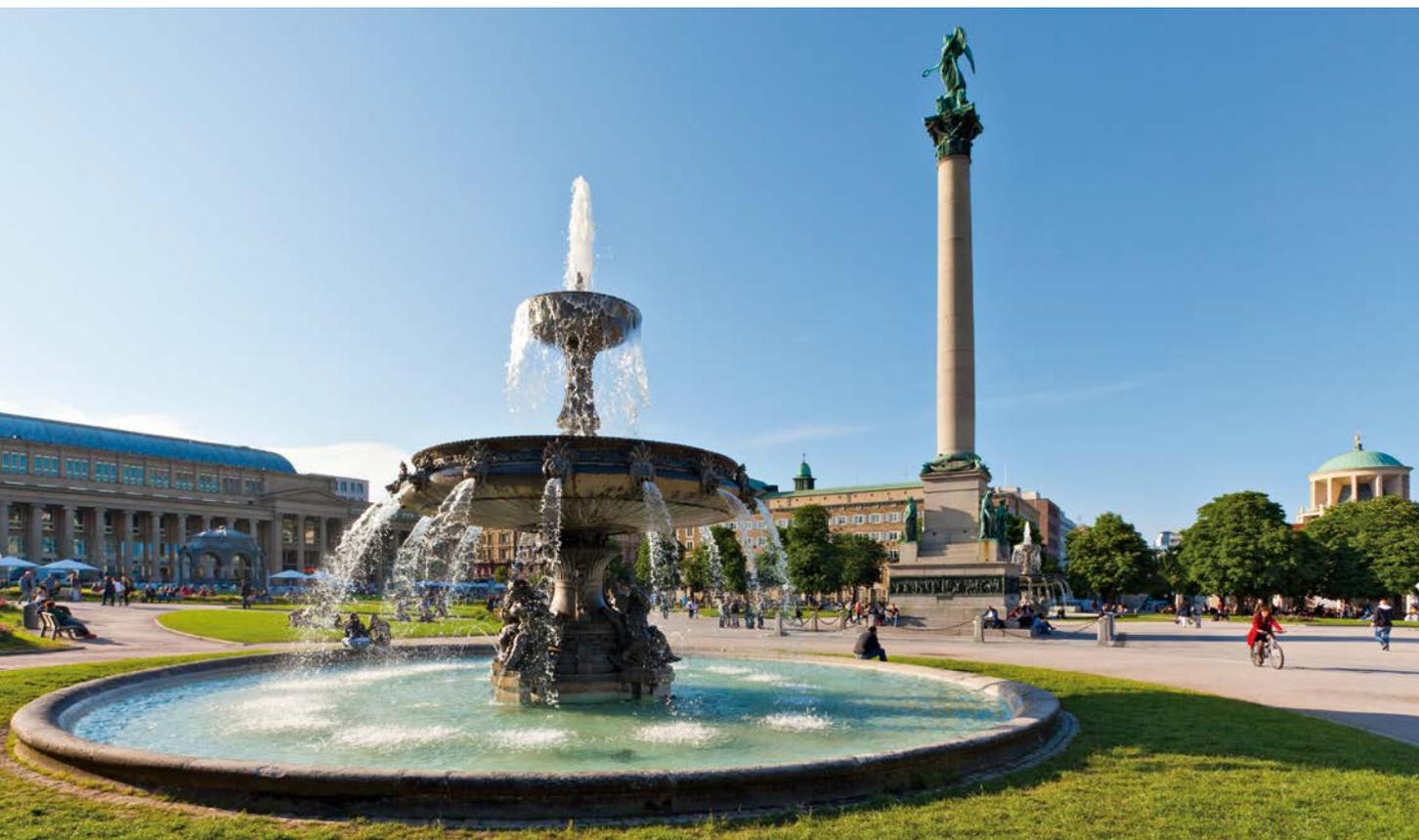
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The city of Stuttgart and the surrounding region again attracted large numbers of visitors from home and abroad last year.

# Tourism in Stuttgart still expanding

The state capital of Baden-Württemberg and its region were attractive destinations in 2013. This was also due to successful trade fairs, exhibitions and congresses.

The upward trend in tourism in Stuttgart continues to remain stable: the number of guests staying at hotels in Stuttgart in 2013 increased by 1 per cent compared with the previous year to 1.71 million. The Stuttgart region as a whole – five districts and the Baden-Württemberg state capital itself – set a



Tourism Director Armin Dellnitz is expecting increasing numbers of visitors in 2014.

new record with an increase of 2.5 per cent and 7,631,822 overnight stays.

“The rise in the number of guests and overnight stays is attributable almost exclusively to the very good industry climate in the second tourism half-year,” says Armin Dellnitz, Managing Director of Stuttgart-Marketing GmbH and Regio Stuttgart Marketing- and Tourismus GmbH. “We did not expect this positive development at the start of the year,” admits the tourism expert. “Stagnation at the extremely good level from the previous year would have been a success for us at that time.”

According to Dellnitz, the excellent range of trade fairs and congresses is also one of the reasons for these good results. “Large international trade fairs and congresses are very important for the growth in the number of overnight

stays in the Stuttgart region,” says Dellnitz. “They make a major contribution towards high seasonal capacity utilisation and are clearly reflected in the statistics.”

The growth was primarily due to an increase in the number of overnight stays by German guests (+ 2.1 per cent) and foreign guests (+ 4.2 per cent). In regard to the most important countries of origin for the Stuttgart market, there was a very pronounced increase in the number of overnight stays by visitors from German-speaking countries. 10.3 per cent more guests came from Switzerland last year while the corresponding figure for guests from Austria was 8.4 per cent. There was also a substantial increase in the number of overnight stays by guests from Russia (+ 10,4 per cent) and the Arab Gulf states (+ 16.2

### Three questions for:

## Tony Robinson Founder and CEO of UKIP Media & Events Ltd., United Kingdom



### 1 UKIP Media & Events stages worldwide successful automotive trade fairs such as Automotive Testing Expo or Engine Expo at the Messe Stuttgart. Why did you choose Stuttgart as the venue for these events?

Simply because Stuttgart and the surrounding region are an important centre of the automotive industry in Europe and the rest of the world. Major motor vehicle manufacturers such as Daimler and Porsche are located here in Stuttgart almost on the doorstep while BMW and Audi with their company headquarters in Munich and Ingolstadt respectively are not far away. Another factor is the high density of suppliers and automotive component suppliers in the region. Stuttgart is simply ideal for us as a trade fair venue. Not forgetting the Stuttgart trade fair centre itself, its modern infrastructure and excellent logistic connections.

### 2 Due to obvious reasons, UKIP Media & Events is currently concentrating on automotive topics. What else does your company have in its portfolio?

Since it was established in 1991, UKIP Media & Events has created over 20 trade fairs and around 25 international trade journals which all relate directly or indirectly to the key topic of transport. These trade fairs and trade journals focus on dif-

ferent topics such as motor vehicle tests, maintenance in shipping, postal technology or the entirely new topics of forecasting, measuring and analysis technology for the fields of climate, weather forecasting and hydrometeorology in Meteorological Technology World Expo. UKIP operates all over the world, has a workforce of around 140 employees at present and stages trade fairs in Europe, China, India and North America.

### 3 Competitors regard UKIP as one of the most successful companies that has been founded in the publishing and trade fair industry in the last 25 years. What is the secret to your success?

Anyone wanting to achieve long-term success in this industry must offer genuine value-added to customers, for example advertising customers in a magazine or exhibitors at a trade fair. We have many numerous customers, advertisers and exhibitors who concentrate between 80 and 90 per cent of their entire global marketing budget on trade fairs and magazines from UKIP. I believe these figures speak for themselves!

per cent). However, the tourism manager saw considerable decreases in the number of guests from the Netherlands (- 9.4 per cent), China (- 11.5 per cent) and Spain (- 16.1 per cent). Thomas Schwarz, Head of the Stuttgart Statistics Office, also regards this as a reflection of the "economic development in the individual countries of origin".

However, Schwarz is optimistic about 2014: "In particular, the revival of the economy in the second half of 2013 gives reason for legitimate hope that this trend will also continue and that 2014 will again be a good year for hotels in Stuttgart." Tourism Director Dellnitz emphasises this: "The signs are good. In the end-of-year results we are expecting a rise of around three per cent in the number of overnight stays in Stuttgart compared with the previous year." Messe Stuttgart will also contribute to this good result. 2014 will be an "even" year, i.e. traditionally a strong year for trade fairs and congresses. For example with leading events such as AMB, International Exhibition for Metal Working.

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



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E.h. Dr. h.c.  
Werner Sobek

## “Enormous opportunities for the city”

Stuttgart is a city with a long architectural tradition, a city offering architectural and engineering training – at the University, the College of Art or the Technical College - which has been recognised for decades as the leading international benchmark. Nevertheless, as an architect, a civil engineer and not least a resident of this city, I cannot hide my criticism of the current architecture in Stuttgart: it is too inhomogeneous, creates an uncoordinated cityscape and is almost random in many places. What we all love so much about cities like Paris – the varied homogeneity in the surfaces, in the proportions and in the colourful appearance of the buildings –, are largely missing in Stuttgart. There is no image of the city. In other words, an at least temporary agreement between the planners and residents regarding the structures, materials, colours and proportions in which the city is to be built in order to produce an expressive level of homogeneity. This homogeneity is necessary so that people can identify with buildings and therefore also with their city where they live.

We must jointly discuss and develop this image of Stuttgart, a sustainable future Stuttgart. Especially now during a period in which so many important building projects are about to be implemented. We only need to think about the Neckar Park or the overground development for Stuttgart 21. In spite of some building eyesores in the past, I am extremely confident in this respect. Also because Fritz Kuhn, the Mayor of Stuttgart, wants to see sustainable building anchored in every new building project as a “conditio sine qua non”. This will lead to enormous opportunities for the city, its residents and also ultimately its architects and civil engineers. They could – the Swabians among you may not like it – make their mark internationally with truly forward-looking concepts. Stuttgart and the surrounding region have already achieved success in regard to sustainable building. For example with the establishment of the German Sustainable Building Council (DGNB), the world's most important scientific organisation in this area, which organises “Consense” at the Stuttgart Trade Fair Centre. Or the Stuttgart Institute of Sustainability (SIS). We have more know-how here than anywhere else in the world. And we must therefore also be a practical role model for others. Just like Landesmesse Stuttgart, which included sustainability in its mission statement, or experimental buildings such as House B10 which will open on the Weissenhof Estate in May 2014.

### Stuttgart Bars:

## Sausalitos

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.

Sausalito(s): That conjures up images of the sun, the beach and Californian/Mexican dolce vita. But definitely total relaxation. It's perfectly apt that it relates in real life to a small picturesque town to the north of the Golden Gate Bridge in San Francisco. It has given its name to a mixture of a bar and restaurant in

Stuttgart since 2011. It is located at Theodor-Heuss-Strasse 10 in the party mile in the state capital and specialises in cocktails and Californian/Mexican food. The focal points are quesadillas, fajitas, burgers and unusual finger food such as chipotle chicken flautas, i.e. small wheat tortilla rolls filled with smoked chillies, cheese and chicken breast, served with sour cream. Definitely not suitable for calorie counters, but very tasty.

As a bar, Sausalitos attracts customers with a large selection of (colourful) cocktails, drinks, premium spirits and international beers. The bar's own cocktail creations include, for example, the “One Night Stand”, a mixture of Bacardi Superior, apricot brandy, lime, lemon, raspberries, cranberry and wild berry. Or “Entzückendes Aschenbrödel” (Enchanting Cinderella): Bacardi Oakheart, hazelnut, honey, pear and rhubarb. Further information: [www.sausalitos.de](http://www.sausalitos.de)



Relaxed bar atmosphere, many colourful cocktail creations: Sausalitos.



Public spirit in Backnang: the new town hall constructed from 1716 onwards (far right).

## Potential and projects

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

Around 36,000 inhabitants and approximately 120,000 in the catchment area: the Murr metropolis Backnang is a mid-sized town with a long history. First mentioned in a document in 1067, the Margraves of Baden founded an Augustine monastery there in 1116. They raised Backnang to town status between 1220 and 1230. The numerous beautiful landmarks of the town now include the Collegiate Church of St. Pancratius built around the year 1130, the town tower rebuilt after the fire of 1693 and the town hall dating from 1716 – one of the most beautiful in southern Germany according to insiders.

Backnang can also boast a long tradition as an “industrial town”. The establishment of the “Obere Spinnerei” in 1832 heralded the start of industrialisation on the River Murr. A large number of other companies in the leather processing industry long epitomised Backnang's name as the “southern German tanner city”, which was also justified right up to the second half of the twentieth century. After the end of the Second World War, the main industrial focus was electrical and telecommunications engineering.

The large district town Backnang is now an attractive business location with scenic surroundings. With a wide range of different sized companies in

different industries on the periphery of the Stuttgart metropolitan region. At present, for example, the Lerchenäcker industrial and commercial estate is a potential site for companies wanting to move there. The Backnang joint venture with the neighbouring town of Aspach is located in a regional industrial and development centre in the Stuttgart region – directly alongside the B14 trunk road which bypasses the town and with a (planned) three-lane link to the A81 motorway.



The town tower is one of the well-known landmarks in Backnang. It was rebuilt six years after the town fire in 1693.

## Die clevere Alternative



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## TRADE FAIR CALENDAR

**06.–08.05. | PFLEGE & REHA**

Trade fair for elderly care, nursing and rehabilitation

**06.–09.05. | Control**

International trade fair for quality assurance

**09.–10.05. | azubi- & studientage and more**

The trade fair for education and careers

**10.05. | careers4engineers Automotive****17.–18.05. | COSMETICA Stuttgart/ GUT zu FUSS Stuttgart****20.–21.05. | PERSONAL2014 Süd**

Trade fair for human resources management

**20.–21.05. | Corporate Health Convention**

4th European trade fair for corporate health promotion and demography

**24.05. | The Spirit of Lifepius****03.–05.06. | LOUNGES****03.–05.06. | VISION PHARMA****03.–05.06. | SüdTec**

The international sub-contracting exhibition for the manufacturing industries of southern Germany

**03.–05.06. | MEDTEC**

Exhibition and conference – Components, materials, subcontracting services and equipment for Europe's medical manufacturers

**03.–05.06. | UNITI expo**

The new leading trade fair for the petrol station world

**24.–26.06. | parts2clean**

12th leading international trade fair for industrial parts and and surface cleaning

**24.–26.06. | LASYS**

International trade fair for laser material processing

**24.–26.06. | Engine Expo**

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

**24.–26.06. | Global Automotive Components and Suppliers Expo**

## Industry barometer

The Stuttgart-based SÜFFA is the most important trade fair in the German-speaking world for the meat industry. And for good reason too!

The recipe for success of SÜFFA is as simple as it is convincing: The leading trade fair for decision-makers from all areas of the meat industry covers an unbeatably broad spectrum of topics.

From 28 to 30 September 2014 the Stuttgart-based industry meeting point takes place again for the 21st time. Also there: Numerous companies from the areas of abattoir technology and production, delicacies, merchandise and meat and sausage specialities.

### All market leaders on site

At the stands of over 280 exhibitors the expected 8,000 visitors will discover innovations from the segments of shop fittings and furnishings, logistics, packaging, hygiene, food safety, as well as business topics such as marketing or IT solutions. “SÜFFA is thus Germany’s only trade fair which can present a full range with all market leaders from the respective areas to

visitors”, states SÜFFA Project Manager Manuela Hahn.

For years now the traditional SÜFFA competitions have been recording an increase in the number of participants. The competitions are literally all about the sausage! The recipe for success here: The very high standard of the samples submitted. 1,200 samples were submitted at the last SÜFFA. “Also in 2012 the first ever ‘Maultaschen’ (Swabian ravioli) competition took place and was very well received. It is back again this year as a permanent fixture of the trade fair”, highlights Ulrich Klostermann, Regional Manager of the Baden-Württemberg State Association of Butchers' Guilds.

Two of the popular competitions are aimed especially at young talent in the butcher's trade. “At the 12th international young talent dish competition and the 20th competition for vocational schools students in their third apprenticeship year show what they have learned”, explains Kloster-



The butcher's trade traditionally meets at SÜFFA in Stuttgart. There market leaders also present the latest technology (left).



mann. "Many use the competitions as intensive preparation for the exams", adds Project Manager Hahn. In 2014 the SÜFFA Innovation Award will be presented for the fifth time. The Baden-Württemberg State Association of Butchers' Guilds and Messe Stuttgart tender the award in four categories in advance of the event. It is presented during the opening ceremony of the trade fair. Then the awarded products are showcased at SÜFFA.

#### Forum for decision-makers

In 2014 there are also new features at the SÜFFAdorf – it is being expanded and will be organised locally. Special areas such as the RATHaus (place of business of the Baden-Württemberg State Association of Butchers' Guilds), the marketplace of ideas, the platform for trends and innovations, and the "Winners' Street" will link both trade fair halls from this year. The Stuttgart-based trade fair is not only a central innovation platform for the butchers' trade, but is also an important barometer for the industry. "At SÜFFA we have approx. 8,000 visitors", calculates Project Manager Hahn. "This is a formidable figure with currently around 14,370 butchers' shops in Germany. In addition, around 60 percent of the butchers'

shops are located in southern Germany. SÜFFA is in fact key to markets." In general, the industry turnover in the butchers' trade has continued to develop positively over the last few years, according to the German Meat Association (DFV). The number of employees also remains largely stable.

The DLV classifies this as an "outward sign of a change process, which sees an increase in the number of larger, more productive companies with an annual turnover of roughly 500,000 Euro or more, whereby the small and micro-enterprises are disappearing more and more from the market."

## TRADE FAIR TICKER

### 11. – 19.01. | CMT

The world's largest public trade fair for tourism and leisure CMT has set a new record with 241,000 visitors. "The old record of 225,000 visitors from 2008 has just been broken", states Messe Stuttgart President, Roland Bleinroth. "This makes the 2014 event the most-attended CMT ever."

### 24. – 26.01. | MEDIZIN/ TheraPro

8,862 therapists, doctors, medical staff and students came to MEDIZIN and TheraPro: an increase of 15 percent in the number of visitors in comparison to 2013.

### 01. – 05.02. | INTERGASTRA

Just under 90,000 owners, decision-makers and professionals from the gastronomy industry attended INTERGASTRA in 2014. Together with 1,300 exhibitors and 100,000 square metres of exhibition space, this is a new record from Stuttgart.



Classic car trade fair RETRO CLASSICS.

### 13. – 16.03. | RETRO CLASSICS

The 14th Stuttgart-based historic and classic car trade fair registered over 80,000 visitors and 1,428 exhibitors.

### 25. – 29.03. | didacta

The trade fair for education and training, which is aimed at teachers, instructors, trainers, personnel development officers and parents, attracted approximately 90,000 visitors to Stuttgart to obtain information about the future of learning and teaching.



At the Stuttgart-based PFLEGE & REHA it's all about products, services and trends for the care industry.

## Platform for the care industry

Even more practical content, clearly structured, certified congress offers to targeted further training: PFLEGE & REHA makes a flying start to 2014.

PFLEGE & REHA from 6 – 8 May 2014 is a platform for visitors and decision-makers from the areas of elderly care, nursing and rehabilitation to obtain comprehensive information on products, services and trends of the industry. The offer of the Stuttgart-based trade fair includes the areas stationary and out-patient care, management, organisation, education and training, rehabilitation, therapy,

building, facilities, living and house-keeping. The housekeeping area is being further extended for the first time in 2014. It is mainly the respective segments of cleaning and group catering in the care area which present high exhibitor and visitor potential. In addition, PFLEGE & REHA offers a range of further training opportunities in the congress and forum, as well as a special show on the caring profession.

### First-class congress programme

The accompanying congress has been enjoying increasing popularity among the public for years. It was prepared for the first time in 2014 with the support of the publishing company W. Kohlhammer, who acts as an advisory body to the congress in finding topics. "We are delighted to be able to continue and strengthen the successful cooperative venture with the Kohlhammer publishing company, and as a result we have acquired a competent partner for the quality assurance of the congress offering", explains Andreas Wiesinger, Vice President, Messe Stuttgart. Dr.

Ruprecht Poensgen, Manager of the Kohlhammer publishing company, is confident: "Together with the panel of experts, we managed to further improve the first-class congress programme of PFLEGE & REHA."

An important contributor here is its more thematic structure. The division into the topics Innovative technology in care, Housekeeping, Hygiene, Palliative Care, Hospice and pastoral care, Dementia, Rehabilitative care, Management, Personnel, Workshops for practical care, as well as Ethical competence and Quality of life, should facilitate orientation for visitors. In the presentations and workshops specialists address current issues and care professionals share their specific experiences.

The scope and content of the Management topic at PFLEGE & REHA will be strengthened in 2014 in order to satisfy the increasing number of decision-makers among the trade fair visitors. All offers are certified and offer the trade fair visitors ample opportunity to acquire statutory training points on site.



Visitors find the appropriate expert partner at PFLEGE & REHA.

Engine Expo 2014:

## Engine trends from all over the world

Those who want to find out about the latest engine concepts, components, materials and manufacturing technologies first hand should not miss out on the Engine Expo in Stuttgart.

From 24 to 26 June 2014 the offer of the trade fair organised by UKIP Media & Events ranges from engine design, engine test methods, fuels and lubricants, to emissions control, engine components, materials, and surface treatment, through to engine electronics, quality inspections and prototype creation. The open technology forum of the Engine Expo in Stuttgart also offers exciting presentations from leading global experts from the areas of drive design, development, manufacture, logistics and marketing.



This is how winners look: The 1.0 litre Ford EcoBoost engine won the award in 2013.

The highly esteemed highlight of the event in the international automotive industry is the presentation of the International Engine of the Year Awards. Another element of the Engine Expo

2014 is the pavilion for electric and hybrid technology – with a special area solely for companies presenting battery-powered, hybrid or fuel cell drive technologies of the next generation.

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MESSAGE INTERVIEW



# Focus petrol stations

At the start of June the UNITI expo will celebrate its première in Stuttgart. Message interview with Elmar Kühn, Chief Executive of UNITI Federal Association of Medium-Sized Mineral Oil Companies.

**What is the concept behind the UNITI expo?**

**Kühn:** The UNITI expo in Stuttgart is aimed at the entire German and international petrol station industry. Its three pillars – Petrol station trade fair, Petrol station industry dialogue and Petrol station future forum – make it a unique trading and communication platform for our clients and incidentally right from the word go the largest leading European trade fair for the petrol station industry. To date, there has never been such a platform in Europe.

**What target groups are you specifically addressing?**

**Kühn:** At the UNITI expo exhibitors will present investment goods, products and services to do with the petrol station business. Representatives and decision-makers of the mineral oil industry and medium-sized businesses, petrol station operators and franchise holders, suppliers, service providers, the branded goods industry, franchise companies, experts from universities, associations and authorities and, of course, the professional media are interested in the UNITI expo. The Petrol station future forum congress will address topics such as mobility, technology, best practice examples, as well as food and shop concepts of the future. Last but not least, the Petrol station industry dialogue offers for the first time a comprehensive communication platform for leaseholders of petrol stations, and beyond the often

narrow boundaries of one's own brand. In the convenience area, for example, there will also be an ordering facility so that petrol station leaseholders can purchase on site in Stuttgart at trade fair prices.

**How many exhibitors and visitors are you expecting at the trade fair première?**

**Kühn:** We are expecting over 300 exhibitors and approximately 10,000 visitors from home and abroad.

**To what do you ascribe the excellent acceptance of the trade fair?**

**Kühn:** Without sounding too modest, the excellent concept of UNITI expo. But, of course, also the support of our high-ranking cooperative venture partners such as the national associations MWV, the German Transport Forum (DVF), the European industry association ECFD, as well as the Committee of European Manufacturers of Petroleum Measuring and Distributing Equipment (CECOD). The trade fair

concept also met with great interest from industry companies such as Coca Cola, eurodata, Hella, Lekkerland, Mondelez, Novofleet, PWM, Reemtsma and Tank & Rast, to mention just a few. They are also cooperative venture partners and are playing an active role as exhibitors and contributors to the Petrol station future forum.

**What prompted you to launch the UNITI expo in Stuttgart?**

**Kühn:** Simply the strong location. Firstly, Stuttgart is located in the economically strong area of southern Germany. In addition, from Stuttgart one can optimally cover the key catchment areas in Germany, as well as the neighbouring countries Switzerland, Austria and France. Messe Stuttgart is modern, extremely professional and boasts the optimal prerequisites for an international trade fair such as UNITI expo with its location beside the airport and its excellent road and rail connection.



The UNITI expo is Europe's largest leading trade fair for the petrol station industry.



PERSONAL2014 Süd updates human resources managers.

## Construction site

Finding, retaining and developing good employees: PERSONAL2014 Süd tells human resources managers how it's done!

According to current studies, for many companies the lack of skilled professionals is already a reality: The companies have to retain staff, develop them over the long term and also meet the future need for employees. The quality of management is also quite high on the agenda of HR departments.

### Recruiting 3.0

The rules for recruitment are currently being rewritten. Many highly qualified employees are no longer on the lookout for suitable jobs: They are not searching, instead they want to be found. For example, in job portals on which they store their profile, with XING, Facebook and on other online sites. Against this background, "Recruiting 3.0" is what Andreas Buhr, President of the German Speakers Association, recommends for HR managers. More specifically, this means: They should use multiple channels, approach candidates directly, use the Internet to recruit staff and make employees their ambassadors. The expert on management and sales will discuss how this works at the kick-off event of

the PERSONAL 2014 Süd trade fair, which takes place in the Stuttgart trade fair centre on 20 and 21 May.

At the same time, in recent years many companies had to reduce their number of staff or modify staffing structures. "In this situation HR managers should use more tools to commit key people to the company", states Dr. Rupert Felder, Senior Vice President, Global HR of the Heidelberg-based company Druckmaschinen AG, . How Human Resources managers can act as a driving force and shaper is explained by the HR Manager in Stuttgart, who in 2013 was chosen as one of the "Leading 40 figures in human resource management" by Personalmagazin.

Jaqueline Groher will discuss what changes in the working world mean for human resource management. Groher has many years of experience as a CEO and HR Trainer in companies and criticises the low number of women in managerial positions. Rigid quota vs. promotion of women in lower hierarchy levels, possibilities for "Shared Leadership", as well as communication and self-leadership competence, are the focal points of her presentation.

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# Growth on the global market

Precise, efficient, effective: Laser systems for material processing have huge growth potential worldwide. The industry meets at LASYS.



Material processing with laser systems is becoming more and more important worldwide.

Enhanced performance at more reasonable prices – the manufacturers of laser systems have been facing this pressure for decades. Now a paradigm shift is emerging: “Today users are attaching much more importance to performance, quality and flexibility”, is how Volker Krause, President, Laserline GmbH, explains the change in trend. At LASYS, the international trade fair for laser

material processing, which takes place from 24 to 26 June 2014 at the Stuttgart trade fair centre, this development will also be noticeable.

## Benefit of increase in productivity

In general, the following applies: The use of laser systems is becoming ever more important due to their application diversity. In 2012 the global market for laser manufacturing systems registered an increase of nine percent to 7.9 billion Euro in comparison to the previous year. The majority of approximately 75 percent can be attributed to laser systems for macro-processing, the remaining quarter to the increasingly important micro-applications. The market data is based on data from the “Laser and Laser Systems for Material Processing” Working Group of the German Engineering Federation (VDMA), a promotional supporter of the Stuttgart-based LASYS trade fair.



International visitors at LASYS.

According to the VDMA, the reason for the market growth is down to the fact that more and more manufacturers and operators of manufacturing systems are convinced that laser systems make a huge contribution to the increase in efficiency and productivity of a machine or system. “The increase in efficiency becomes visible mainly when one examines the production process as a whole”, states Gerhard Hein, President of the VDMA Working Group “Laser and Laser Systems”. The reasons are obvious: optimised use of materials in a way that conserves resources through laser material processing, higher processing quality with less reworking steps, high manufacturing speeds, high flexibility and extremely short tooling times. “All this leads to competitive advantages thanks to high process efficiency and reasonable overall costs per component”, states Hein.

More and more sophisticated technology is also contributing to the improvement in efficiency. An example is the diode laser, which recently is now being used for more and more applications. The direct conversion of electrical to optical energy permits a particularly high degree of overall efficiency. Diode lasers are now also being used for deep welding applications, as well as welding galvanised sheets and aluminium, for example in the automotive industry. Owing to the good absorption properties for diode laser light, the welding is particularly stable, efficient and does not require any reworking.

Ultrashort pulse lasers have been all the rage in recent years. They are moving more and more from the laboratories to industrial production – for example, for the production of semiconductors, high-resolution displays and instruments for medical technology and the aerospace industry. The latest compact systems can also be seen at LASYS 2014.

# Must-attend event

The automotive suppliers industry is generating decent profits and showcases its innovations in Stuttgart.



Manufacturers of vehicle components present their highlights in Stuttgart.

Crisis? What crisis? For the international automotive suppliers industry the historical all-time low of 2008 and 2009 is today almost history. The turnover worldwide has almost caught back up on the pre-crisis level. In 2010 the profitability even achieved a new record with a return on sales of over six percent.

## Positive outlook

Also for the coming years the "Global Automotive Supplier Study 2013" by Roland Berger reveals a positive outlook for the industry: "Stable EBIT margins of approx. six percent appear realistic." However, according to Roland Berger, at the same time the business is becoming more and more complex. There is an inexorable rise in the number of associated risks, which puts enormous pressure on the suppliers. The products the vehicle component manufacturers and component suppliers want to see on global markets will be presented from 24 to 26 June 2014 at the Global Automotive Components and Suppliers Expo in Stuttgart. The trade fair organised by UKIP Media &

Events is a must-attend event for all procurement managers, component contractors and engineers of original equipment companies from the automotive industry and their top suppliers. In Stuttgart they meet independent tier 2 and tier 3 suppliers, who in turn do the groundwork for the top suppliers. Also represented at the trade fair are national pavilions from countries such as India, South Korea and Morocco, in which companies from the respective country provide customised component solutions.

## Suppliers from all over the world

This year the British organiser UKIP Media & Events is once again expecting over 600 leading suppliers from all over the world, as well as more than 11,000 automotive engineers and purchasing managers from over 50 countries. Not only to the Global Components and Suppliers Expo, but also to the other trade fairs taking place at the same time in the Filder region: Engine Expo, Automotive Interiors Expo and Automotive Testing Expo Europe.

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Lightweight, fibre-reinforced plastics are playing an increasingly important role in the automotive industry and in aircraft construction.

## Lightweight, but difficult to process

Fibre-reinforced plastics, also called composites, boast huge future potential. They play an important role at the AMB trade fair in 2014.

They have become an integral part of aircraft construction, and they are also becoming more and more important in the automotive industry: Composites are considered the materials of the future. They are lightweight, are high-strength and have huge resistance, to mention just three of their major advantages.

But they also have certain disadvantages: Their machining and processing is complex. The manufacturers of machine and precision tools are thus faced with huge technical challenges. These manufacturers will demonstrate



The tail unit of the Boeing 777 is made from lightweight composites.

concrete solutions at the upcoming AMB, the international exhibition for metalworking, which takes place in Stuttgart from 16 to 20 September 2014.

### New key technology

The composites boom primarily means an opportunity for the machine tool and precision tool manufacturers. The composites industry is quite confident. When the four professional organisations Industrievereinigung Verstärkte Kunststoffe (Federation of Reinforced Plastics) (AVK), Carbon Composites, Carbonfaserverstärkte Kunststoffe (CFK)-Valley Stade (Carbon Fibre Reinforced Plastics Valley Stade) and the Composite Technology Forum in the German Engineering Federation (VDMA) joined together in the middle of 2013 as the “Composites Germany” trade association, one of the first joint activities was a survey on the business situation. The result: “The member companies view the business situations as predominantly positive or

very positive”, explains Dr. Walter Begemann, Project Manager of the VDMA Forum. Particularly pleasing for the machine tool and precision tool manufacturers: Two thirds are planning even stronger commitment. The largest growth drivers come from the German and Asian automotive and aviation industry. Chairman Dr. Michael Effing, CEO of Composites Germany, therefore sees “a key technology for the industrial location of Germany” in composites.

According to Composites Germany, a future trend in the coming years is environment-friendly urban mobility. Lightweight construction plays an important role here for most means of transportation. Because weight savings contribute to a reduction in costs and also an increase in efficiency during operation. Carbon fibre reinforced plastics (CFRP) present their potential vis-a-vis all other materials: With the optimal carbon design of components weight reductions of 70 percent can be achieved in comparison to steel and 30 percent in comparison to aluminium.



3D print is also among the top trends at the medical technology event MEDTEC Europe.

## The third dimension

MEDTEC Europe informs visitors about the most important innovations from medical technology.

From 3 to 5 June 2014 international suppliers and providers of medical technology will meet at MEDTEC Europe in Stuttgart. This year the focus will be on new processes and materials for design and manufacture. 3D print, innovative materials such as technical plastics and high-performance polymer are among the trend topics.

Up to 900 exhibitors from the areas of medical automation, cleanroom technology, as well as materials and packaging, are expected at the trade fair. On over 36,000 square metres in the halls 3, 5, 7 and 9 of Messe Stuttgart the companies will present their latest innovations and tried-and-tested components in the development and manufacture of modern medical technology.

### Printed medical technology

Innovations from the trend topic 3D print for medical technology are among the highlights of this year's MEDTEC Europe. In the industry 3D

print processes are gaining increasing importance for the manufacture of prototypes and for final production. Because the technology not only offers opportunities to reduce costs: Models and products can be manufactured directly from the design data of CAD programmes.

It also opens up completely new opportunities for the design and styling, as well as for environment-friendly production. At the accompanying conference MEDTEC Europe provides interesting lectures on this trend topic. Expert discussions will be held in the Networking Area of the trade fair.

“Trends such as 3D printing methods and innovative materials change medical technology sustainably”, states Fabienne Valambros, Event Manager of MEDTEC Europe. “The industry is on the move – the exhibitors and topics of this year’s MEDTEC Europe reflect this. People looking for the latest developments and innovations will find current solutions in Stuttgart.”

# We



# trade fairs



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# Production, assembly, adhesive

Experts will be meeting at the leading trade fairs Motek and Bondexpo in 2014.



The trade fair double Motek and Bondexpo has plenty to offer in terms of synergy.

More exhibitors, greater internationality, an unrivalled number of system manufacturers and an increase in the number of visitors from both home and abroad: the successful double act of Motek and Bondexpo from guest organiser Paul E. Schall is a combination of the leading trade fairs for these industries. And the success story is set to continue from 6 to 9 October 2014, despite changes in the competitive envi-

ronment. “The supporting role played by the synergy effects between Motek, with its components, assemblies, subsystems and complete solutions for production and assembly automation, and Bondexpo, with its bonding technology and the corresponding applications for joining and connecting, will be abundantly clear from the progressive process chain orientation,” explain Project Managers Rainer Bachert (Motek)

and Jürgen Handte (Bondexpo). Production and assembly automation engineers around the world, a target group of Motek, are busier than ever dealing with the demands for wage increases and higher product quality in the emerging markets and low-wage countries in particular. Around the world, this has led to an increasing use of robots, as well as material flow systems relevant to both management and production, which are presented exclusively in Stuttgart by the leading international trade fair Motek. Guest organiser Schall summarises up the advantages of Motek and Bondexpo: “Combining the two events and the aspects they highlight generates a whole host of synergy effects. There is an immediate benefit to the professionals. This, for example, is where Motek really differs from other, more event-oriented exhibitions.”

Motek, continues Schall, delivers the immediate sense of success professional visitors from all over the world are looking for. Our visitors are faced with increased productivity coupled with a reduction of investment and operating costs,” explains Schall, “and are thus looking for detailed and complete solutions that can be implemented straight away. And that is what they find in Stuttgart.”

Hybrid Lightweight Construction Technology Day 2014:

## Location for lightweight construction in Baden-Württemberg

In 2014, experts and users of lightweight construction will have a new place to meet in Baden-Württemberg. According to the motto that “Everything is a question of form”, the Federal Agency for Lightweight Construction in Baden-Württemberg will be hosting the first “Hybrid Lightweight Construction Technology Day” on 14 May at Messe Stuttgart. During the conference and exhibition in the ICS International Congress Center Stuttgart, researchers and industry experts will be highlighting the latest developments from the



sector and presenting new approaches. Minister of Finance and Economics, Nils Schmid, as well as Minister of Science, Research and the Arts, Theresia Bauer, will be providing initial insights into the lightweight construction strategy of Baden-Württemberg at the event. Lightweight construction is considered a

key technology in Baden-Württemberg. With the Federal Agency for Lightweight Construction, which was founded in the middle of 2013, the state has established a cross-sector partner for industry and science. Thus setting up Baden-Württemberg as a leading location for lightweight construction, above all hybrid construction. The agency is aiming to increase the competitive standing of Baden-Württemberg as an economic and scientific hub, securing and creating jobs, as well as increasing energy and resource efficiency.

# Career boosting trade fair

Exhibitions as job fairs: Recruiting events bring the right companies and applicants together.



Think.Ing.: School-goers gather information from exhibitors at AMB.

The lack of young talent today is the shortage of employees tomorrow. An active personnel policy is needed to counteract this. One opportunity for companies to reach out to prospective candidates is at recruitment or career fairs. For apprentices, graduates, young academics and engineers, this is a superb chance to gain a direct impression of potential future employers.

Messe Stuttgart has several of these events in its portfolio. "We try to connect with as many target groups as possible with the events we organise," says Wolfram Schöck, responsible for market research and product development at Messe Stuttgart, explaining the company's strategy. "This is partly achieved through our own events, often with trade fairs held by guest organisers."

One of the special recruitment fairs held in Stuttgart is careers4engineers, organised by ATZlive. Aimed at students, graduates and engineers with professional experience, this event will be taking place on 10 May 2014. Visitors starting out in their careers are invited to attend azubi & studentage (9/10.5.2014) organised by mmm message messe & marketing for school-goers, parents and teachers. Skilled employees can also use the existing trade fairs as springboards for

their careers. For example, the Career Center and jobs board at VISION, the leading world trade fair for machine vision (4 to 6 November 2014). Here, Messe Stuttgart offers free career consultations for engineers and natural scientists with the consultancy group Wirth + Partner. During coaching sessions, personnel experts are on hand to answer any questions and provide valuable career planning advice. Visitors to VISION will find the best jobs in the machine vision sector on the trade fair jobs board.

Example 2: the European MINT Convention. This will be taking place for the first time on 16 and 17 September, parallel to AMB, the internationally renowned industry event for machine tool building. The conference and recruitment event organised by GMINT is primarily aimed at students and graduates with MINT qualifications (Mathematics, Informatics, Natural Sciences and Technology), as well as skilled employees and managers looking for work.

Life-long learning is another important aspect actively supported by Messe Stuttgart. For example, with job opportunities for the 60-plus generation at "The Best Years" exhibition (17/18 November 2014).



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Control, hosted by guest organiser Paul E. Schall, is the world's leading trade fair for quality assurance.

products are looking for a safe haven. We have always been experts in the area of machine vision and vision systems; it stands to reason that a number of providers would turn to Control. Which, of course, is something we are delighted about.”

**Long-standing co-operations**

According to Schlaak, this development is also evident among the manufacturers and suppliers of end-of-line testing facilities that produce series components for the automotive and consumer goods industry, who are now covering all aspects of production-related quality assurance. Schlaak: “The complex theme of quality assurance needs to be viewed as a cross-divisional function of the company, which means these types of testing facilities can no longer be viewed as isolated units, and instead must be incorporated into production strategies right from the start.” Control provides the right environment here, continues Schlaak. Starting with the QA technologies and processes, incorporating products and assemblies and finishing up with the presentation of entire system solutions. Another advantage to Control is the existence of long-standing co-operations with capable partners. For example, with the Fraunhofer-Allianz Vision (Erlangen) and their year-round special show “Contact-Free Measurement Technology”, the event forum (Fraunhofer IPA Stuttgart), as well as promotional supporters such as the DGQ Deutsche Gesellschaft für Qualität (Competence Centre for Quality, Business Excellence and Quality Management in Germany) and their practical workshops. Further highlights of 2014 include the Competence Prize for Innovation and Quality in Baden-Württemberg (TQU GROUP, Ulm), the Vision Academy (Erfurt) and the brand new pavilion “Netzwerken ist Qualität” (Networking represents quality) from Landesnetzwerk Mechatronik BW (Göppingen).

# The right environment

Control, the leading trade fair for quality assurance, brings together top suppliers from all over the world.

A platform for information, communication, business, get-togethers and events: Control, the international trade fair for quality assurance, has everything professionals in this field are looking for. Taking place from 6 to 9 May 2014, this top international event has seen growth in both exhibition space and exhibitor figures. The event organised by Paul E. Schall has also seen significant growth in technology, processing, products and

systems, primarily in the segments of machine vision and vision systems, as well as testing facilities for automotive components and assemblies. Project Manager Gitta Schlaak attributes this, above all, to the increasingly process-oriented outlook of the companies. Another reason is the fact that “one or the other event, even when only partially regarded as competition for Control, is faltering and active manufacturers and suppliers of QA



Quality assurance needs to be incorporated into production strategies right from the very start.



The Corporate Health Convention held in Stuttgart this year will be addressing topics such as prevention, age-appropriate working conditions and health-related management.

## Better than cure

Investment in the health of employees is becoming an increasingly important location factor.

Companies will be increasingly focusing on the theme of “Healthy working conditions” over the next five years. This has been proven by, among others, the current “Trend Study of Corporate Health Management”, initiated by trade fair organiser spring Messe Management and carried out by Prof. Jochen Prümper (University of Applied Sciences, Berlin) and Prof. Jens Nachtwei (Berlin Humboldt University, School of Applied Management and IQP).

The results of the study match the growing services and programme of the Corporate Health Convention: the trade fair for workplace health promotion and demography will be taking place on 20 and 21 May 2014 at Messe Stuttgart, setting new standards with top events such as the First Demography Day and a health day for small and medium-sized enterprises (SMEs).

“Demographic change and the shortage of skilled labour that can be expected

from this means companies need to actively maintain and promote the working capacity and health of their employees,” explains Prof. Prümper. “In this context, corporate health management will become increasingly important. The main aspects of corporate health management are corporate integration management, burn-out and health-related management.” According to Prümper, the main issue in the future will be age-appropriate working conditions. “This turnaround, namely the switch from follow-up care to prevention, has been a long time coming in the realm of corporate health management,” says the professor, summing up this sign of the times.

There will also be a number of exhibitors present at the Corporate Health Convention in Hall 7. Here, there will be a further expansion of the three areas “Working World of the Future”, “Nutrition and Catering”, as well as “Therapeutic Sport and Movement”.

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The Landeskreditbank Baden-Württemberg, L-Bank for short, is an important marketing partner of Messe Stuttgart.

## State bank for Baden-Württemberg

The largest hall of Messe Stuttgart bears the name of the Baden-Württemberg state bank, Landeskreditbank Baden-Württemberg or L-Bank for short. A close partnership.

Why is Hall 1 of Messe Stuttgart called the “L-Bank Forum”? A look at the financial institute’s guiding principles may shed light on the issue. “As a business development bank in Baden-Württemberg, we support the economy, the municipalities and the people who live here.” And where else but at Messe Stuttgart would these three target groups come together on a regular basis for their mutual benefit?

“With this marketing partnership that involves the largest hall, the L-Bank Forum, we are contributing towards the success of Messe Stuttgart,” says Chris-



At the heart of the city: the Stuttgart branch of the L-Bank.

tian Brand, Chief Executive Officer of the L-Bank, explaining the involvement of his company. This corresponds with the approach taken by the L-Bank, he continues, to develop a strong position for a better performing economy, a high standard of living and a secure future for the state of Baden-Württemberg.

The work carried out by the L-Bank does not see it competing with other financial institutions and savings banks, but instead actively collaborating on the development of innovative financial solutions. One of its main tasks, for example, is the financial support of small and medium-sized startups, take-overs, investment projects and the implementation of energy-saving measures.

“Home to many an innovative company, Baden-Württemberg has plenty to offer,” says Brand. “We are aiming to make the development of new technologies possible and thus further promote the state, especially with regard to energy efficiency.” The L-Bank also provides subsidies for the construction of social rented housing. It provides parental, childcare and child-rearing subsidies,

finances educational measures and helps municipalities to expand and modernise their infrastructure. Energy-related redevelopment is also becoming more frequent. “As the state bank for Baden-Württemberg, the duties and responsibilities that have arisen from the energy transition are nothing new,” explains Brand. “The support of energy efficient projects had already been an important element of our service. In addition to new products, we are further expanding the existing support programme and focussing it on the energy transition. The promotion of social housing is becoming an increasingly important issue here.”

However, there is potential in more than just social housing: the L-Bank also helps to promote economic development by supporting medium-sized companies in their refurbishment of buildings, as well as other environmental protection or energy-saving measures. All these investments are aiming to achieve the same thing: to maintain and further develop the impressive standing of the state of Baden-Württemberg.



SüdTec 2014:

## International character

SüdTec, the trans-technology trade fair for suppliers, will be taking place in Stuttgart for the sixth time from 3 to 5 June 2014. A platform for the processing industry of southern Germany, it will be providing access to an international public from the most varied of sectors. Exhibitors and visitors also stand to benefit from the parallel event MEDTEC Europe, the leading European trade fair for medical technology (read more about this on page 25). The spectrum of exhibitors at SüdTec covers the most varied of technology sectors. The companies exhibiting are predominantly active in the production and processing of synthetic mate-

rial, the processing of metal, raw materials and semi-finished products, design and construction, services, information services, research, finance and transport.

Organised by UBM Canon, the SüdTec and MEDTEC Europe events have developed successfully over a number of years. Right at the heart of Europe's largest technology region, this is where the supplier industry, comprising mainly small to medium-sized companies from Germany and abroad, is really flourishing.

### Ideal trade fair platform

SüdTec brings together visiting original equipment manufacturers and exhibiting suppliers, providing an ideal platform for exchange between buyers, planners, designers and production experts. For several years now, the share of European companies from France, Italy and Switzerland has risen considerably. In addition, companies from the Eastern EU countries are further expanding what is on offer at the supplier trade fair.

PFLEGE & REHA 2014:

## In dialogue with the management

Those involved in the care sector will be meeting in Stuttgart from 6 to 8 May 2014. Katrin Altpeter, Minister for Labour and Social Affairs, Family, Women and Senior Citizens in Baden Württemberg, will ceremoniously open PFLEGE & REHA. Visitors to the trade fair can expect an accompanying congress and informative trade forum.

One highlight of the event is "Management in Dialogue", organised by Messe Stuttgart together with Evangelische Heimstiftung GmbH and the agency mehrwert. In accordance with the

motto "Same same but different – How managers from both the private and voluntary sector can learn from each other", there will be talks and workshops addressing the challenges equally faced by managers from both the business sector and non-profit organisations: How can I motivate my employees? How are objectives defined, how are strategies successfully implemented? During three workshops, participants will be invited to approach central aspects practically. The results will then be presented and discussed on the large stage.



The congress and programme of talks for PFLEGE & REHA will be focussing on the demands of professional practice.



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# Clever washers

Intelligent thin-film sensors for monitoring screw fittings: Just one of many innovative ideas at O&S, the international trade fair for surface treatments and coatings.



The real world and the virtual world merge at O&S.

Highly individualised products, together with large-scale production that is both flexible and resource-efficient, defines the future of industrial output. With this fourth industrial revolution, following the steam engine, the conveyor belt and automation, we are seeing the real world and the virtual world

merge to form the “Internet of Things”. And this is what will be addressed at O&S 2014, the international trade fair for surface treatments and coatings, from 24 to 26 June in Stuttgart.

“Thin-film sensors, for example, create the ideal conditions for application-oriented solutions relating to industrial

production processes,” explains Dr. Saskia Biehl, Group Leader at the Fraunhofer Institute for Surface Engineering and Thin Films (IST, Braunschweig).

An application area for the new technology: intelligent screw fittings. Torque wrenches are generally used to pretension these types of connections. A traditional and yet inaccurate option. Dirt particles in the screw fittings, for example, may exert a negative impact, thus preventing the preset torque from displaying the desired strength. Intelligent washers, developed by IST, help to accurately measure and constantly monitor forces and pretensions. “In addition to wired data acquisition, we are also offering new types of washers with RFID transmission which are based on piezo-resistive thin-film sensors, in turn based on amorphous hydrocarbon layers,” says Biehl. The necessary periodic monitoring of dynamically stressed screw fittings is thus considerably simpler. Machines and units no longer need to be stopped as the measurement is carried out continuously and free of contact. Saving both time and money.

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# Increase in international guests

New location, even more synergies: Trade fair duo LOUNGES and VISION PHARMA looking to strengthen their leading position in Stuttgart.

Premiere in Stuttgart: from 3 to 5 June 2014, LOUNGES and VISION PHARMA will be taking place for the first time in Messe Stuttgart's L-Bank Forum (Hall 1). At LOUNGES, companies from the high-purity media and clean-room technology sectors will be presenting their products and services. Suppliers representing all areas of the pharmaceutical and biotechnology value chain will be exhibiting at the partner event VISION PHARMA. Ulrich Kromer, Managing Director of Landesmesse Stuttgart: "LOUNGES and VISION PHARMA ideally bridge the themes addressed at process technology trade fairs such as VISION and O&S, as well as those focussing on the future market of healthcare, such as PFLEGE & REHA."

The move to Messe Stuttgart represents a new dynamic approach for guest organiser Inspire GmbH. "Stuttgart will see us attract even more experts and international guests, helped by its central location and modern architecture," explains Jennifer Würsching, Managing Director of Inspire GmbH. "Located in close proximity to the airport and right at the heart of Germany's



Companies from the clean-room technology sector exhibit at LOUNGES.

economically strong southwest, this location offers superb advantages in terms of infrastructure and organisation. For exhibitors and trade visitors, this alone brings with it substantial added value." The previous location already saw more than 8,000 trade visitors from 28 countries attend both events.

The successful concept of LOUNGES and PHARMA VISION is here to stay. This is where exhibitors and visitors are presented with a whole host of communicative events. Added to this are talks and stage demonstrations, top-quality restaurants, exclusive evening events and relaxation areas.

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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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IT & Business, DMS Expo, CRM-expo: Three user-oriented IT trade fairs in Stuttgart for innovative medium-sized businesses.

# Big Data, Cloud and Mobile

IT & Business, DMS Expo and CRM-expo, Stuttgart’s IT trade fairs, will be turning the spotlight on user-oriented business topics in October 2014.

Big Data, Cloud Computing and Mobile Solutions are the three concepts shaping the programme of events at IT & Business, DMS EXPO and CRM-expo, addressing “Where IT works” from 8 to 10 October in Stuttgart. Here, Messe Stuttgart will be putting those themes currently relevant for IT management and commercial decision-makers firmly under the spotlight.

In order to further highlight benefits for the user, separate presentation rooms will be provided for the first time, in addition to the open business stages. The talks and workshops held here will take

place in a quiet atmosphere that encourages intense visitor dialogue. Renowned experts will be speaking at four business forums and in three presentation rooms, providing comprehensive information about how companies can mobilise their ERP, CRM and DMS applications, store data in clouds, as well as access and use business-relevant information. The abbreviation ERP stands for Enterprise Resource Planning and refers to IT solutions that have been developed for the planning and management of company resources. CRM (Customer Relationship Management)

involves IT tools for the planning, management and implementation of all interactive processes with customers. DMS (Digital Management Solutions) stands for IT-supported solutions that ensure the seamless electronic flow of information both within and outside the company.

The trade fair theme of “Big Data” will look at how companies can extract business-relevant information from unstructured data. Typical questions asked here include how the growing volume of data can be analysed and moved quicker, and what solutions facilitate a medium-sized company’s introduction to business intelligence . There will be plenty of information provided on the theme of “Cloud Computing” in Stuttgart, covering the different versions available, integration into the IT infrastructure, as well as migration options to or from the cloud. “Mobile Solutions” is another area where IT managers find themselves confronted with new challenges. This involves, for example, ensuring data is secure, the management of various devices, as well as their integration into existing standard applications.



With the trio of IT trade fairs, Messe Stuttgart is focusing on themes that are a priority for IT managers and commercial decision-makers.



OFFICE-MANAGEMENT.de is specifically addressing the skilled office employees with its trade fair programme.

OFFICE-MANAGEMENT.de:

## Best practice for the office

Today's skilled office employees, management assistants and office managers have considerable influence over the decisions made by higher management. Due to the complexity of the modern working world, they are playing an increasingly important part in the decision-making processes.

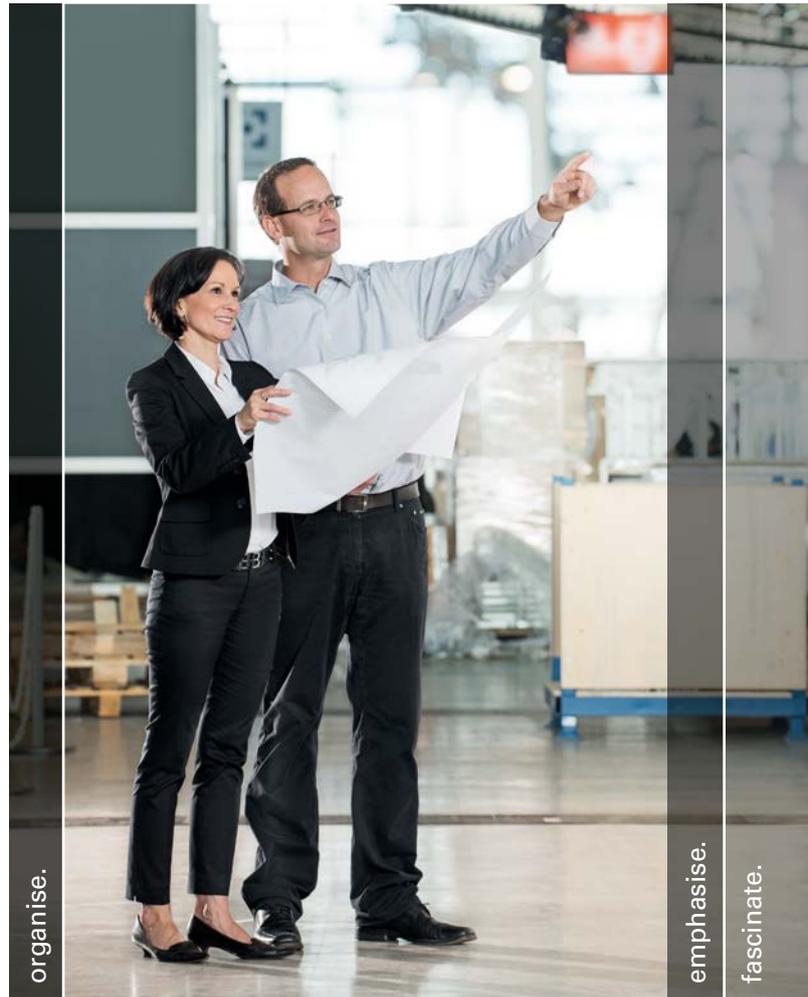
OFFICE-MANAGEMENT.de will be taking place on 14 and 15 May 2014, a trade fair aimed at meeting the requirements of this target group. The focus here will range from office equipment, design and organisation to travel and event management, as well as further professional development and training. Expert talks, podium discussions and best-practice examples will provide for a more effective transfer of knowledge.

Messe Stuttgart:

## Efficient cooperations

In Germany, there are more than half a million registered associations. Many of these are scientific associations or organisations and are so big that they hold their own congresses – several even have accompanying exhibitions. For example, the German Road and Transportation Congress with accompanying exhibition "Roads and Transportation", which will be taking place in Stuttgart in 2014. The German Road and Transportation Research Association (FGSV) will be hosting the event and is responsible for the content that will be addressed. Marketing and organisation duties will fall to FGSV publishing house, while Messe Stuttgart is responsible for overall management of the event as part of the cooperation model.

Both associations and exhibitors stand to benefit from cooperations such as this one: the clubs and not-for-profit associations can focus entirely on the topics at hand, directly referring any issues relating to organisation or logistics to Messe Stuttgart, who has a wealth of experience and services to fall back on. The advantage? The exhibitors have direct contact with the Messe Stuttgart project team and can rest assured that they will receive full support. This gives many associations the opportunity to host large exhibitions, and thus increase the appeal of their congresses.



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**Trade Fair People: “Do you know ...?”**



## Guido Kenner

The average person imagines the perfect fire chief to be just like Guido Kenner (40). The man from the German state of Mecklenburg-Western Pomerania has been head of Messe Stuttgart’s on-site fire crew for two years, a role that involves supervising an 18-strong team of full-time crew members. “We also have 20 trade fair employees who have received professional fire-fighting training and offer their services to our team on a voluntary basis when required. In addition, we are assisted by a number of full-time colleagues from trade fair partner S.O.B. Objektschutz GmbH Stuttgart,” says Kenner of his team. This comes to around 43 people in total, who all work to ensure that nothing catches fire at Messe Stuttgart, 24 hours a day, 365 days a year.

To say that Kenner’s duties were restricted to merely extinguishing fires would not do justice to his role. The 40-year-old is a fire-prevention specialist, and it is one of his responsibilities to approve each and every event that takes place in the ICS International Congress Center Stuttgart and in the trade fair halls. Kenner goes over the installation plans beforehand and checks that they comply with the legal requirements. On occasion – but with strict conditions imposed – he will even cater to a customer’s special requirement that would, under normal circumstances, not be permitted in accordance

with the regulations that apply to venues and meeting places. When trade fairs and conferences are being held, Kenner and his team also administer first aid in the event of a medical emergency, if ever the German Red Cross does not arrive at the scene first. “Every year we are called to around 1500 incidents,” estimates Kenner. “From a small splash of oil to a car that has caught fire. Our excellent fire protection system, which is equipped with around 14,000 detectors, has meant that fires rarely have the chance to really take hold.” However, provisions have also been made for this emergency. Beneath the ICS, a reservoir holds several hundred thousand litres of water and supplies the hydrants in grounds, in halls and in car parks. Twenty four hours a day, 365 days a year.



The cleanliness of components is of central importance in today’s production processes.

parts2clean 2014:

## Meeting of technology leaders

After a record-breaking event in 2013, parts2clean is on course for further expansion in 2014. The list of exhibitors features virtually every market and technology leader from the various exhibiting sectors, including systems, plants and process media, and their preparation for degreasing, cleaning, deburring and pretreating compo-

nents, handling, process automation, clean-room technology, corrosion protection, preservation and packaging, test methods and analytical processes. The wide array of products on offer at the last parts2clean, spanning various industries and materials, attracted 4982 interested parties from these industries – just under 14 per cent

more than 2012 – from 49 countries throughout Europe, America and Asia to Messe Stuttgart. Around 90 per cent of the industry representatives who visited were involved in their company’s purchasing and procurement decision-making process.

### Ideal trade fair platform

Something else that would explain the high level of interest in the Stuttgart Trade Fair, according to Olaf Daebler, Deutsche Messe AG’s Director in charge of parts2clean, is the fact that the O&S international trade fair for surface treatments and coating takes place at the same time (read more on page 32): “Decorative and functional coatings play an essential role in all industry sectors today. A surface that has been cleaned so that it is fit for purpose is a crucial factor in ensuring the quality of the coating, regardless of the process,” explains Daebler. “This means that practically every visitor to the O&S trade fair is also a potential customer for the exhibitors at parts2clean, which opens up new market opportunities for participating companies.”

# All in the name of beauty

COSMETICA Stuttgart trade fair will inform professionals industry of the beauty trends for 2014.

The third weekend in May is given over to beauty. Experts from the beauty industry will come together on 17th and 18th May at COSMETICA Stuttgart. This trade fair will present visitors with a rich and varied assortment of innovative and tried-and-tested products, service concepts and trends from the fields of cosmetics that include make-up to temporarily enhance the features, cosmetics that care for the skin, cosmetic treatments using specialised equipment, natural cosmetics, nails, permanent make-up and accessories. Other attractions will include informative talks by specialists. One of the highlights of 2014: The make-up show “Styling von Kopf bis Fuß” [Styling

from head to toe] by the celebrated make-up artist Malu Wilz. The make-up show by famous make-up artist Carola Hickl on the topic of “professional make-up” is another one that is not to be missed by professionals in the cosmetics industry. US nail designer David Fowler presents trends for the coming season. The internationally renowned nail artist has worked with celebrities such as Madonna, Pink, Jennifer Lopez and Halle Berry. The products and services on offer at COSMETICA will be complemented by the GUT zu FUSS Stuttgart trade fair for podiatrists and chiropractors, which is to take place alongside COSMETICA.



Throng of people: COSMETICA and GUT zu FUSS Stuttgart attract visitors in their droves.



VISION takes place once every two years.

VISION 2014:

## Good omens

All the signs are good for the first VISION hosted once every other year: “We anticipate that, between 4th and 6th November 2014, we will beat our current exhibitor record,” says Florian Niethammer, Project Manager for the world’s leading trade fair for machine vision. His forecast is backed up by the current state of the industry: “Our prediction of a five per cent increase for the German sector’s sales is becoming increasingly likely,” explains Patrick Schwarzkopf, Head of the VDMA Machine Vision Association.

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**Trade Fair Partner: ARAMARK**

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ARAMARK provides the finest in trade fair gastronomy.

From the provision of food at the trade fair stands to the elegant evening gala: ARAMARK is an official contracting partner to Messe Stuttgart, and is the number one contact for all things catering. Since 2007, in its role of general caterer, ARAMARK has run two self-service restaurants with regional and international dishes on the trade fair site, as well as ten bistros in the trade fair halls themselves, which serve quick snacks for between meals, and has provided a mobile catering service.

ARAMARK is one of Germany's leading catering and service management providers in this sector. Around 7500 employees are engaged in work across the country for ARAMARK Holdings GmbH & Co. KG, which has its headquarters located in Neu-Isenburg. The second largest catering company in Germany provides its services to around 500 customers in the fields of corporate catering, catering for sports events, bars, pubs and clubs, trade fair catering, as well as hospital catering, catering for the elderly, and catering for schools and day nurseries. In addition to this, around 3500 companies are supplied by ARAMARK Refreshment Services.

**Company Portrait: Paul Horn GmbH**



Paul Horn GmbH was founded in 1969. Its parent branch is in Tübingen am Neckar.



A view of the grinding shop. The company has a global workforce of around 1.200 employees.

## Hidden champion at international level

Turning, grooving, milling, drilling, reaming: With its high-precision solid-carbide tools, Paul Horn GmbH is able to enjoy success on a global scale. The head office of the medium-sized business is located in the university town of Tübingen.

Tübingen is home to one of the hidden champions of German tool building. It is in this town that Paul Horn GmbH, a company that was established back in 1969, develops and produces solid-carbide tools with a workforce of approximately 800 people. This medium-sized company has established a presence, with either subsidiaries or branches, in over 70 countries, and in all continents. The company's turnover in 2013 in Germany was around 140 million euros.

To strengthen its position as a leader on the world market, in 2008, Horn added an additional production building alongside its parent branch and existing production facilities in Tübingen. In 2011, a new building was erected for HORN Hartstoffe GmbH, a subsidiary of Paul Horn GmbH in Tübingen. Horn's main customers include companies from the automotive and aviation industries, as well as from the machine-construction, chemical and medical-device industries. Horn has a global workforce of around 1.200 employees. The company has production sites in England, Italy, Hungary and the USA.

interbad 2014:

## New momentum

interbad, the international trade fair for swimming pools, saunas and spas, featuring a congress for pool and bath technology, is providing new momentum for 2014. Its special shows are aimed at particular target groups for the first time. For example, the "Creating atmospheres" show, with live presentations and presented discussions with experts for hoteliers, architects, planners and private clients who are having building work carried out by contractors. It was developed in collaboration with the Association of German Interior Designers (BDIA), Baden-Württemberg Chamber of Architects and Büro Schienbein + Pier interior architecture. Their task: To create a successful interplay of light, water, air conditioning and surfaces to provide visitors with unique experiences of the indoor space.

The "My gym. The fully automated fitness club" special show demonstrates



With special shows and a supporting programme, interbad 2014 is setting new priorities.

how intelligent software can be used to operate a premium fitness area with minimal intervention from staff, and therefore increase the possibilities on offer for wellness and spa facilities, and in turn, profits. "Resort spa", another special show organised in collaboration with the European Waterpark Association e. V., will be at interbad to present themed spas in hotels for various target groups, such as those on business trips, families and senior citizens. Also new to interbad, which takes place between

21st and 24th October 2014, is Messe Stuttgart "interbad Innovation Award": Industry representatives attending the trade fair choose their favourites from the exhibited innovations, and will base their assessment on aspects such as innovation, functionality, practicality, durability and design. Voting will be possible before the trade fair begins via an online platform set up specifically for the purpose. Voting will also take place on site at digital voting terminals in interbad's new "Innovation area".

AMB China 2014:

## Official support

The German Ministry for the Economy and Energy (BMWi) has included AMB China 2014 in its overseas trade fair programme. It includes trade fairs in which the association participates, in cooperation with the Exhibition and Trade Fair Committee for the German Economy (AUMA), due to their particular importance for German foreign trade. This gives exhibitors the opportunity to introduce themselves at a shared trade fair stand under the motto "Made in Germany" at preferential rates.

AMB China is the sister trade fair to the Stuttgart-based leading international trade fair for metal working, AMB, and will take place in 2014 for the fourth time between 13th and 15th October in the Nanjing International Expo Center. "The inclusion on the list of trade fairs worthy of government support shows that BMWi and AUMA have recognised the growing importance of the trade fair in China," explains Roland Bleinroth, Managing Director of Messe Stuttgart, happily.

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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



## “The interest is tremendous”

*Message portrait:*  
Dr. Corinna Basler, Vice President  
Messe Stuttgart Inc., President  
Green Festivals Inc.

The US trade fair market can be a pretty tough nut to crack for European companies. Anyone, and organisers especially, who want to make a success of establishing themselves, must be intimately acquainted with the country and people, not to mention the special aspects of the American trade fair industry, and of course their portfolio must include the right topics of interest. All of which applies to both Messe Stuttgart and Dr. Corinna Basler (34). However, one thing at a time.

On 1 August last year Messe Stuttgart founded its own US subsidiary, Messe Stuttgart Inc. and assumed responsibility for the Green Festivals, the most important run of sustainability fairs aimed at the general public in the USA. Vice President Messe Stuttgart Inc. and President Green Festivals Inc. is Dr. Corinna Basler, a business economist with over ten years' international business experience. Before joining Messe Stuttgart the business economist ran her own consulting firm in the state capital. Her consulting focus: strategy and sustainability.

### **Commitment to sustainability**

As Roland Bleinroth, President Messe Stuttgart comments: “Taking over Green Festivals is another milestone in our internationalisation strategy. In terms of content the Green Festivals are the perfect counterpart to the Stuttgart spring fairs like the Market for Good Taste – the Slow Food Trade Fair or the intelligent electric motor show ‘auto motor and sport i-Mobility’, which are also devoted to sustainability.” According to Bleinroth Corinna Basler is the ideal person for the job of promoting the fairs that take place annually at five US venues in San Francisco, Los Angeles, New York, Chicago and Washington D. C. And, in turn, promoting all the innovative compa-

nies, global brands, national and regional companies that have committed themselves to the subject of sustainability in the United States.

Messe Stuttgart Inc. is headquartered in Atlanta, Green Festivals Inc. is sited in Asheville in the US state of North Carolina. From this base Basler and her current team of 13 permanent and many freelance members of staff work to extend the Green Festivals' target group of visitors and to boost its group of existing exhibitors. “Our main ambition is to offer an attractive and varied trade fair portfolio with something that appeals to everyone in the USA”, as Basler succinctly describes the aim of the venture.

Anyone labouring under the impression that the USA lags behind as an eco-friendly nation, will be disabused of this misconception by Basler: “Lots of people, especially those in the major cities on the East and West Coast, have a lifestyle in which sustainability plays an significant role”, comments Basler. “There is a huge interest in the corresponding products. These range from vegetarian milk for breakfast, the best e-car that can go the longest distance to sustainable offerings for pets and locally brewed organic beer. The market has a constant demand for new innovative brands and products with the sustainable label.” One reason why Basler is taking a look at other potential sites to join the established successful Green Festival Cities, and they may well lie beyond the United States boundaries. Basler and her team have a further brief: to develop other trade fair themes in the USA and to market them there successfully.

As an avid marathon runner the necessary determination and endurance for this assignment come almost as second nature to Basler. She also has a personal take on sustainability: she has been a vegetarian for 20 years, and became a vegan ten years ago.



Pilgrim for a day: trade fair staff take to the road again in 2014.

Messe Stuttgart:

## Pilgrim Trade Fair

The Clerical Services at Messe Stuttgart are organising a Pilgrim's Day on St. James's Way in 2014. Messe Stuttgart employees and contracted companies are invited along with spouses and life partners. Under the aegis of Messe ministers Martin Heubach and Hans-Jörg Bahmüller of the Winnenden Pilgrimage Group the route will lead from Stetten in Remstal over the Schurwald to Denkendorf on 21 June 2014. The pilgrimage starts at 10 a.m. from the Evangelical church in Stetten, and ends after a good four hours' walk with a tour of Denkendorf Abbey Church. Registration up to 31 May via Martin Heubach. Email: [Martin.Heubach@gmx.de](mailto:Martin.Heubach@gmx.de), 0171/63299353.

Stuttgart Marketing GmbH

## Stuttgart all inclusive with the new StuttCard

The new StuttCard by Stuttgart-Marketing GmbH was issued at the beginning of 2014. It entitles holders to free admission to all Stuttgart museums, many leisure facilities in Stuttgart Region and regional partner organisations. Art lovers can thus enjoy the Stuttgart State Gallery, Stuttgart Art Museum and regional museums like the Galerie Stihl Waiblingen. Automobile enthusiasts may prefer the Mercedes-Benz and Porsche museums, while those interested in castles can visit Schloss Ludwigsburg, Schloss

Favorite or Schloss Solitude at no extra charge. The StuttCard doubles as a travel card in the transport network of the VVS Transit and Tariff Association Stuttgart. Cost: 23 Euros (24 hours), 38 Euros (48 hours), 45 Euros (72 hours). The StuttCard is available at the Tourist Information i-Punkt, Königstr. 1a, at the Airport Tourist Information, Level 3, Terminal 3, at the Customer Service on 0711/22 28 100, per email to [hotels@stuttgart-tourist.de](mailto:hotels@stuttgart-tourist.de) and in the Internet at [www.stuttgart-tourist.de/stuttcard](http://www.stuttgart-tourist.de/stuttcard).



Enjoy the state capital: sightseeing is less expensive and more environmentally friendly with the StuttCard.

## LMS Internal

**Dr. Reinhard Schlossnickel** (55) has been appointed Head of Personal & Organisation, Landesmesse Stuttgart. He reports directly to the Executive Board. Schlossnickel left Stuttgart city authority in January 2013 to join the trade fair's Enterprise Development department. Prior to this the Doctor of Theology headed the City Hall administrative department for 16 years under Mayor Prof. Wolfgang Schuster – finally holding the post of city director.



Dr. Reinhard Schlossnickel, Head of Personal & Organization

**Thurain Aye** (52) is the new Managing Director of Messe Nanjing Stuttgart Joint Exhibition Ltd. Prior to this Aye acted as representative of Messe Stuttgart in Australia and Oceania. He has worked in the international trade fair business for over 20 years and, among other, has held top positions at Reed Exhibitions China and VNU Exhibitions Asia.

**Gunnar Mey** (38) and **Sebastian Schmid** (34) have been appointed department directors in the Industrial Solutions business division of Landesmesse Stuttgart GmbH. A business economist, Mey is responsible for the Industry division, in charge among other for the leading trade fair AMB, the International Exhibition for Metalworking. The department's portfolio also includes other trade fairs in the investment goods industry at the Stuttgart site and the AMB China. Sebastian Schmid is the department director for technology trade fairs – including R+T, the leading world trade fair for roller shutters, doors/gates and sun protection systems with branches in Shanghai, Melbourne and Istanbul. The business economist and graduate of a MBA degree course in Event Marketing and his team also organise the international technology trade fair for wine, fruit, fruit juice and spirits, INTERVITIS INTERFRUCTA. The new department directors report to Thomas Walter, Vice President, Industrial Solutions.



New department directors in the Industrial Solutions division: Sebastian Schmid (left) and Gunnar Mey (right).



## Satisfied customers

Top marks for advice, support and service in the trade fair's Guest Events division

Messe Stuttgart and the ICS International Congress Center Stuttgart are among Germany's most popular venues. Last year 107 companies and organisations brought their trade fairs, congresses and events to the location at the airport and hosted around 350,000 visitors and guests. These Guest Events are thus a key economic factor for Messe Stuttgart.

The current results of Messe Stuttgart's on-going customer satisfaction survey show that this success owes nothing to chance. The Guest Events division at Messe Stuttgart scores particularly well when it comes to its wealth of expertise in consulting, ser-

vice and support. One hundred percent of the organisers surveyed commented that their guests and visitors were either satisfied or very satisfied. Two-thirds would definitely recommend Messe Stuttgart and the ICS as a venue, another quarter would be likely to do so. For around 80 percent of the customers in 2013 it was a repeat visit.

### Successful cluster strategy

An important reason for the very good customer reception is the major satisfaction with the support from the Guest Events division team and its

Top marks for ICS International Congress Center Stuttgart and Trade Fair Centre.

partners. Services ranging from initial advice and project management to technical implementation earned a "highly satisfied" or "satisfied" rating from over 90 percent of surveyed customers.

Stefan Lohnert, Vice President Guest Events, Messe Stuttgart commenting on encouraging customer opinions: "These results top even last year's high scores. What we are seeing here are the first fruits of our restructuring."

### Good infrastructure

Since September of last year Lohnert's department has pursued an industry-oriented cluster strategy that targets focus sectors while concentrating on the trade fair profile and Stuttgart Region business community. Stronger customer centricity is at the same time an integral part of project management: both events at the ICS and in the trade fair halls are supported by Lohnert's team.

The Messe Stuttgart and ICS facilities are also impressive. Two-thirds of the interviewees regarded the site's excellent communication links to be an important criterion for opting for the location on the Filder. Around half also quoted the good infrastructure at the trade fair grounds and its impressive architecture.



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tekomp Annual Conference 2014:

## New in Stuttgart

From 2014 onwards the Association for Technical Communication (tekomp) is to hold its annual conference at the ICS International Congress Center Stuttgart. The first tekomp Annual Conference coincides with the tcworld and tekomp trade show from 11 to 13 November at the Filder venue.

An important reason for this decision lies in the region's business structure. As Dr. Michael Fritz, Managing Director, tekomp explains: "Many of our members and their customers come from the immediate vicinity of Stuttgart. This confirms the huge potential of the cluster strategy pursued by Messe Stuttgart's Guest Events division (see page 42). "The annual tekomp conference fits in perfectly with our portfolio", comments a delighted Stefan Lohner, Vice President, Guest Events. "It complements our IT events and our automotive focus. Automobile and engine building, software and hardware are key industries for technical communication. Both have a strong presence in the Stuttgart business community."

Another point in ICS's favour is the maximum flexibility of its facilities. With around 7,000 square metres of



The Association for Technical Communication will hold its congresses in Stuttgart.

exhibition space and over 20 conference rooms for workshops and lectures the tekomp Annual Conference demands high standards. tekomp Managing Director Fritz emphasises: "At the ICS attendees benefit from everything being close at hand and clearly laid out so you can easily find your way around". tekomp is Europe's largest professional association for technical communication. Typical areas of technical communication are instruction manuals for industrial goods, online help for consumers and professional users and country-specific adaptation of software interfaces.



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### CONGRESSES & EVENTS 2014

**14.05.2014**  
**1st Technology Day**  
**Hybrid lightweight construction**

Organiser: Leichtbau BW GmbH

**24.05.2014**  
**The Spirit of Lifeplus 2014**

Organiser: Lifeplus Europe Ltd.

**25.05.2014**  
**Biker Day 2014**

Organiser: Baden-Württemberg  
Ministry of the Interior

**25.05.2014**  
**Gabi Steiner –**  
**Experience drawn from practice**

Organiser: Andreas Steiner e. K.  
Coaching & Eventplanung

**14.06.2014**  
**Süddeutscher**  
**Journalistentag 2014**

Organiser: DJV Landesverband  
Baden-Württemberg e. V.

**15.–17.09.2014**  
**European M.I.N.T.**  
**Convention 2014**

Organiser: GMINT MEDIA GmbH

**30.09.–02.10.2014**  
**Deutscher Straßen- und**  
**Verkehrskongress 2014**

Organiser: Forschungsgesellschaft für  
Straßen- und Verkehrswesen e. V.

**11.10.2014**  
**Meisterfeier des Handwerks**

Organiser: Stuttgart Region Chamber  
of Trade



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**Sightseeing Tip: Wilhelma (Stuttgart)**

Botanical garden in an historical setting and zoo with many animal species: a mix that makes Stuttgart's Wilhelma unique.

## The loveliest "zoo" in the world

The Wilhelma is Stuttgart's classic sightseeing destination with new attractions.

What earns you "classic" status? For one that you can always find something new to discover. If that is one of the criteria, then Stuttgart's Wilhelma certainly belongs in this category. With over two million visitors a year Germany's only zoological botanical garden is Stuttgart's most popular sightseeing destination and one of the country's most-visited "zoos". It is home to around 10,000 animals and 1,000 species. The plant world numbering



One of the Wilhelma's main attractions is the new ape house.

around 6,000 different species and varieties is just as impressive. Its combination of flora and fauna makes the Wilhelma unique – which is why the word "zoo" is in inverted commas –. For this reason it is regarded by connoisseurs as one of the loveliest "zoos" in the world.

Among the Wilhelma's many attractions is the ape house recently opened in the middle of May last year. Built to accommodate African apes, it is in the immediate vicinity of the elephants and giraffes. High standards were demanded of the new complex: it was to offer the best zoo accommodation possible according to the present state of knowledge for two species, the gorillas and the bonobos. The constantly growing body of knowledge about apes and the specific needs of their species over the past decades as well as the 55 years' of ape-keeping experience at the Wilhelma were taken into consideration in the construction of the new complex. The result is a complex that offers the animals one thing above all

other: considerably more space. In addition, the complex is better suited to the social systems and needs of both species, gorillas and bonobos: the animals are afforded more comfort, more nature and more things to occupy their attention.

The present-day Wilhelma Park belongs to the historical heritage of Baden-Württemberg, by whom it is also owned. It was originally designed as a private park with Moorish style buildings as a prestigious residence for King Wilhelm I. Popular trend of the era. In the middle of the 19th century Moorish architecture was considered to be the last word in elegance by the royal families of Europe. The Swabian monarch therefore commissioned his architect Karl Ludwig von Zanth to design a Moorish park, to be called by the emblematic name of Wilhelma. It was modelled on the epitome of Moorish architecture, the Alhambra in Granada, Spain, the difference being that the Swabian version graces the Neckar.

## HIGHLIGHTS 2014

### 10.–20.07. Hamburg Fish Market

Location: Karlsplatz, Stuttgart

### 13.–20.07. jazzopen Stuttgart

Location: Mercedes-Benz Museum (Open-air stage), Jazzclub BIX, Schlossplatz; State University of Music and Performing Arts Stuttgart

### 07.–10.08. Stuttgart Summer Festival

Location: Stuttgart city centre

### 27.08.–07.09. Stuttgart Wine Festival

Location: Marketplace/Schillerplatz Stuttgart

### 26.09.–12.10. 169th Cann- statter Volks- fest (Festival)

Location:  
Cannstatter Wasen



## Restaurant Tip: Franke Brasserie, Bar & Lounge Stuttgart

### Brasserie on the spot

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

Brasserie cuisine revisited and combined with influences from around the globe: this is culinary concept presented by Franke Brasserie Bar & Lounge at Stuttgart Airport. Ideally situated for visitors travelling to trade fairs and congresses in the state capital.

An extract of the "Franke's" menu includes, for instance, grilled breast of chicken with lemon grass, ginger, garlic and honey, served with grilled tomato and creamed potatoes, homemade ravioli filled with spinach and goat's cheese, served in creamy tomato sauce with Parmesan or rump steak from grass-fed Argentinian beef cows, barbecued on a lava stone grill, with herb butter and French fries. In the summer guests can sip cocktails on



Modern brasserie: Franke Brasserie Bar & Lounge at the airport.

the terrace or at the stylish bar. The "Franke" offers a private dining room for special occasions like business dinners in the evening. Address: Flughafenstraße 51, 70629 Stuttgart, open daily from 6 a.m. to 10.30 p.m. Tel. +49 (0) 711/62768-980, email: info.stu01@grandcityhotels.com.

## Hotel Tip: Mercure Hotel Stuttgart Airport Messe (Stuttgart-Möhringen)

### Four stars for trade fair visitors

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

White walls, brown and beige-tone fabrics, light-coloured wood paired with red accents, provided for instance by the sleek desk or distinctive splash of colour on the carpet: the design of the 148 fully modernised, refurbished and air-conditioned rooms at the Mercure Hotel Stuttgart Airport Messe is timeless, understated and inviting. Elegant bathrooms, extra-long beds (210 centimetres) and new flat screen TV sets were also part of the investment. Free, fibre-based ultra-high-speed WLAN for all guests is one of the amenities offered guests of the four-star hotel, along with a bar, restaurant and chargeable underground car park.

Particularly attractive for exhibitors and visitors to Messe Stuttgart: on request a free shuttle service runs to the trade fair grounds just four kilometres away or to the airport. The main railway station and Stuttgart city centre are ten kilometres away from the hotel on the Filder.

Mercure guests can choose between standard rooms with single or twin beds, superior rooms with king-size beds and privilege rooms with a king-size bed and sofa. A certified CCH conference hotel, the Mercure offers four function rooms for smaller scale business events with up to 140 attendees. All conference rooms are air-conditioned and are equipped with WiFi and modern conference systems. The multifunction rooms can also be combined as required. Address: Mercure Hotel Stuttgart Airport Messe, Eichwiesenring 1/1, 70567 Stuttgart, Tel. +49 (0) 711/72660, email: H1574@accor.com



All 148 rooms in the Mercure Hotel at the trade fair are newly modernised.



A free shuttle service takes guests from the hotel to the trade fair on request.



Baden-Württemberg is one of the most economically strong regions in Europe, the concentration of industrial activity here is one of the highest all over the world. Global market leaders, high-tech and innovations are at home here and represent the success and economic power of our country in a future-oriented manner. Messe Stuttgart is also another



Dr. Nils Schmid, MdL,  
Deputy Minister President and Minister  
of Finance and Economy of the State  
of Baden-Württemberg

visible flagship: for the country, for the region and, of course, for Stuttgart itself. As a "showcase to the world" it is a key component for the success of the strong medium-sized economy in Baden-Württemberg. Not least because of its constantly increasing international character at the new location in the Filder region. As globalisation affects not only the large listed companies, but also the medium-sized companies.

The Stuttgart trade fair centre also satisfies the latest ecological requirements and thus the sustainability objective: Over half of the trade fair grounds are green. There are solar panels on the roof of the Bosch car park and on the roofs of the trade fair halls which can produce power for over 1,000 households.

## "Indispensable platform"

The cover story in this edition of *Message* is the Stuttgart-based AMB 2014. The international exhibition for metalworking is one of the top trade fairs in this industry worldwide. It is an indispensable platform for Baden-Württemberg and its strong machine tool building sector. Companies located in the state and beyond present their strengths and innovative power at this trade fair. AMB clearly demonstrates the importance of its industry for economic growth and thus also the prosperity of our citizens and the entire state. This is why in 2014 I have assumed the patronage for AMB, one of the leading trade fairs that takes place in Stuttgart. I hope all exhibitors and visitors enjoy a very successful year and also, of course, a very successful future.

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