



Message

TRADE FAIRS | CONGRESSES | EVENTS

02 | 2015

MARKET OF OPPORTUNITIES

Business Division Guest Events



MOULDING EXPO

Technology highlights

CONTROL

Quality makes the difference

IT & BUSINESS

One brand, one trade fair

2015


6. Control China

 Fachmesse für
 Qualitätssicherung

26.–28.08.2015 SINEC W5 Hall, Shanghai, China

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

21. Druck+Form

 Fachmesse für die
 grafische Industrie

07.–10.10.2015 Messe Sinsheim

24. Fakuma

 Internationale Fachmesse
 für Kunststoffverarbeitung

13.–17.10.2015 Messe Friedrichshafen

**14. Faszination Modellbau
FRIEDRICHSHAFEN**

Internationale Messe für Modellbahnen und Modellbau

30.10.–01.11.2015 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

20. Echt Dampf-Hallentreffen

 Dampfbetriebene Modelle von Eisenbahnen,
 Straßenfahrzeugen, Schiffen und stationären Anlagen

08.–10.01.2016 Messe Karlsruhe

4. Faszination Modellbahn

 Internationale Messe für Modell-
 eisenbahnen, Specials & Zubehör

04.–06.03.2016 Messe Sinsheim

4. Faszination Modelltech

 Internationale Messe für
 Flugmodelle, Cars & Trucks

18.–20.03.2016 Messe Sinsheim

15. Control Italy

 Fachmesse für
 Qualitätssicherung

März 2016 Messe Parma / Italien

15. Motek Italy

 Fachmesse für Produktions-
 und Montageautomatisierung

März 2016 Messe Parma / Italien

2. Control India

 Fachmesse für
 Qualitätssicherung

07.–09.04.2016 Gandhinagar, India

2. Motek India

 Fachmesse für Produktions-
 und Montageautomatisierung

07.–09.04.2016 Gandhinagar, India

30. Control

 Internationale Fachmesse
 für Qualitätssicherung

26.–29.04.2016 Messe Stuttgart

17. Agri Historica

 Traktoren – Teilmärkte –
 Vorführungen

April 2016 Messe Sinsheim

13. Optatec

 Internationale Fachmesse für optische
 Technologien, Komponenten und Systeme

07.–09.06.2016 Messegelände Frankfurt / M.

5. Stanztec

 Fachmesse
 für Stanztechnik

21.–23.06.2016 CongressCentrum Pforzheim

35. Motek

 Internationale Fachmesse für
 Produktions- und Montageautomatisierung

10.–13.10.2016 Messe Stuttgart

10. Bondexpo

 Internationale Fachmesse
 für Klebtechnologie

10.–13.10.2016 Messe Stuttgart

33. Modellbahn

 Internationale Ausstellung
 für Modellbahn und -zubehör

17.–20.11.2016 Koelnmesse

2016


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With Messe Stuttgart, the Presidents Ulrich Kromer (left) and Roland Bleinroth achieved the highest sales ever in the company's history in 2014.

Record sales in 2014

Messe Stuttgart started the anniversary year with an extremely strong balance sheet. There were also records in exhibitor figures and new events.

A trade fair year cannot get off to a better start: "Despite a challenging economic environment in our core markets, we managed once again to improve the result in the strong even trade fair year of 2014", stated President Ulrich Kromer during the presentation of the preliminary business figures. "Last year Messe Stuttgart achieved the highest sales ever in the company's history. Total earnings amounted to 137 million Euro." For the second time in the company's 75-year history, a double-digit million Euro result was generated from sales. This figure is 15 million Euro before lease and income tax. "With our sustainable profitability, we are laying the cornerstone for the further positive development of Messe Stuttgart", explained Kromer.

MORE EXHIBITORS – MORE TRADE FAIRS

The management team was also able to announce records in the exhibitor figures. A total of 21,295 exhibitors presented their offering in Europe's state-of-the-art trade fair centre – more than ever before. With a hall turnover factor of 14.5, Messe Stuttgart was once again one of the trade fair centres with the highest capacity utilisation in Germany in 2014.

The number of trade fairs at the Stuttgart location was above last year's level (57) at 72 and was made up of 49 self-organised events and 23 guest trade fairs. 1,317,000 visitors were present at the events in the trade fair halls and in the ICS International Congress Center Stuttgart; 83,000 of whom travelled from abroad. High customer satisfaction ratings and top marks with regard to the international character of trade fairs in Stuttgart – 20.5 percent on the exhibitor side – complete the positive image.

The Stuttgart-based flagships, as well as the world's largest consumer show for leisure and tourism CMT, the historic and classic cars trade fair RETRO CLASSICS, the industry meeting point for the innovative hospitality sector INTERGASTRA, the education trade fair didacta, as well as the mechanical engineering event AMB together with successfully positioned new products, were key to the success. "With KREATIV, RETRO RACE and the new topic Maker Space within the framework of HOBBY & ELEKTRONIK, we launched three new developments in the area of consumer shows", explained President Roland Bleinroth. "Two successful new guest events were initiated with UNITI expo, an international trade fair for products and services associated with petrol stations, and

Vision Pharma", added the head of Messe Stuttgart Kromer. "We are constantly aligning our portfolio to growth and are thus an innovation leader among the German trade fair companies", explained Bleinroth: "Over the last five years our team has implemented 13 new trade fair topics. And on top of this 17 new topics with the guest events." And three new topics will celebrate a première in 2015. Messe Stuttgart is expanding its programme in the area of industry trade fairs with Moulding Expo Stuttgart (see page 18). The trade fair duo "veggie & free from" shows nutrition alternatives within the framework of the autumn trade fairs in November – from meat-free foods through to allergy-free foodstuffs without additives. Also new is EuroMotor, the trade fair for lifestyle, motion and design, organised by RETRO Messen GmbH from 4 to 6 December (see page 33). Europe's most modern trade fair and congress centre is also an attractive venue for corporate events or other types of events. With 134 events (2013: 74), the ICS International Congress Center Stuttgart was occupied 215 days (2013: 185).

FOREIGN BUSINESS DRIVING GROWTH

Another growth engine is business abroad. Messe Stuttgart is present in 51 countries, 15 self-organised events give the company an international slant. In 2014, the consumer shows Green Festivals took place in the USA for the first time completely under the management of Messe Stuttgart. "We managed to give fresh impetus to the most important sustainability trade fair series in the USA", said President Bleinroth. Many of the most well-known Stuttgart-based trade fairs are reaching their capacity limits. The new Hall 10 with an exhibition area of 14,600 square metres should help remedy this situation from 2018. "If everything goes according to plan we will lay the foundation stone in autumn 2015 and the hall will open for CMT 2018", stated Kromer.



More information: www.messe-stuttgart.de

Markus Vogt,
Company Spokesman,
Landesmesse Stuttgart GmbH.



"Standards in conference and congress business"

The future is part and parcel of day-to-day life for the employees of the Business Division Guest Events. The team under the authorised representative Stefan Lohnert markets free hall capacities, and the ICS International Congress Center Stuttgart supports the organisers of various events – from the automotive presentation to the medical conference. The decision on whether Messe Stuttgart is booked as a venue is generally made three to four years in advance.

More and more guest event organisers are deciding in favour of Stuttgart. In 2015, over a third of the turnover generated by Landesmesse Stuttgart GmbH will be attributed to guest events. The number of events is constantly increasing. One reason for this is revealed in a current survey: 98 percent of organisers were satisfied or very satisfied with the support received before and during their events. The initial contact, offer, planning and implementation set standards in the German conference and congress business! The cover story of this edition of Message addresses the guest events of Messe Stuttgart in detail, reports about successful acquisitions and also explains the importance of the future Hall 10 (Horn Hall) for the Guest Events team.

A few words about us: We have improved and further developed Message with the same passion we put into the organisation of our trade fairs. We are concentrating on a confident look and strong photos, because we believe in the power of images. In terms of content, we will offer you even more topics from our trade fair world, which are definitely worth a read, and report in more detail about regional trends. We hope you enjoy reading the magazine.



Full programme: The Berlin musician Philipp Volksmund aptly described the 75-year history of Messe Stuttgart in his rap.



Party mood: (from left to right) Chairman of the Supervisory Board Michael Föll, President of Messe Stuttgart Ulrich Kromer, Minister President Winfried Kretschmann, Mayor Fritz Kuhn, President of Messe Stuttgart Roland Bleinroth.

The success story continues

75 years – and counting. Messe Stuttgart raised the roof at the traditional New Year reception. With 1,600 guests and the Messe Stuttgart rap.

Black limousines, yellow anniversary carpet: The New Year reception of Messe Stuttgart on 15 January 2015 was a bit more festive than normal this time. Approximately 1,600 guests from business, politics and society made their way to the ICS International Congress Center Stuttgart at the start of the anniversary year. Messe Stuttgart showed the highlights of its 75-year success story in a mix of shows and dance routines, moderated by TV entertainer Malte Arkona, and historic film clips. Winfried Kretschmann, Minister President of the State of Baden-Württemberg, and the Mayor of Stuttgart Fritz Kuhn praised the work of the trade fair company in their welcome addresses. “We are proud that Messe Stuttgart is so creative”, stated Kretschmann. “If it remains like this, we don’t have to worry about its success.”

MESSE STUTTGART RAP AND HANDMADE CHOCOLATES

Following a round of talks with the Presidents of Messe Stuttgart Ulrich Kromer and Roland Bleinroth, as well as the Chairman of the Supervisory Board Michael Föll, musician Philipp Volksmund from Berlin entertained guests with the Messe Stuttgart rap he composed especially for the occasion of the anniversary. The 35 chefs from Messe Stuttgart’s catering company Aramark provided refreshments – including chocolates made directly in front of the guests for dessert.

 More information: www.messe-stuttgart.de/das-unternehmen/75-jahre-messe-stuttgart/neujahrsempfang

Stuttgart Airport

Airport in climb mode

At Stuttgart Airport things are also on the up side from the aeronautical business. The Airport City is taking shape. At the start of 2016 the German head office of the auditing company Ernst & Young will move into the building of the New Office Airport Stuttgart (NOAS) as the first major tenant with 1,500 employees. “New Office Airport Stuttgart, the long-distance bus station and the P14 car park are just some of the projects we are currently pressing ahead with”, explains President of Flughafen Stuttgart Walter Schoefer. “Together with the airport railway station within the framework of S21, we are creating an intermodal transport hub which is one of the best developed locations in all of Baden-Württemberg.”



Building project: The Airport City at Stuttgart Airport is growing. Goal: The best developed location in Baden-Württemberg



Oldie with multimedia: The anniversary bus comes to the citizens in the region with a 75-year history of Messe Stuttgart.



Cinema experience: A film shows visitors 75 years of Messe Stuttgart in just under five minutes.

Messe Stuttgart anniversary

Tour of the state

Messe Stuttgart is touring through the region in the anniversary year with a "Messe Stuttgart bus". The inside of the twelve metre long, former civic mobile library (previously called "Moritz") now boasts state-of-the-art multimedia technology. Visitors can watch the key stages of Messe Stuttgart's history on nine screens. Three beamers project a film, which summarises the 75-year history of Messe Stuttgart in five minutes, on a ten-metre long screen. The Stuttgart-based agency Visuell came up with the idea and design of the cinema experience bus. The media technology was implemented by Messe Stuttgart's partner Neumann & Müller, and the interior fittings were carried out under the management of Bluepool. The Stuttgart-based company Alfred Kiess GmbH was responsible for the actual upgrade. "In 2015 we are present with the bus at self-organised events, and we are travelling to marketplaces and festivals in the region", states Martin Walter, Vice President, Marketing Communication.



Current tour details are available online at www.messe-stuttgart.de/das-unternehmen/75-jahre-messe-stuttgart/messe-bus

TRADE FAIR HIGHLIGHTS

Ulrich Kromer, President/CEO of Landesmesse Stuttgart GmbH.



"Positive experiences"

As you have already heard, 2014 was a very strong year for Messe Stuttgart and generated a record sales figure of 137 million Euro and a profit of 15 million Euro, just in time for the 75th anniversary. The current anniversary year 2015, an uneven and thus weaker year, will be slightly quieter with expected sales of 100 million Euro. Nevertheless, we are celebrating the anniversary with Swabian modesty. Activities are planned at many trade fairs. A "Messe Stuttgart bus" will also tour the state to present the 75-year history of Messe Stuttgart. Although we are not as old as the trade fair companies in Leipzig or Hamburg, we compiled the development of Messe Stuttgart in a chronology, which is shaped by numerous well-known trade fairs that still take place today. Please let us know if you would like a copy of the chronology.

It is rather rare in the trade fair business that a new trade fair topic is virtually served on a silver platter. This was how it happened with Moulding Expo, the international trade fair for tool, pattern and mould making, which celebrates its première from 5 to 8 May 2015. Triggered by suggestions from customers, we addressed this special topic very intensively in autumn 2013/spring 2014 and established this new platform. Approximately 550 exhibitors will showcase themselves at this new trade fair for the début event, which coincides with the leading world trade fair for quality assurance Control. A topic which fits well with Baden-Württemberg and our industry portfolio.

At the end of 2015 we will start the construction of the new Hall 10 with an upgraded West entrance, and we are assuming that both structures will be completed in winter 2017. The Tübingen-based company Paul Horn GmbH lent its name to the new Hall 10. In the future the hall will be called the "Horn Hall". Paul Horn GmbH has been connected to Messe Stuttgart for many years and is one of the largest exhibitors at our AMB event. A huge thank you to President Lothar Horn, who agreed to this cooperative venture with us.

As you can see a lot happens in an anniversary year. One could get used to it. I wish you all the best – and hope you have one or two positive experiences this year.

Market of Opportunities

Trade fairs, congresses, events – the Business Division Guest Events of Messe Stuttgart does a lot more than just rent as much hall space as possible to external event organisers. The Guest Events department successfully implements over 120 events every year.





2,300 employees and sales partners came to the annual celebration of Alfred Kärcher Vertriebs GmbH (far left). The music festival SEMF attracts around 17,000 fans to the trade fair grounds every year.

Messe Stuttgart – one venue, lots of opportunities: Stefan Lohnert focuses on variety. And for good reason too. For the Vice President of Guest Events and his team of approximately 20, trade fairs realised by external companies are just one, but an extremely important, module in the event mix. There are also congresses with and without accompanying exhibitions, as well as the event area with annual general meetings and corporate events for customers, employees and the press. And not forgetting the atypical events such as the Stuttgart Electronic Music Festival (SEMF). All have special requirements of Messe Stuttgart and its ICS International Congress Center Stuttgart.

One venue, many challenges. "On the surface, we only rent the halls and areas to guest event organisers", is one bias Lohnert mentions. "But we also provide numerous ancillary services from the partners of Messe Stuttgart." This allows Lohnert's customers to concentrate on their core business: the acquisition and support of their exhibitors and visitors. "The rental business is our day-to-day work", states Lohnert knowingly. "This is something we are very good at. But the expectations of customers are growing, especially when it comes to services. Therefore, for my team and I getting involved in the design ideas of our customers ahead of an event and satisfying their individual requirements makes all the difference."

Creating diversity in the guest trade fairs, congresses and events is not an easy task, and already requires extreme customer orientation and detailed market knowledge at the acquisition stage. The acquisition of new guest events has therefore been following a cluster strategy since 2013, which focuses primarily on five areas, the core industries of Stuttgart and Baden-Württemberg: medical device industry and health management, automotive, IT, trade and commerce and power management. "For each of the industries there are fixed contact partners in the sales team of our division. They know the respective market environment like the back of their hand, and are therefore able to satisfy the needs of customers more accurately and quicker", is how Lohnert highlights the advantages of the cluster solution. The organisational separation between events in the trade fair halls and in the ICS also no longer exists in the project coordination. The service comes from a single source, irrespective of the type and location of the event. A model which is well received on the fiercely

competitive market for guest trade fairs, congresses and events. In the automotive area, in 2014 the UNITI expo, a new international trade fair for the petrol station world with approximately 300 exhibitors and 10,000 visitors, and in the trade and commerce area, the Samsung Roadshow with 1,000 visitors, were some of the successful acquisitions. New events in 2015 include the MASTER AND MORE trade fair, the only event in Germany which is aimed exclusively at prospective master students, and Structured Finance on 25 and 26 November. The congress trade fair with around 150 top experts, over 80 renowned finance and consulting services, as well as approximately 1,500 participants, is a ▶

"GETTING INVOLVED IN THE DESIGN IDEAS OF OUR CUSTOMERS AND SATISFYING THEIR INDIVIDUAL REQUIREMENTS MAKES ALL THE DIFFERENCE."

Stefan Lohnert, Vice President Guest Events, Messe Stuttgart

Festive occasion:
125-year anniversary
of Robert Bosch
GmbH in Hall 7.



Stuttgart is the most important venue for Fastener Fair, the trade fair for fastener and fixing technology (below).

LogiMAT is one of the successful technology guest events in the Filder region.





At parts2clean (far left) it is all about cleanliness. COSMETICA is the meeting place for the beauty industry in southern Germany.

leading event for Treasurers and Chief Financial Officers. In 2016 the Congress of the German Society of Gynaecologists and Obstetricians with 3,600 participants is new on the guest events calendar; followed in 2017 by the Annual Congress of the German Society for Pneumology and Respiratory Medicine with 3,500 participants.

The top ratings in a current customer survey confirm that the Guest Events division hits the nerves of its customers: 94 percent of those surveyed would book Messe Stuttgart and the ICS as an event venue again. There are also excellent ratings for on-site advice and service: 98 percent of the guest event organisers were 'satisfied' or 'very satisfied' with the support received before and during their event. "With the initial contact, offer, planning and implementation, we therefore set standards in the German trade fair, conference and congress business", delights Lohnert.

There are also other reasons for the high acceptance. For large events such as LogiMAT, the international trade fair for distribution, materials handling and information flow, by the guest event organiser EURO-EXPO Messe- und Kongress GmbH, the optimal infrastructure, easy access thanks to the close proximity to Stuttgart Airport and the location in the metropolitan region, are quoted as reasons. "The constantly increasing international character of LogiMAT clearly proves, especially in the record year of 2015, that LogiMAT is an intralogistics trade fair in a strong logistics region", states trade fair director Peter Kazander, who has remained loyal to the location of Stuttgart since 2003. Paul E. Schall, with the trade fairs MOTEK, Blechexpo and CONTROL, and who has also been one of the first guest event organisers since 2007 on the just completed trade fair grounds, also benefits from the optimal location.

Nicola Hamann, Managing Director of the global event organiser for industry trade fairs, B2B events, events and congresses Mack Brooks Exhibitions Ltd., is also very satisfied with the Stuttgart location: "Important target groups of the Fastener Fair Stuttgart for the fastener and fixing technology industry, which is organised by us, include the

mechanical engineering industry, the automotive industry and its suppliers, as well as the construction industry, among others. These industry sectors are represented in great numbers in the region around Stuttgart. An ideal environment for us." With great growth potential: "Since the last record event we were able to further increase the net exhibition area by 15 percent", states Hamann. "The 832 exhibitors now occupy four trade fair halls in Stuttgart."

The COSMETICA trade fair is virtually a home fixture for Nathalie Bock, Managing Director of KOSMETIK international Messe GmbH: "Our COSMETICA trade fairs are a national trade fair concept with locations in the north, east, centre and with Stuttgart in the south of the Federal Republic of Germany", states Nathalie Bock. "Many of our exhibitors have their head offices there, for them the

"SINCE THE LAST FASTENER FAIR WITH ITS RECORD RESULT, WE WERE ABLE TO ONCE AGAIN INCREASE THE NET EXHIBITION AREA OF THE TRADE FAIR BY 15 PERCENT."

Nicola Hamann, Managing Director, Mack Brooks Exhibitions Ltd.

trade fair in Stuttgart is almost like an in-house exhibition." Nathalie Bock is particularly impressed with the architecture of the trade fair grounds. "Our industry deals with the topic of beauty day in, day out. The trade fair halls flooded with light and the beautiful Rothaus Park are very fitting. The combination of these factors has a positive effect on the visitors."

A view, which Dr. Michael Fritz, Managing Director of tcworld GmbH and guest event organiser of the tekomp annual conference/tcworld conference, also shares: "The rooms in the ICS are flexible, boast state-of-the-art technology and have a formidable ambience. Many exhibitors have told us that they feel much fresher after a long day than at other locations." The congress location of Stuttgart is extremely important for the success of two events of Gesellschaft für Technische Kommunikation e.V. ►

In the ICS in 2012 over 6,000 participants obtained information at the congress with accompanying exhibition of the German Diabetes Society (below).

Strong team: Vice President Stefan Lohnert (2nd from left at the back) with the Guest Events team (far right). tekomp annual conference in the ICS (right).



“Many companies are located in and around Stuttgart, whose products sometimes require comprehensive technical documentation. The main focus of our members and prospective customers therefore also lies here”, states Dr. Fritz. With positive effects for the participant figures of both events. For Armin Weiss, Managing Director of WEISS PROJEKT MANAGEMENT GmbH in Diessen am Ammersee, the technical, spatial and logistical advantages of Messe Stuttgart and the ICS are obvious. “In Stuttgart we organise a high-ranking engineering event in the automotive industry area. The ICS is ideal for this event”, says Weiss. “The spatial offering is flexible and scalable, and the technical equipment and IT connections are up-to-date. On the contrary to other locations, which are getting a bit old, and who try to conceal this with superficial measures. The ongoing topic of parking spaces is also off the table at the Stuttgart venue.” Important advantages which are reflected in the visitor numbers and exhibition area. Weiss: “We are currently extending from the ICS in the direction of the foyer at the East entrance.” Despite all the positive feedback and successful acquisitions – guest events are definitely not a sure-fire success for Messe Stuttgart. “Intensive efforts are required in order to maintain the high standard achieved in Stuttgart and strengthen our position among the top ten in Germany,” which Lohnert and his employees in the areas of Sales, Marketing and Project Coordination are well aware of. Their motto: stay on the ball, maintain relationships with existing customers, acquire ambassadors for new trade fairs, congresses and events in business and scientific worlds, target customers directly and actively promote the location and Messe Stuttgart. With this in mind, the Guest Events Business Division in cooperation with Stuttgart Marketing is once again showcasing itself in 2015 at IMEX Frankfurt, the world’s largest trade fair for the congress, events and incentive industry. “We pass the ball to each other”, states Lohnert. “Because primarily with congresses the tourism offer of a destination is an important acquisition argument.” This is why Lohnert is also a council member of the Stuttgart Convention Bureau, which markets the state capital as a congress and event destination worldwide. Diverse marketing measures for a venue with lots of opportunities. From 2018 there will be even more: The new Horn Hall (Hall 10) offers more space for high-ranking events. And in the newly designed West entrance there will be seminar rooms for conferences and workshops accompanying the trade fairs.

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



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.

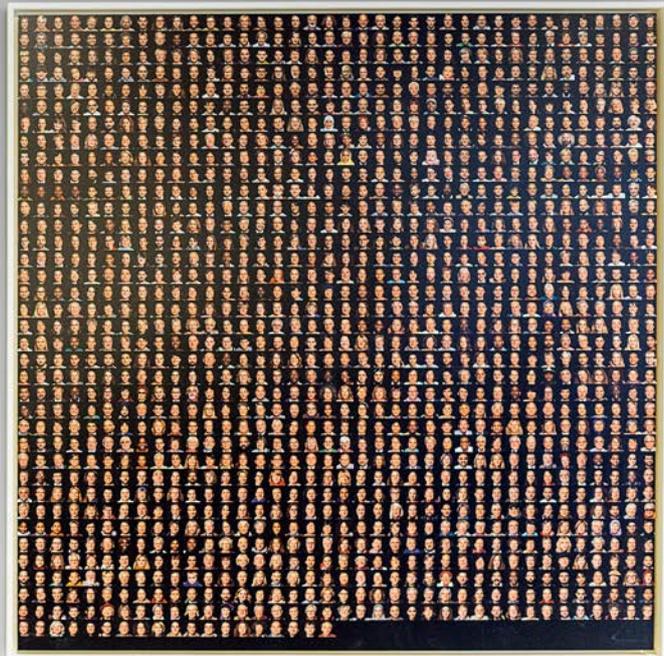
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www.NeumannMueller.com



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VERANSTALTUNGSTECHNIK



All-in-one: The "welcome face" in the Welcome Centre Stuttgart is a digital collage of 1,387 different portrait photos.

Welcome to Stuttgart

New residents and international skilled employees have a central contact point with the Welcome Centre Stuttgart. A useful service – also for the economic location.

A picture says more than a thousand words. Especially this picture. For the "welcome face" in the Welcome Centre Stuttgart, media artist Wolfgang Nkole Helzle superimposes the photo portraits of 1,387 people of various origins from Stuttgart and the region within the framework of his series "Homo Universalis".

The result: a multinational collective portrait, which gives visitors a friendly and inviting welcome and quite literally puts a face to the organisation at Charlottenplatz. "In the

multinational face you can see that a part of the big picture lies within each of us", stated Werner Wölfle, Mayor of the State Capital Stuttgart with responsibility for administrative affairs, during the unveiling of the portrait. "It represents internationality and exemplary integration of citizens of varying origins in the city and in the region of Stuttgart", explained Dr. Walter Rogg, Managing Director of the Stuttgart Region Economic Development Corporation (WRS). "And it is a symbol for the welcome culture, which already exists here today and which we want to further improve. Also with facilities such as the Welcome Centre Stuttgart."

A facility which is unique in Germany. The eleven-member team of the joint project of the integration promotion of the state capital and the WRS advises new residents and international skilled employees from the region on all issues concerning the arrival, and living and working in the region of Stuttgart.

The WRS works on behalf of the Alliance for Skilled Employees of Region Stuttgart, of which it is itself a member. It integrates all relevant labour market players and advocates the attraction of qualified employees to the region. Neighbours



Dr. Walter Rogg, President of Stuttgart Region Economic Development Corporation (right), and Mayor Werner Wölfle, who is responsible for administrative affairs, at the unveiling of the "welcome face".

“jazzopens are a serious location factor”

Music builds bridges, brings people together. A good example of this is the jazzopen, which has been taking place in Stuttgart since 1994 and will take place in 2015 for the 22nd time. Read more about the jazzopen in this edition of Message on page 46. When I took over the jazzopen as partner of OPUS GmbH eight years ago, it was a rather regional event with up to 5,000 visitors each year. Today approximately 25,000 music fans come to the concerts in the state capital each year in July. The event budget is roughly 2.4 million Euro, and the jazzopen is one of the most important festivals of its kind in Europe. For the city of Stuttgart we are now a very serious location factor. Around 60 percent of the spectators travel from the metropolitan region, approximately 40 percent from other federal states or from abroad. Many visitors stay overnight in Stuttgart or stay for a few days and combine the music experience with shopping and sightseeing. After all Stuttgart has a lot to offer, not only a long tradition of jazz. Born and

Jürgen Schlenso g, Promoter
jazzopen Stuttgart, Partner,
OPUS GmbH, Management Consultant



reared in Stuttgart, I know how to appreciate how nice it is here. The economy of Baden-Württemberg and beyond has also recognised the importance of the jazzopen. Allianz promotes the festival and gets involved as a cultural sponsor, something it otherwise only does for the Wagner Festivals in Bayreuth. That tells us something! We are also supported by Mercedes-Benz, Sparda-Bank Baden-Württemberg, Scharr, Silhouette and Datagroup. We were able to acquire SWR and the State of Baden-Württemberg as partners. However, I still have one vision, which requires the involvement of the city of Stuttgart: The jazzopen should be more widespread in the city during the festival days. For example with small, and at least some free concerts for people who aren't able to afford a ticket. A role model here is the Montreal Jazz Festival. There the entire city experiences this event. We should also be able to create the same here.

and cooperative venture partners of the Welcome Centre include the Verein Welthaus Stuttgart e. V. and Weltladen (Fair Trade Shop).

MAKE SKILLED EMPLOYEES ENTHUSIASTIC ABOUT THE CITY AND REGION

“Skilled employees are key for the innovative and growth capability of our economy”, states Dr. Nils Schmid, Minister for Finance and Economic Affairs of the State of Baden-Württemberg. “With the Welcome Centre Stuttgart we would like to help attract even more international skilled employees and their families to the region of Stuttgart and its companies and make them feel welcome here.” Schmid’s ministry supports the Welcome Centre Stuttgart using funds from the European Social Fund. The city and Stuttgart Region Economic Development Corporation share the day-to-day operating costs of the Welcome Centre.

 More information:
www.welcome.stuttgart.de



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THREE QUESTIONS FOR:



Armin Dellnitz, Managing Director of Stuttgart-Marketing GmbH/Regio Stuttgart-Marketing und Tourismus GmbH

1 | City tourism in Germany is growing and with it the demand for attractive offers. Were Stuttgart and the region also able to benefit from this in 2014?

A definite yes! Tourism in Stuttgart and in the region experienced further positive development last year. With over 3.4 million overnight stays in the state capital and over 8.1 million overnight stays in the region, we were able to achieve above-average growth in 2014 – and the best result for tourism in the entire region of Stuttgart. In the long term we are experiencing a stable upward trend in the city and region: Since 2000 the number of overnight stays has increased by 68 percent. The ratio of overnight stays by German and foreign visitors was exactly 71:29 in 2014. Overall, approximately one million overnight stays were booked from foreign markets. This means an increase of 9.1 percent over the previous year. The Chinese market also experienced dynamic development, with an above-average growth rate of 42.7 percent.

2 | What are the main reasons for last year's positive result?

The good result can be put down to a successful combination of an excellent trade fair and congress offering, high-ranking events, as well as an enhanced focus on leisure-oriented guests from all over the world, among other things. For instance, 2014 was shaped by numerous international trade fairs and congresses,

which resulted in overnight stays. Successful highlights such as the world-renowned Cannstatter Volksfest (beer festival and funfair) also attracted guests to the region of Stuttgart.

3 | The continuing success of Stuttgart tourism is pleasing, but cannot be taken for granted. How do you want to further boost the extremely positive development in 2015?

This year and the years thereafter, trade fairs and congresses, as well as numerous large events, will keep tourism in the region in full swing. In 2015, most notably the 35th German Protestant Church Congress from 3 to 7 June. The state capital is hosting this major event for the fourth time (previously hosted it in 1952, 1969 and 1999). One of the numerous visitor magnets is, for example, the jazzopen Stuttgart, which attracts guests from the region, but also from throughout Germany and beyond, to various venues from 3 to 12 July, as well as other top-class music and open-air events. Not to mention the internationally popular 'Weihnachtsmarkt' (Christmas Market) in Advent season. These events create an optimal platform to present our diverse range of tourism offers. In general, Stuttgart tourism is well positioned in nationwide competition. That makes me optimistic. I am therefore forecasting further growth and expect an increase of roughly two to three percent by the end of 2015 in comparison to the previous year.

MESSAGE SERIES: After-Work



Well-stocked: The bar of the club restaurant "1893" of VfB Stuttgart offers a good selection of drinks for cocktail lovers.

No, you don't necessarily have to be a VfB fan to feel welcome in the "1893" on the club grounds of VfB Stuttgart 1893 e. V.. Although it helps! There is an appropriate drink on the extensive cocktail menu of the new club restaurant: the "Brustring", made from gin, yoghurt liqueur, cranberry juice, white chocolate and cassis foam; but there are also many other classics from the cocktail shaker which one can enjoy in the covered bar area. The menu includes Swabian soul food, volcano-style steaks grilled on lava, light pasta dishes and crunchy salads. The perfect mix for bon vivants – with and without a passion for the beautiful game. Address: Mercedesstrasse 109, 70372 Stuttgart. Opening times: Mon – Sat 11.30 – 01.00, Sun 10.30 – 23.00. Tel. 0711 / 57718870.



Investment in innovative power: The new Bosch Center for Research and Advance Engineering in Renningen.

Innovative region Stuttgart

The region of Stuttgart boasts excellent universities and academic institutes. Nowhere else in Germany do companies invest more in research and development.

The last of the approximately 12,000 boxes should be unpacked by early summer at the latest. Then around 1,700 people will be working in the new Bosch Center for Research and Advance Engineering in Renningen. The technology group built the new hub for its global research association on the former Federal Armed Forces airfield Malsheim. It consists of a total of eight sites in China, Russia, Japan, Singapore, Germany and the USA. Everything comes together here in Renningen.

THE BUILDING WITH 270 LABS

"A strategic objective of Bosch is solutions for connected life. In order to develop these solutions, we are bringing our researchers and developers closer together, in Renningen and internationally", is how Dr. Volkmar Denner, Chairman of the Board of Management of Bosch, summarises the task of the Renningen-based centre. To date, central research and advance engineering was distributed in the region to the sites in Gerlingen, Schwieberdingen and Waiblingen. Around 270 labs and 1,800 machines are finding a new home in Renningen. The buildings are arranged on the grounds based on the architectural model of a university campus. An office concept developed especially for Renningen should promote creativity and cooperation. It is only a stone's throw to the labs and workshops so that researchers can quickly check their ideas for practical feasibility. The costs for the project are approximately 310 million Euro – an important investment in the future for Bosch.



More information: www.bosch-renningen.de

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Technology highlights

Moulding Expo celebrates its première from 5 to 8 May 2015 in Stuttgart. A new trade fair for tool, pattern and mould making – at the heart of the industry.



Industry in motion: The new Moulding Expo brings leading companies from the tool, pattern and mould making sector to Stuttgart.

The motto of the Moulding Expo represents customer proximity: "Designed by the industry, for the industry", is how Messe Stuttgart President Ulrich Kromer summarises the guiding principle. And for good reason too, because what is special about the new Stuttgart-based trade fair for leading companies from the tool, pattern and mould making sector is the unity of the industry image.

The most important associations have teamed up with Messe Stuttgart for Moulding Expo and will represent their members with one voice. These associations include the Federal Association of Pattern and Mould Making (MF), the Association of German Tool and Mould Makers (VDWF), the German Engineering Federation (VDMA) and the German Machine Tool Builders' Association (VDW), which have jointly assumed the professional or conceptual sponsorship of Moulding Expo.

NEW ATTRACTIVE TRADE FAIR PLATFORM FOR EXHIBITORS AND VISITORS LOCATED KEY TO MARKETS

"Southern Germany is an important centre for our industry", states MF President Ulrich Hermann. "The new trade fair is taking place in the middle of our market, but at the same time it is an attractive platform for international exhibitors and visitors. Over 20 percent of companies exhibiting their innovations in Stuttgart in May come from abroad." For the première event over 600 exhibitors will occupy the available area of a total of 31,500 square metres. At the Moulding Expo you find everything the industry currently has to offer in terms of high-tech: from moulds for injection moulding and dies to punching and forming tools through to the latest developments in pattern making and prototyping. Technology highlights from all well-known suppliers and service providers of the industry also await visitors in Messe Stuttgart.

In addition to customers of the tool, pattern and mould making sector – users from the automotive construction, medical technology and the plastics industry – the Moulding Expo also appeals specifically to designers, product developers, as well as tool, pattern and mould makers themselves. Numerous cooperative ventures with publishers, ▶



Trade fair promotion: Ulrich Kromer and Ulrich Hermann, President of the Federal Association of Pattern and Mould Making (right).

- ▶ **05.–07.05. KSS-Messe**
Trade fair for safe lubricating, oiling, greasing, cleaning

- ▶ **05.–08.05. Moulding Expo**
International trade fair for tool, pattern and mould making

- ▶ **05.–08.05. Control**
International trade fair for quality assurance

- ▶ **08.–09.05. azubi- und studientage**
The trade fair for education and careers

- ▶ **16.–17.05. COSMETICA Stuttgart**
Trade fair for cosmetics with congress, training programme and workshops

- ▶ **16.–17.05. GUT zu FUSS Stuttgart**
Podiatry and foot care industry

- ▶ **19.–21.05. Lounges**
Trade fair for cleanroom systems

- ▶ **19.–21.05. Innovation Food**
Safe production – Innovation and Solutions

- ▶ **19.–20.05. PERSONALSüd 2015**
Trade fair for human resources management

- ▶ **19.–20.05. Corporate Health Convention 2015**
5th European trade fair for corporate health promotion and demography

- ▶ **20.–22.05. CEB – Clean Energy Building**
Trade fair and congress for energy-efficient buildings and decentralised energy generation

- ▶ **29.–31.05. CMT China**
China Tourism and Caravan Exhibition (Nanjing International Expo Centre)

- ▶ **05.–07.06. Green Festival**
Washington D.C.
America's Largest and Longest Running Sustainability and Green Living Event (Convention Center, Washington D.C.)

- ▶ **09.–11.06. parts2clean**
Leading international trade fair for industrial parts and surface cleaning

- ▶ **16.–18.06. Engine Expo**
Coinciding with: Automotive Testing Expo, Automotive Interiors Expo, Global Automotive Components and Suppliers Expo, Engine of the Year Award (17.06.)



Moulding Expo brings exhibitors from medium-size companies in dialogue with purchasers from large industrial companies.

interest groups and research institutes also ensure that the new international trade fair offers its visitors a top-quality programme. Just as a trade fair designed by the industry for the industry should be.

BUILDING BRIDGES BETWEEN INDUSTRY BUYERS AND MEDIUM-SIZED PROVIDERS

Another important topic of the Moulding Expo is the relationship – which is not always relaxed – between the buyers of large industry companies and the medium-sized providers of the tool construction and mould making industry. It is not uncommon for cost pressures and production-related constraints on both sides to create difficulties when concluding contracts. The new international trade fair for tool, pattern and mould making makes people aware of this tense relationship. And it concentrates here on the dialogue, wants to build bridges between buyers and providers.

With the German Association for Materials Management, Purchasing and Logistics (BME) and its BME Forum "Purchasing Tools", the Moulding Expo has found the ideal partner to achieve this objective. On 6 and 7 May 2015, the BMW will stage a 2-day seminar coinciding with the trade fair. This seminar is expected to attract more than 100 purchasing experts and managers who want to continue their training in a high-ranking presentation

programme. Representatives from the areas of tool-specific components, as well as tool and strategic purchasing, among others, are involved. "The BME Forum offers its participants considerable value", highlights the initiator of the forum, Professor Robert Fieten. "For example, in presentations and discussion groups the international procurement markets for tools, procurement strategies and the selection of suppliers are addressed."

Staging the BME Forum during the Moulding Expo in Stuttgart was a joint idea between Ralf Dürrwächter, Marketing Manager of the Association of German Tool and Mould Makers (VDWF), and Florian Niethammer, Project Manager for Moulding Expo at Messe Stuttgart. "To date, there has not been an opportunity for buyers to combine their training offers with a special guided tour of the trade fair", explains Niethammer. "Exclusive tours of Moulding Expo are planned for participants of the BME Forum. We are delighted that the VDWF and the VDMA Tool Construction Association are supporting us with their expertise during the guided tours." However, it is not possible to visit the approximately 600 expected exhibitors of Moulding Expo during a 45-minute tour. "We will nevertheless try to show the buyers the widest possible range of interesting companies," promises Dürrwächter.



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



azubi- & studientage Stuttgart

Forging the future

On 8 and 9 May 2015, over 100 companies, universities and institutes will present their offers for study, training and advanced training at the azubi- & studientage Stuttgart. The exhibitors include Allianz, Deutsche Bahn, uale Hochschule Stuttgart, PopCollege, Südwestrundfunk and ThyssenKrupp. The exhibition offers will be accompanied on both days by a varied programme comprising many standard events and a highly informative programme of lectures.

COSMETICA Stuttgart 2015

All in the name of beauty

COSMETICA Stuttgart is the traditional highlight for the beauty sector in South-West Germany. The cosmetics trade fair will take place on 16 and 17 May 2015 concurrently with GUT zu FUSS, the trade fair for podology (please read page 25 for more details). During COSMETICA around 670 exhibiting companies and brands will present innovative and proven products, attractive service concepts and current trends on about 18,000 square metres in Stuttgart. A free-to-attend congress programme will round off the extensive offer.



Stock exchange of the future: During the trainee and student days, new career entrants and students were supplied with information on offers for university studies, training and further training.

Current trends from the beauty sector are in focus at COSMETICA in Stuttgart.

TRADE FAIR REPORTS

► 4.–6.11.2014 VISION

The 26th VISION, International Trade Fair for Machine Vision, closed its doors with two new records: 8,671 trade visitors flocked to the Stuttgart trade fair centre; 432 exhibitors presented their products and services.

► 15.–23.11.2014 Stuttgarter MesseHerbst

Around 175,000 visitors, 1,719 exhibitors and ten exhibitions in ten days – Stuttgart's 2014 autumn line-up closed with these promising figures. The event is therefore one of Germany's largest and most successful fairs of its kind.

► 30.11.–1.12. 2014 hair & style management

In 2014, over 15,000 visitors came to the Stuttgart exhibition halls to hair & style management, the largest trade fair for the hairdressing and cosmetics sector in southern Germany.

► 17.–25.01. CMT

CMT achieved new best marks: the previous year's record was broken with 241,000 visitors. The world's largest public exhibition for leisure and tourism also topped the old record with over 2,000 exhibitors.



R+T: world leading trade fair in its sector.

► 24.–28.02. R+T

The Stuttgart trade fair for roller shutters, doors/gates and sun protection systems confirmed its position as the world's leading trade fair in its sector with more than 60,000 trade visitors – over 50 per cent from abroad – and around 900 exhibitors.

► 18.–20.03. Eltefa

The 18th Eltefa, the most important regional fair for electrical engineering and electronics again exceeded its targets in 2015 with 479 exhibitors, a gross exhibition space of 42,000 square metres, more than 23,000 visitors and excellent response from all those involved.



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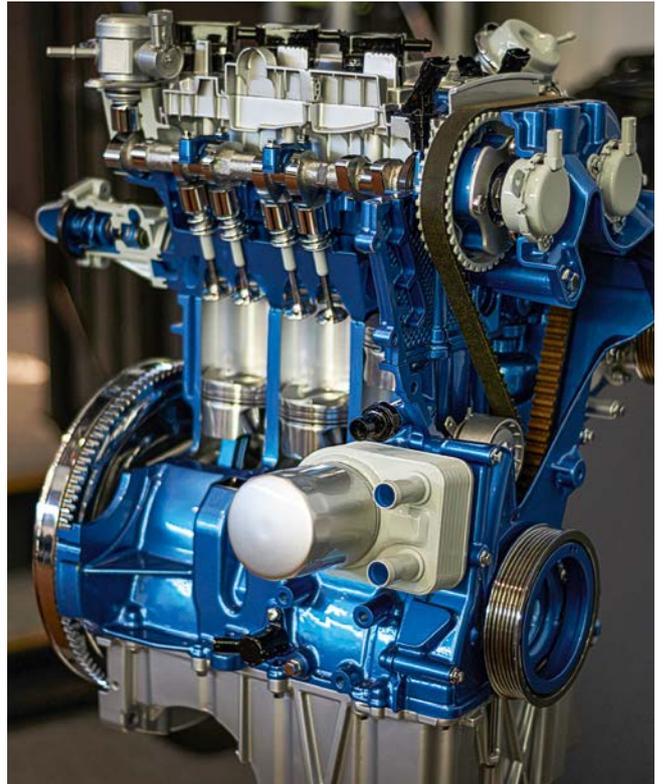
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Trade fair for winners

The elite of engine developers from the whole world meets at Engine Expo at Messe Stuttgart every year.

Winners are everywhere to be seen at Engine Expo. The trade fair for everyone involved in design, development, procurement and production in the powertrain segment will open in Stuttgart from 16 to 18 June 2015 to receive the world's crème de la crème from the industry. This top event is organised by the British UKIP Media & Events Ltd.

TECHNOLOGICAL DÉBUT, BRAND-NEW DRIVE CONCEPTS, ELECTRIC AND HYBRID TECHNOLOGY

It is a tradition that one of the event highlights is the prize-giving ceremony of the International Engine of the Year Awards for the best engines and motors of the year on the second day of Engine Expo. The awards have become some of the most sought-after accolades in the industry, with the winners often using the logo as a centrepiece for their advertising campaigns. The world's leading experts will hold lectures on powertrain design, development, production, logistics and marketing at the exhibition's Open Technology Forum. Another key part of Engine Expo is a special section for innovations from electric and hybrid technology.



More information: www.engine-expo.com

The fascination of motor sport

On 11 and 12 July 2015, the roar of engines will again be heard on the Messe Stuttgart fairgrounds, heralding round two of RETRO RACE. After the complete success of the début last year, old and young classics on four and two wheels will again revive the legend of Solitude this summer – on race tracks and special sections of various lengths and difficulties covering the entire site of the regional exhibition centre. This year, RETRO RACE 2015 will again feature the spectacular demonstration races of historic racing cars and exquisite collector's cars.

RETRO RACE ON THE FAIRGROUNDS OFFERS EXCITING ENTERTAINMENT FOR THE WHOLE FAMILY

Another highlight of this year's event will be the championship race in the International Drift Series (IDS) – the great art of control at a vehicle's physical limits. Organiser Dr. Jörg Söhner rates top marks to the Stuttgart track: "The drift track on the Stuttgart fairgrounds by far exceeds all the requirements for precision and presentation options."

The open paddock at RETRO RACE provides visitors once again with a chance to get into close contact with the fascinating racing cars and their owners. For younger motor racing fans, the organisers of RETRO Messen GmbH have built their own go-cart and bobby car track to provide great opportunities for an entertaining motor racing weekend for the whole family.

 More information: www.retro-race.de



Fast Retro: classic motorcycles, side-cars and sports cars on the Messe circuit.



Racing on narrow tyres: Pre-war classics are particularly eye-catching at the RETRO RACE 2015.

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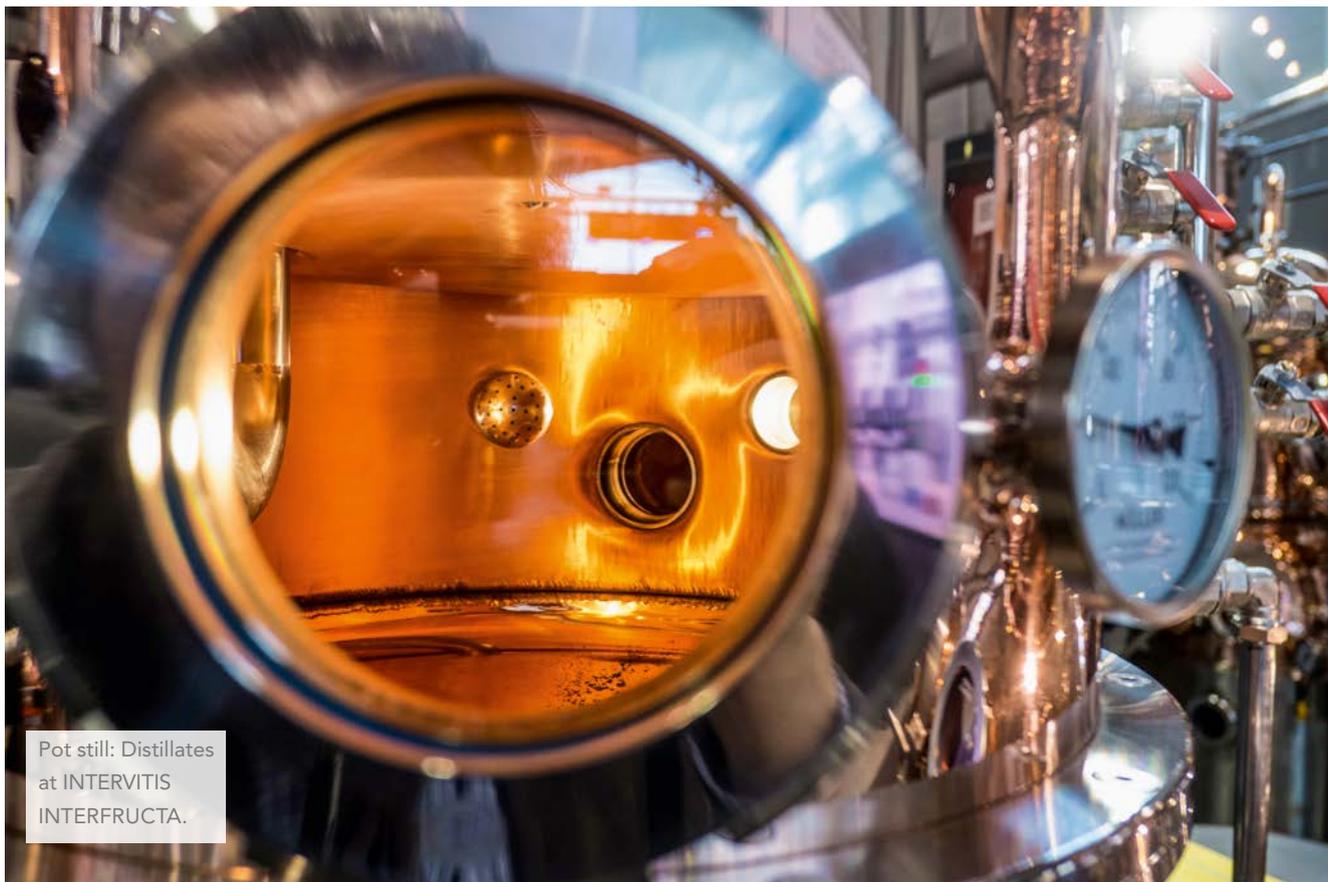
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Pot still: Distillates at INTERVITIS INTERFRUCTA.

New: INTERVITIS INTERFRUCTA HORTITECHNICA

INTERVITIS INTERFRUCTA, the international technology trade fair for wine, fruit, fruit juice and spirits, will be joined in 2016 by HORTITECHNICA.

Whether they are one-man businesses, medium-size companies, large global companies or cultivators or processors of wine, fruit or vegetables, everyone wants to get the best out of their product.

“The growing expectations of consumers for high-quality products are both a challenge and an opportunity”, says Dr. Rudolf Nickenig, General Secretary of the German Winegrowers' Association. “We need technical innovations, an exchange of experience with experts from all over the world and cross-segment synergies in order to adapt to new market conditions.” This not only applies to producers of

wine, fruit, fruit juice and spirits but also to the entire area of specialised crop cultivation.

This segment now includes HORTITECHNICA – organised by the German Agricultural Society (DLG) – which will take place concurrently with INTERVITIS INTERFRUCTA every two years starting in 2016. Another new feature is the event date. This will change from April to late autumn. The new trade fair combination will take place for the first time on 27 to 30 November.

TECHNOLOGICAL DÉBUT, BRAND-NEW DRIVE CONCEPTS, ELECTRIC AND HYBRID TECHNOLOGY

“We quickly realised that we can help solve problems in the area of specialised agriculture through an additional trade fair and more information”, says Peter Grothues, Managing Director of DLG Service in Frankfurt. “The new INTERVITIS INTERFRUCTA HORTITECHNICA in Stuttgart will now offer the ideal preconditions for a successful début in 2016.”



In future, INTERVITIS INTERFRUCTA HORTITECHNICA will also include the sector of specialised crop cultivation.



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

Trade fair for podologists: the latest trends for healthy feet

Care products, instruments, workshops: if you are a professional looking for practical tips and the latest special equipment for podologists, there will definitely be something for you at the Stuttgart GUT zu FUSS 2015. It will also provide a unique opportunity to make business contacts and meet many colleagues to exchange experiences in a professional setting.

This year, the trade fair organised by KOSMETIK International Messe GmbH based in Gaggenau will take place on 16 and 17 May concurrently with COSMETICA Stuttgart (read more on page 21).

Exclusive technical lectures on a lot of topical subjects will not only help visitors of the trade fair to increase their knowledge but also collect valuable training points – these are additional highlights at GUT zu FUSS. Traditionally the practical workshops at the Stuttgart trade fair are also well attended – for concentrated learning with expert instructors.



Professional podology has to be learned: GUT zu FUSS offers trade visitors practical workshops.



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

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One brand,
one trade fair



IT & Business, DMS EXPO and CRM expo will take place concurrently in 2015 in the L-Bank Forum (Hall 1) at Messe Stuttgart.

IT & Business – the trade fair for digital processes and solutions – will in future combine the previous IT & Business, DMS EXPO and CRM-expo exhibitions under one roof. Clear brand language, new strategy. Ulrich Kromer, President of Messe Stuttgart, states: “This step enables us to comply with the request by exhibitors and visitors for a strong common trade fair for business IT with a distinct profile.”

ALL INDUSTRY ASSOCIATIONS SUPPORT THE RESTRUCTURED IT & BUSINESS EXHIBITION

IT & Business will therefore move even further into the core market - the rapidly expanding technology sector and industry. The majority of trade visitors to the previous IT & Business, DMS EXPO and CRM-expo events came from the specialist field of Information and Communication Technology (ICT) in the industry and service sector (read more on page 40). The restructure of IT & Business is supported by the leading industry associations. “The BITKOM digital association welcomes the combination of the three IT trade fairs under the common brand IT & Business, which in future will present all solutions under one roof and under one name in the autumn”, says Dr. Bernhard Rohleder, BITKOM CEO. “By combining the exhibitions in the

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Three combined into one: IT & Business now combines three trade fairs under one brand umbrella.

same hall, Messe Stuttgart intends to make the event more attractive to visitors from medium-sized companies since all the offers relating to them can be exhibited in one locality."

THE L-BANK FORUM (HALL 1) OFFERS PLENTY OF EXHIBITION SPACE FOR FURTHER GROWTH

Prof. Claus Oetter, Deputy President of the VDMA Software Association, and Harald Klingelhöller, Chairman of the Association of Organisation and Information Systems (VOI) also rate the new exhibition concept highly. Accordingly, the associations are taking an active part in the trade fair in 2015. They will attend the fair with joint stands and will also enrich the show's attractive accompanying programme with compact seminars, forums and many other events.

The L-Bank Forum (Hall 1) offers IT & Business the largest hall at Messe Stuttgart. It offers plenty of space for further growth and providing planning security for exhibiting companies with a total area of 20,900 square metres and an additional 5,900 square metres on the surrounding gallery. The hall is firmly booked for this autumn event for the next three years.



More information: www.messe-stuttgart.de/it-business

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At the Stuttgart venue: the KSS fair for reliable cooling, lubrication, cleaning, oils and greases.

KSS trade fair 2015

Continued growth

The Munich-based Carl Hanser Verlag is organising the KSS fair for the second time in Stuttgart from 5 to 7 May 2015. KSS is the trade show for reliable cooling, lubrication, cleaning, oils and greases. After its successful début in 2013, the KSS show will take place this year concurrently with Moulding Expo which is celebrating its own début at Messe Stuttgart (read more on page 18).

At the KSS, trade visitors and exhibitors can expect a compact overview of the most important developments, trends and requirements for classic and novel lubricoolant applications and technologies. Basic questions are also dealt with, such as making the use of lubricoolants efficient and safe when it comes to costs, energy consumption, environmental compatibility and health. The concept of the KSS fair is designed so that exhibitors and trade visitors can enter into detailed expert discussions within a short period of time. KSS visitors are provided with a special service: admission tickets are valid for both the KSS fair and Moulding Expo.



More information: www.kss-messe.de

südback 2016

A question of trust

The success story of südback, trade fair for bakers and confectioners, continues. This is shown by the latest figures for stand bookings for the event that will take place on 22 to 25 October 2016.

“The amount of trust that exhibitors give us proves we are offering them the right platform”, comments Andreas Wiesinger, member of the executive board at Messe Stuttgart. “Even though we received very positive feedback from exhibitors and trade visitors in 2014, we had not expected so many bookings for the südback 2016 at this early point in time.”

südback is one of the most important events for bakers and confectioners in the German-speaking region and neighbouring countries. In 2014, the industry meeting point again broke all records with 596 exhibitors and 33,371 trade visitors from home and abroad.

The südback trade fair is organised by Messe Stuttgart and its partners, BÄKO-Zentrale Süddeutschland eG, the State Association of Guilds of Württemberg Bakers and the State Association of Guilds of Baden-Württemberg Confectioners.



südback is the meeting place in 2016 for professionals from the bakery and confectionery trades.



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

Open air feeling at Messe Stuttgart

The first STUTTGART FESTIVAL will début on the Messe Stuttgart fairgrounds on 24 and 25 July 2015. Over the two days of the festival, the "Platform for alternative music, art and lifestyle" will offer visitors around 40 bands and DJs from all over the world on three stages. For the greater Stuttgart region, the event is the first open air festival for the genres of alternative, electro pop, indie, indie pop, singer-songwriter, folk and world music. In addition to the music programme, over 100 selected young designers, creative people and artists from the fields of fashion, jewellery and product design, art, photography, graphic art, comics and literature will present and sell their products on an area of about 1,000 square metres. Catering will include Festival Food as well as vegetarian and vegan delicacies.



Kakkaddafakka:
an indie act at the Stuttgart Festival.



More information: www.stuttgartfestival.de

European MINT Convention

Career platform

The European labour market is facing major challenges. Compared with alarming unemployment rates in Spain, Italy and Greece, countries such as Germany, Austria and the Netherlands have low unemployment rates, but the MINT professions (mathematics, information technology, natural sciences and technology) are struggling with an enormous shortage of skilled workers. The European MINT Convention at Messe Stuttgart on 29 and 30 September 2015 is the top European event for MINT talents. The two-day career exhibition and the one-day conference will offer regional and international employers a platform to meet students, graduates, skilled workers, managers and career re-entrants with the right MINT qualifications.



More information: www.mintcon.eu

www.mevis.tv

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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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The market for human resources software has its own rules. Decision-makers obtain an overview at PERSONAL2015 Süd.

Software for HR professionals

In the digital age, HR professionals are under extreme pressure. Here, the PERSONAL2015 Süd trade fair will provide them with some assistance.

Cloud computing, mobile solutions and big data are the prime factors governing the world of work in companies in the digital age. The market for human resources software has its own rules, for example for data protection. HR decision-makers will obtain an overview of current trends at Personal2015 Süd in Stuttgart on 19 and 20 May. The exhibitors will include software producers across the entire range of HR work from digital personnel files, talent management and recruiting solutions through to e-learning and big data analysis.

HIGH DEMAND FOR SECURE HR SOFTWARE FOR A DYNAMIC WORLD OF WORK

At Personal2015 Süd, HR & IT is the theme of a two-day series of lectures. The focus here is on ways in which companies can be made more efficient with the right IT tools, save costs and ensure personnel data protection. A study by ADP Employer Services on a subject which harbours enormous potential turnover discovered that most HR professionals are dissatisfied with their HR software. The only exception are tools for payroll accounting. There is also much room for improvement with cloud computing. For reasons of data security, many companies still keep to so-called on-site solutions where the software is operated on their own premises.



More information: www.personal-sued.de

Corporate Health Convention ■

Healthy on the job

In itself, work does not make people ill. But many people work at the cost of their own personal resources. The theme at the Corporate Health Convention at Messe Stuttgart on 19 and 20 May is to show companies ways to avoid this. In the exhibition halls on the plains of Filderstadt, more than 130 exhibitors will present ways in which employers can promote the health of their employees.

With new programme formats such as best-practice short lectures, the 5th Exhibition for Workplace Health Promotion and Demography will build a concrete bridge between theory and practice. The target groups of the specialist event organised by spring Messe Management include company health managers, company physicians, managing directors and HR managers.

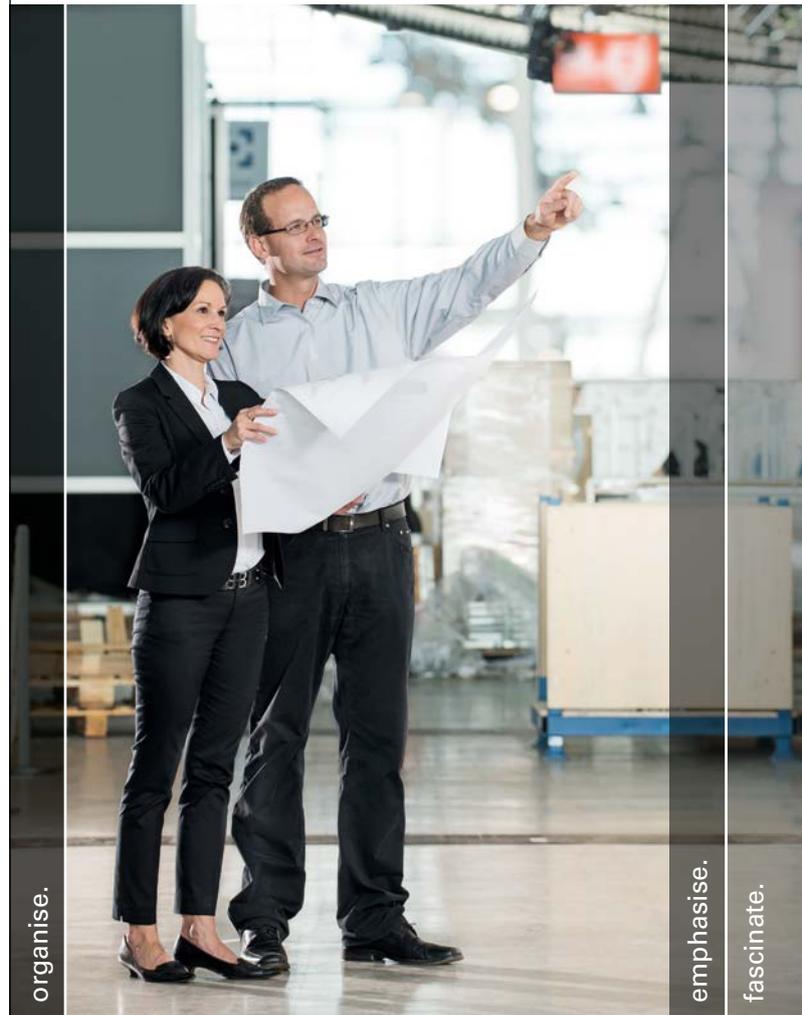
The topical highlights of the Corporate Health Convention will cover corporate health management (CGM), ergonomics, prevention, health reports, nutrition, counselling and further training. The exhibition programme will be supplemented this year by the topic of occupational safety.



More information:
www.corporate-health-convention.de



Work and stay healthy: the Corporate Health Convention shows what employers can do.



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An important growth driver for composites is the automobile industry.

COMPOSITES EUROPE 2015

Positive investment climate

The European market for composites continues to grow. "It is the automobile industry in particular that is driving the work of composites manufacturers and suppliers", explains Dr. Elmar Witten, President of the AVK industry association. "Thermoplastic materials are deriving an above-average benefit from new applications and the dynamic market in Europe."

Dr. Walter Begemann from VDMA Forum Composite Technology also rates the investment climate in the mechanical engineering sector as positive: "The prospects for composites in the field of mechanical engineering are very good. Composites Europe in Stuttgart from 22 to 24 September 2015 will demonstrate the degree of automation the sector

has already reached and what our industry is capable of achieving." The transportation and construction sectors are providing further growth impulses for GRP and CRP. The internationalisation of the sector is the driving force behind the Composites Germany trade association. In 2015, it will accompany COMPOSITES EUROPE in Stuttgart with a new international conference. The Composites Germany Conference succeeds the AVK Conference which lasted nine years since the trade fair first started. The main themes in 2015 will include innovation factors and efficient processes and standardisation.



More information: www.composites-europe.com

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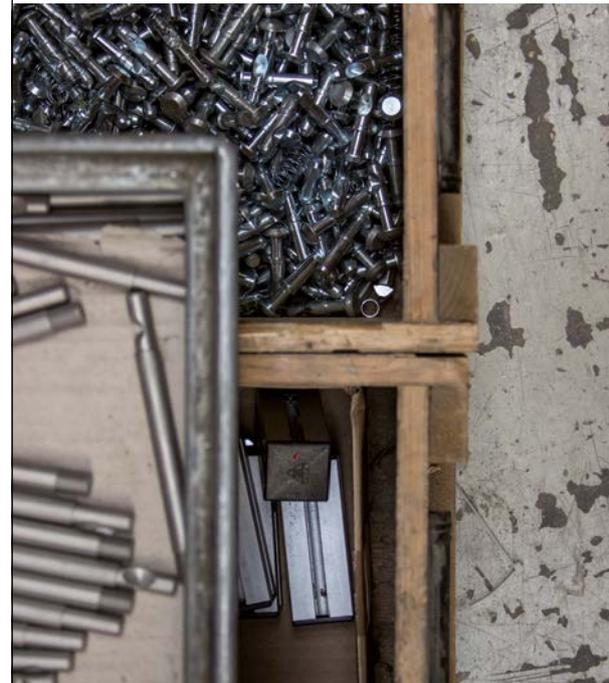
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EuroMotor now in Stuttgart

Historic and classic cars, premium products and rare gems: EuroMotor will attract invited guests to the plains of Filderstadt with lifestyle, motion and design.

On 4 to 6 December 2015, Messe Stuttgart again becomes the location for sophistication and refinement. EuroMotor, the Lifestyle, Motion and Design Fair, is relocating from Munich to the ICS International Congress Center in Stuttgart.

IDEAL PLATFORM FOR AUTOMOBILE RARITIES, PREMIUM BRANDS AND LUXURY PRODUCTS

EuroMotor is the ideal supplement to RETRO CLASSICS, the classic car exhibition, which is also organised by RETRO Messen GmbH, a subsidiary of Messe Stuttgart. However, EuroMotor not only intends to attract buyers of rare automobile gems but also aficionados of high-class premium brands and luxury products from the sectors of jewellery, fashion, food, travel and leisure, art, interior design as well as prospective clients for financial and property services. An appealing lounge atmosphere befitting the occasion will provide a special varied setting in which exhibition guests can enjoy the beautiful things in life and experience something out of the ordinary. "We intend to provide exhibitors from a very select luxury goods sector in Stuttgart with an ideal platform to present their high-class products and services", says RETRO Managing Director Karl-Ulrich Herrmann, explaining the claim of EuroMotor.



More information: www.euromotor-messe.de



Light installation: the Teinacher Cascades at Messe Stuttgart are a real eye-catcher, especially when it is dark.

Advertising partner Mineralbrunnen Überkingen-Teinach AG

Water attraction for Messe Stuttgart

The presentation of water and light is very attractive, particularly during the evening. Bubbling away between the atrium and Rothaus Park are the Teinacher Cascades, a waterfall with a light installation in the shape of maple leaves with a diameter of around one metre. The maple leaf is the trademark of Mineralbrunnen Überkingen-Teinach AG. In its capacity as an advertising partner, the gourmet mineral water brand sponsors the impressive water attraction, thus ideally illustrating its promotional and culinary partnership with Messe Stuttgart. Teinacher has been the exclusive mineral water of Messe Stuttgart since 2008. In architectural terms, the Teinacher Cascades consist of eight large lateral terraces and

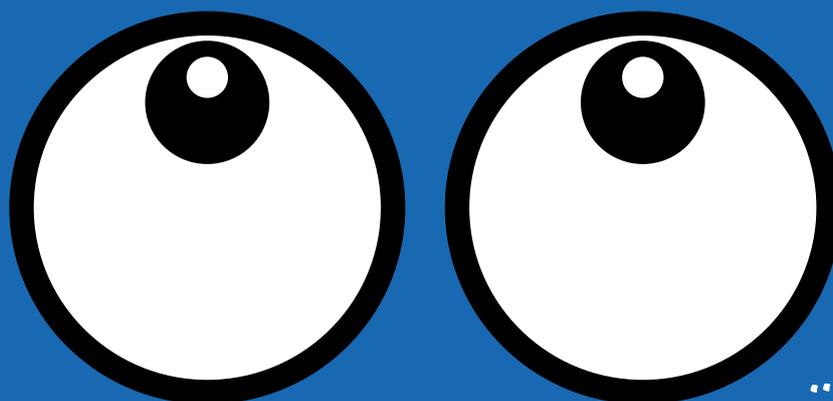
a main basin which acts as a reservoir. The Messe waterfalls at the East Entrance of the Stuttgart Trade Fair Centre form the centrepiece of an oasis of peace in the middle of the hustle and bustle of events. These waterfalls are 45 metres long and 27 metres wide. Around 2,000 cubic metres of water flow through the system. Visitors to trade fairs and exhibitions can not only enjoy the extraordinary atmosphere from the atrium; the outdoor terrace of the adjacent Messe restaurant at the top end of the Cascades also offers a uniquely wonderful view of the step-like water attraction.



More information: www.mineralbrunnen-ag.de

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Clean components are now absolutely essential in every industry.

Globally unique

Everything will revolve around industrial cleaning of components at the trade fair parts2clean in Stuttgart from 9 to 11 June 2015.

Whether in the automotive and components supply industry, medical technology, aerospace, precision engineering, optics and electronics – high demands on clean parts must now be met in practically every industry,” says Olaf Daebler, Managing Director of parts2clean at Deutsche Messe AG. As the leading international trade fair, parts2clean in Stuttgart features an extensive range of products and services covering all areas of industrial parts cleaning. From systems, media and analytics for cleanliness inspections through to corrosion protection, conservation and packaging.

OPTIMISE CLEANING RESULTS – REDUCE COSTS

“In order to be on the safe side, the solution in many companies is often to be as clean as possible”, says Daebler. “This frequently has a detrimental effect on profitability and therefore competitiveness. Remedies here include application-specific cleaning solutions with which both cleaning results can be optimised and costs reduced.”

As the world’s one and only trade fair focusing exclusively on industrial cleaning of parts and surfaces, parts2clean features in Stuttgart not only a representative range of marketable products and services, but also extensive know-how – from practice for practice – during the three-day technical forum.



More information: www.parts2clean.de

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This issue of *Message* has landed on your desk thanks to the work of a partner of Messe Stuttgart, i.e. Direct Mail Service Wolfgang Winkhardt. Founded in 1989, the company employs around 20 people and has worked for Messe Stuttgart as a contract partner since 1995. “We are responsible for the entire postal communication of Messe Stuttgart when it comes to quantity”, says Wolfgang Winkhardt. Postal communication includes, for example, advertising material orders for trade fair exhibitors with brochures, admission ticket vouchers or complete exhibitor packages with posters. The company also prints and sends out visitor advertisements for trade fairs and exhibitions. Stock administration of the advertising media of Messe Stuttgart is also the responsibility of the Messe partner along with management of the internal advertising media stock of Messe Stuttgart and its in-house printer. State-of-the-art equipment is mandatory: for example laser printing systems with computer centre certification or folding machines with camera alignment.

HIDDEN CHAMPIONS: Reichle GmbH

All out service

Located at the foot of the Swabian Alb, Gravier- und Laserschweißzentrum Reichle GmbH is the leader in Germany.

All out service – from us for our customers”: true to this slogan, the around 50-man team of Reichle Gravier- und Laserschweißzentrum GmbH works every day at the company’s head office in Bissingen/Teck for firms from a wide range of industries. Around 75 per cent of our customers currently come from the automotive industry”, says Managing Director Volker Reichle. “The remaining 25 per cent come, for example, from the aerospace industry, the medical and pharmaceutical technology sectors, and the food and toy industries.” The main fields of activity of Reichle GmbH include laser welding as Germany’s largest laser welding centre, as well as surface technology. This primarily involves the application of grains, grain repairs and mirror finishes. Since February 2015, twelve employees have been repairing series casting parts using innovative laser technologies in a new plant at the same location.



Around fifty people now work at Germany’s largest laser welding centre.

The head office of Reichle GmbH is located in Bissingen/Teck at the foot of the Swabian Alb.

Over 900 exhibitors present their innovations at Control.



Quality makes the difference

Anyone wanting to keep up to date with quality assurance, should attend Control, the world's leading trade fair for quality assurance, of the guest organiser Paul E. Schall from 5 to 8 May 2015.

The failure to continuously improve quality and productivity means giving competitors carte blanche": Paul E. Schall's statement of the existential importance of quality assurance (QA) applies equally to Control and its exhibitors and trade visitors. This year the world's leading trade fair for quality assurance will again bring together international market leaders, innovative suppliers and users from all over the world from 5 to 8 May 2015. Over 900 exhibitors from more than 30 countries will present QA-related technologies, products, subsystems and complete solutions from the areas of hardware and software at the Stuttgart Trade Fair Centre.

"CONTROL IS CONTINUALLY REINVENTING ITSELF EVERY YEAR."

Trade visitors at Control can obtain important insights into production and test technology of the future at a very early stage. Control therefore focuses on the transfer of know-how and technology between research, development and users in the industry. For this purpose, the trade fair organisers cooperate closely with the pioneering institutions in the industry. The participants in Control 2015 will therefore also include the Fraunhofer Vision Alliance, the Fraunhofer Institute

for Manufacturing Engineering and Automation (IPA), and the German Society for Quality (DGQ). They will pass on their know-how to visitors in, for example, special shows, technology parks and technical talks. The highlights in the accompanying programme of this year's Control will include in this area, for example, the 11th special show "Contactless Metrology" of the Fraunhofer Vision Alliance in Hall 1, the Fraunhofer Vision key topic of "Machine vision – key technology for Industry 4.0" (Hall 1) and the event forum of the Fraunhofer Institute for Manufacturing Engineering and Automation "Understand and Experience Technology" in Hall 7 on the topic of multi-sensor systems for metrology and inspection" with daily talks by renowned speakers from industry and research.

"Control is continually reinventing itself", says trade fair organiser Paul E. Schall summing up his philosophy." Because it includes industry-related market and technology topics, and is therefore carefully adapted to each hardware and software innovation without watering down the thematic core of the world's leading trade fair." Quality makes the difference. In the QA industry and at trade fairs such as Control, which have long enjoyed success.



More information: www.control-messe.de

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CEB Clean Energy Building 2015

Energy-efficient buildings

In addition to the well-established trade fair and congress programme relating to energy-efficient buildings, visitors to the 8th CEB Clean Energy Building at Messe Stuttgart from 20 to 22 May 2015 can look forward to a large number of innovations: the Congress and trade fair will pay more attention to the active house building concept with its use of renewable energies. The "Baden-Württemberg Industry and Trade Forum: Energy Efficiency" will also celebrate its première at CEB organised by REECO GmbH from Reutlingen. It will show what measures are practical for saving energy and increasing energy efficiency with high electricity and heat consumption, and how they can be implemented. Another new feature of CEB 2015 will be the "1st Congress for Smart Control in Industrial and Commercial Buildings". It'll take place from 09.00 to 17.00 on 21 May 2015 during the Congress/trade fair.



TV TecStyle Visions 2016

Great demand



Stitching and
transfer printing:
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Visions focuses
entirely on
the decoration
of textiles.

Over 130 manufacturers and retailers of textiles, machines and materials for textile decoration have already confirmed that they will be attending TV TecStyle Visions, the leading European trade fair for textile decoration and promotion from 4 to 6 February 2016. Due to the high demand, additional exhibition space will be provided for manufacturers.



INTERGEO 2015

Trade fair for surveyors

INTERGEO, which will be held from 15 to 17 September 2015, is the world's leading congress and trade fair for geodesy, geoinformation and land management. With over 16,000 visitors from 92 countries, it is one of the most important platforms for industry dialogue. The range of exhibitors includes, for example, the areas of surveying, geoinformation and remote sensing. During INTERGEO experts present solutions for processing, using and analysing geodata in the Internet or in the particular user area. The expert meeting, which is organised by the Society for Geodesy, Geoinformation and Land Management (DVW), is also a platform for future technologies in the industry. These technologies can be seen, for example, in the Open Source Park or in the Innovation Park of young companies. Parallel events, talks and the INTERGEO Congress will round off the programme.



More information: www.intergeo.de

Fachdental Leipzig:

Industry meeting point

On 11 and 12 September 2015 Messe Stuttgart and the organising dental depots in Saxony, Sachsen-Anhalt South and Thuringia will again welcome dentists, dental technicians and qualified dental employees to Fachdental Leipzig. The most important regional meeting point for the dental industry in east Germany is expected to attract over 200 exhibitors from the key areas of prophylaxis, tooth preservation and endodontics.



Experts from more than 90 countries will meet at INTERGEO; the world's leading trade fair for geodesy, geoinformation and land management.

MESSE COMPACT

► **New name, new key topic**
PFLEGE & REHA will be held for the first time under the new name PFLEGE PLUS, Trade Fair for the Care Market, from 26 to 28 April 2016. The new name will emphasise the core topic of care. The trade fair and accompanying Congress at Messe Stuttgart will showcase products and current topics for decision-makers and skilled personnel from the care industry.

► **Registration for AMB already underway**

AMB, International Exhibition for Metal Working, will be held again in Stuttgart from 13 to 17 September 2016. "Everyone submitting their documents by 30 June 2015 can expect to take part in AMB 2016", says Gunnar Mey. Planning will start in September 2015.



AMB 2014: Magnetic clamping systems of the exhibitor AMF in Hall 1.

► **Visionary and contemporary**

On 14 and 15 November 2015 Messe Stuttgart will play host for the first time to one of the most innovative trade fairs for the hair and cosmetics industry: the HAIR. FUTURE SALON EXPERIENCE will present the salon of the future in both a visionary and a contemporary way. With brand exhibitors, topic highlights relating to the latest beauty trends and a first-class accompanying programme on four stages.

► **UNITI expo still growing**

UNITI expo, the leading trade fair for the petrol station world in Europe, is refining its success concept for the next time it is held, i.e. from 14 to 16 June 2016. It will therefore be tailored even better to the needs of its target group. UNITI expo will be staged in Halls 1 and 3, thus increasing the amount of exhibition space by 5,000 square metres to 30,000 square metres. The exhibition area will be divided into theme worlds – with free talks and exciting product presentations.

Focus on dental health: Fachdental Leipzig is the most important industry meeting point in east Germany.

Trade Fair People: „Do you know ...?“



Ruth Pütter is the in-house counsel of Messe Stuttgart and provides the company's employees with advice as the Compliance Office Manager.

Ruth Pütter

A large number of people are currently talking about compliance, but probably very few know what it actually means to a company. In her capacity as the Compliance Office Manager (COM) in the Legal & Corporate Affairs Department, Ruth Pütter (35) finds practical ways through the jungle of paragraphs for the employees of Messe Stuttgart. "Compliance, i.e. observance of laws and internal guidelines by a company and its employees is actually a matter of course", says the in-house counsel

of Messe Stuttgart. "The problem here is only that there are many laws which are contradictory in practice. The compliance management system of Messe Stuttgart, which is tailored to the company's business area, will provide help in this respect." It ensures that all the organisational measures and processes in the company comply with legislation and are also observed by the employees and contractual partners. For example in the legal areas of criminal law, data protection, competition law, occupational safety law and many other areas. The fully qualified lawyer regards herself here as an adviser to the employees of Messe Stuttgart: "The company attaches great importance to the legal conformity of its actions", says Pütter. In my position as COM, I am available to provide clear guidance and assistance for colleagues in making decisions. Confidentiality is natural in this respect." In addition to her work as COM, Pütter provides legal advice to Messe Stuttgart and its employees in the Legal & Corporate Affairs Department. She also assists the Audit Department. Outside work, the keen cyclist loves riding on her racing bike and mountainbike. She has already completed the crossing of the Alps, the supreme discipline for mountainbikers – twice.

IT & Business 2015

German IT market continuing on its growth course in 2015



Positive outlook: the majority of small and medium-sized companies in the information and telecommunications industry are expecting higher sales.

Small and medium-sized companies are still the driving force behind growth in the BITKOM industry. Eight out of ten small and medium-sized companies in the information and telecommunications industry are anticipating higher sales in the first six months of 2015. Just six per cent are expecting sales to decrease. Like in the industry as a whole, software companies and providers of IT services are very optimistic. "Small and medium-sized IT companies started the new year with great confidence", says Ulrich Dietz, Vice President of BITKOM. "In an international comparison, the German ITC industry is primarily characterised by small and medium-sized enterprises, but also the start-up sector." According to a forecast by the European Information Technology Observatory for the German ITC market, sales of software, IT services and IT hardware will rise by 2.4 per cent to €79.7 billion in 2015. "The core area of the BITKOM industry will therefore also grow faster than the economy as a whole this year", says Prof. Dieter Kempf, President of BITKOM. "This is a good sign, especially since IT accounts for most of the jobs in our industry. Over 120,000 new jobs have been created in the IT sector within four years."

 More information: www.messe-stuttgart.de/it-business

This trade fair makes people "hot" for ice cream

Right on time at the start of the ice cream season, GELATISSIMO will be held for the fourth time at the Stuttgart Trade Fair Centre from 20 to 24 February 2016. The only genuine trade fair for ice cream professionals in Central Europe offers trade visitors in conjunction with INTERGASTRA, one of the most important European trade fairs for gastronomy and hotels, product innovations, trends and a large number of ideas relating to handmade ice cream. GELATISSIMO presents the entire spectrum of ice cream under one roof: from raw materials, accessories, ice cream machines and refrigeration technology through to ambience, presentation and sales promotion. "The market has continuously confirmed the leading position of the trade fair", states Ulrich Kromer, President of Messe Stuttgart.



Cold handicraft: first-class ice cream at GELATISSIMO.

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

Triple pack

With LOUNGES, VISION PHARMA and INNOVATION FOOD, three first-rate trade fairs of the guest organiser INSPIRE GmbH will be held for the second time in Stuttgart from 19 to 21 May 2015. LOUNGES will focus entirely on pure, clean, hygienic or sterile environmental conditions during manufacturing or in other contamination-related areas. The exhibitors at VISION PHARMA will present products and services relating to the complete handling and manufacturing process for a pharmaceutical product: apparatus, machines, automation, product development and production. The target industry for INNOVATION FOOD is the food industry with the topic area of hygienic production.

More information: www.new-lounges.de

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CMT China 2015: Individual holidays and caravanning are in vogue in China.

CMT China 2015

Trend topic: caravanning

CMT China, the Chinese offshoot of Stuttgart’s tourism trade fair CMT, has been held in Nanjing, the capital of Jiangsu Province, since 2012. Around 400 exhibitors will present the latest holiday trends at this event from 29 to 31 May 2015. Messe Stuttgart Nanjing Ltd., the subsidiary of Messe Stuttgart, is expecting around 60,000 visitors to attend CMT China at the Nanjing International Expo Centre this year. In addition to a large tourism section featuring Chinese and international service providers, caravanning will be the main focal point of CMT China 2015. International manufacturers such as Fendt and Hobby, as well as the accessories expert Truma will present their products at the exhibition together with numerous Chinese representatives. Trend topics such as self-driving, individual themed tours and honeymoon trips will also be highlighted at CMT China and will reflect the highly topical tourism trends in China. The exhibition will be accompanied by a colourful programme of events and stage shows where the individual destinations will present country-specific dances and performances.



More information: www.cmt-china.com.cn

R+T South America 2016

Messe Stuttgart active for the first time in South America

Messe Stuttgart will stage R+T South America in 2016 for the first time. The offshoot of the leading world trade fair for roller shutters, doors/gates and sun protection in Stuttgart will be staged at the Transamerica Expo Centre in São Paulo, Brazil, from 8 to 11 June 2015 – concurrently with Glass South America. The trade fair for glass processing, glass technology and glass design is well-established on the South American market and is one of the most important trade fairs in Latin America.

The partner of Messe Stuttgart in Brazil is Nürnberg Messe Brasil, a wholly-owned subsidiary of NürnbergMesse, the largest foreign organiser of trade fairs and exhibitions in Brazil. R+T South America is being supported by the Brazilian Association for Curtains and Venetian Blinds. It will be the first ever trade fair for the roller shutter, door/gate and sun protection market in Brazil.

“To date, South America has been an uncharted area in the Stuttgart trade fair portfolio”, says Ulrich Kromer, CEO of Messe Stuttgart. “This gap is being filled by R+T South America.” According to Kromer, it is remarkable here that two trade fair companies which compete against one other for domestic business are cooperating on an international level. “This cooperation is beneficial and in the interest of the

industry”, says Kromer praising the international partnership. “We therefore offer international exhibitors a platform to present their latest products and technologies to new customers on a highly promising market. We are combining our event and industry expertise for this purpose.”

BRAZIL IS A GROWTH MARKET FOR THE ROLLER SHUTTER, DOOR/GATE AND SUN PROTECTION INDUSTRY

Roland Bleinroth, President of Messe Stuttgart, emphasises another positive effect of the international involvement: “There is enormous potential for quality products in South America. We are satisfying a great market need with R+T South America.” Brazil is an important growth region for the roller shutter, door/gate and sun protection industry, particularly in the segments of building security and building automation. There are still no uniform standards on the largest consumer market in South America, but only predominately individual production. Messe Stuttgart organises other offshoots of R+T in Shanghai, Istanbul and Melbourne.



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

Organic boom

Messe Stuttgart has been active in the USA with its own subsidiary since 2013. Together with the Green Festivals, it organises the largest series of events in the area of sustainability in America in the cities of Washington D.C., New York City, San Francisco, Los Angeles and Chicago. Consumers, trade visitors and retailers can purchase products there from over 300 "green businesses" and obtain information on the latest organic trends. In Washington D.C. from 5 to 7 June 2015 and in Los Angeles from 25 to 27 September 2015. Organic food has also long been more than a niche product for eco-freaks in the USA. The industry is doing the job properly. Whole Foods, the American organic food retailer and the market leader with more than 440 shops, achieves an annual turnover of around



\$14 billion. The world's largest retail group has been conquering the market with an annual turnover of \$473 billion since April last year. The former eco-movement has become a trillion dollar business. Annual turnover in 2013: around \$35 billion.

Natural "green": Organic food is more popular than ever before in the USA. US suppliers present the entire diversity of the organic industry at the Green Festivals.

 More information: www.greenfestivals.org

Synergy effects

R+T Turkey will be held for the second time in Istanbul from 12 to 15 November 2015. R+T Turkey is organised by the company Messe Stuttgart Ares Fuarçılık Ltd. Şti. The première of the leading trade fair for roller shutters, doors/gates and sun protection in Turkey was a success with more than 100 exhibitors from ten countries. The expectations for R+T Turkey 2015 are therefore good.

The positive future potential of the trade fair is also reflected in the various economic relations with Turkey: the country is traditionally an important business partner for Europe – and the tendency is increasing. More and more companies are becoming involved there every year; the Turkish market is regarded as one of the most promising markets in Europe.

R+T Turkey profits from the international reputation of R+T in Stuttgart as the



Important platform: During R+T Turkey in Istanbul trade visitors can obtain information on the latest developments in the product areas of roller shutters, doors/gates and sun protection.

leading world trade fair for roller shutters, doors/gates and sun protection, and from the involvement and technical expertise of Messe Stuttgart for potential exhibitors and visitors in Istanbul. Trade fair participants from numerous Arab countries obtain access there to new markets and can therefore further extend

their international network. There is also another reason why R+T Turkey is an important platform for exhibitors and visitors from these countries: they are often prevented from attending R+T in Stuttgart due to visa restrictions.

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

MESSAGE PORTRAIT



Peter Münzmay, Authorised Representative, Member of the Board of Management, Vice President Food & Beverage Technology at Messe Stuttgart.

“24 years of eating and drinking”

Peter Münzmay, Vice President Food & Beverage Technology at Messe Stuttgart, to retire at the end of June 2015.

It is rare for someone to combine a hobby and an occupation like Peter Münzmay has done. After obtaining a degree in business administration, Münzmay worked in the marketing department of several manufacturers of branded food and beverage products. It was therefore logical that he joined Messe Stuttgart in 1991 as the project manager for food trade fairs. “The whole day in my business division revolved around eating and drinking,” jokes Münzmay whose second hobby includes cooking, wine and winegrowing. The current Vice President Food & Beverage Technology and Authorised Representative performed pioneering

work for Messe Stuttgart during the “development of east Germany” in the transformation years and launched industry trade fairs there. Then as now, his area of responsibility includes successful trade fairs such as INTERVITIS INTERFRUCTA, Intergastra, südback, SACHSENBACK and SÜFFA. “I can look back on a total of 36 years of trade fair experience”, says Münzmay, “24 of which were spent on the organising side at Messe Stuttgart.” After his retirement, Münzmay will probably only miss his job, he will continue with his second hobby. Just like his favourite hobby, i.e. his love of music as a trombonist in an orchestra.



Siegfried Wörösch, Vice President Technical Services and Authorised Representative at Messe Stuttgart, worked for the company for 28 years. His plans for his retirement years: city breaks and finishing his book project.

“I was proud of this team”

Siegfried Wörösch, Vice President Technical Services and Authorised Representative at Messe Stuttgart, is retiring. With high praise for his team and contractual partners.

Anyone like Siegfried Wörösch, who has worked for Messe Stuttgart since 1987, has experienced a great deal: first the “old times” in Killesberg and most recently as Deputy Director of the Technical Services Department. Then the start of the future of Messe Stuttgart with the move to the new trade fair grounds at Stuttgart Airport: a mammoth task which Wörösch admirably accomplished with his now 51-strong team. Everything a question of organisation and a great deal of professional composure. Wörösch has both in large quantities. Since the move to the Filder, he has worked as Director of the Technical Service Department and then as Vice President and Author-

ised Representative at Messe Stuttgart. His area of responsibility included, for example, the hall managers, technical coordinators, traffic and safety together with the company fire brigade, the central warehouse, the in-house printer and, last but not least, the company’s fleet of vehicles.

“The task of my business division was to provide trade fairs and other events with everything relating to technical services”, says Wörösch. He always regarded himself here more as a coach than a traditional line manager. “However, this only functions if the employees and contractual partners are always top class. I was always proud of my team.”

“The best win”

2,000 years ago, Emperor Caligula wanted during a fit of imperial delusion to make his horse the Consul of the Roman Empire. At the latest since then, even the last person should also realise the importance of good personnel policy.

As an internationally operating company, Messe Stuttgart aims to recruit and employ only the best people, and retain them in the long term. Because employees are our capital – this is especially important in the trade fair industry which is characterised by personalities.

Messe Stuttgart is an important employer in the region with a wide range of attractive job profiles and work areas. The requirements are correspondingly high: individual skills, a willingness to learn, openness and the ability to communicate, for example. This applies equally to employees in sales and their colleagues in debt collection, services or many other so-called cross-section departments.

In return, however, we offer many benefits: flexible working hours or a home office, a “career workshop” with a large number of opportunities for development and further education, “talent management” and a company health

Dr. Reinhard Schlossnikel, Vice President Human Resources & Organisation at Landesmesse Stuttgart GmbH.



insurance scheme. This year we are attempting to obtain the label “Top job – employer of the year”.

Do you think this sounds slightly like self-praise? That may be the case. But it’s true. In addition, anyone doing good should also talk about it. Especially in a booming economic location such as the Stuttgart metropolitan region with its chronic shortage of skilled labour. In the next issues of *Message* we will therefore provide you here with detailed information on why Messe Stuttgart is an attractive employer and what we are planning to do in future in order to make us even more attractive as an employer.”



More information: www.messe-stuttgart.de/das-unternehmen/jobs-und-karriere

Messe Stuttgart

At a glance

Its own Facebook, Twitter and YouTube channels, press releases, photos, videos: Messe Stuttgart has a large number of multimedia platforms in the Internet. They are now more clearly organised and can be found even more quickly by exhibitors, visitors and journalists. “Messe Stuttgart uses a large number of new channels”, says Jens Kohring, Online Project Manager at Landesmesse Stuttgart GmbH. “We combine them on the website of the particular events under the heading “Press”. Journalists find them in their area. The news modules can also be used individually if required.” As another innovation for even more up-to-date content, the section for journalists contains an open channel with all external reports relating to the trade fair.



Clear: The different multimedia services of Messe Stuttgart can now be found ever more quickly in the Internet .



More information: www.messe-stuttgart.de

MESSE INTERNAL

► **Thomas Glawa new Vice President**
Management change at Messe Stuttgart: Thomas Glawa (48) is the new Vice President Technical Services and Construction & Facility Management at Messe Stuttgart. The civil engineer has been working for Messe Stuttgart since 2003 and also holds the post of Authorised Representative of Projektgesellschaft Neue Messe GmbH & Co. KG, the construction and holding company of Messe Stuttgart. Glawa is succeeding Siegfried Wörösch who is retiring in summer 2015 after 28 years of service with Messe Stuttgart (see Page 44)

► **Area of business & education extended to include additional events**
 The area of responsibility of Andreas Wiesinger (47), Vice President “Business & Education” at Messe Stuttgart, is being extended to include trade fairs from the previous business division “Food & Beverage Technology”. These trade fairs include, for example, such successful events as INTERVITIS INTERFRUCTA, Intergastra, SÜFFA and südback. Wiesinger has been an Authorised Representative of Messe Stuttgart since 2010 and has worked for the company since 1997.

Atmospheric: the jazzopen stage in front of the New Palace.

Live atmosphere in the state capital

International jazz, blues, soul and pop stars will perform at the jazzopen 2015 in Stuttgart from 3 to 12 July 2015. A top-class event – and not only for jazz lovers.

This season, important international festivals have been competing more intensely than ever before to attract major show acts. This isn't a problem for Juergen Schlenso, promoter of the jazzopen and joint Managing Director of the organiser OPUS GmbH: "We are also staying true to our principles in 2015 when we will again bring unique projects to stages in Stuttgart. We are looking forward to ten days of the jazzopen according to the programme."

From 3 to 12 July 2015, outstanding artists from the international jazz, blues, soul and pop scene will transform the state capital of Baden-Württemberg into a musical hotspot with the flair of a summer festival. The festival will start on 3 July 2015 with the presentation of the German Jazz Trophy at the Sparda-Welt Event Centre which holds 400 people. Two other evening concerts featuring the well-known jazz stars Brad Mehldau Trio and David Sanborn will be held at that venue. From 4 to 7 July 2015, the jazzopen will use the open-air stage at the Mercedes-Benz Museum: against the futuristic-looking backdrop of the automobile museum, the festival organisers will present four evening concerts – Joshua Redmann & The Bad Plus, Marcus Miller and Prof. Mini Schulz from the organiser OPUS – as well as a family matinée. Schlossplatz in Stuttgart will then be transformed into a venue for large concerts. International stars and Grammy win-

ners will perform on the stage in front of the New Palace from 8 to 12 July 2015 – on five evenings for the first time. Visitors holding a premium ticket will obtain a first-class seat on the covered grandstand, access to a priority section in the upper part of the grandstand with a direct view of the stage action and a catering section with finger food and drinks in the New Palace.

INTERNATIONAL STARS, EXCITING NEWCOMERS – PURE MUSIC ENJOYMENT DURING THE JAZZOPEN

The stars performing on Schlossplatz will include Bob Geldorf, Gregory Porter & Dianne Reeves with the Metropole Jazz Orchestra, the French female singer ZAZ & friends with the SWR Big Band, Max Herre with the Kahedi Radio Orchestra and the charismatic singer Jamie Cullum, currently one of the most successful jazz artists in the United Kingdom. Throughout the entire festival, select artists and newcomers will play in an intimate atmosphere in the BIX Jazz Club – spontaneous jam sessions included. Tickets for the jazzopen can be purchased in advance from CTS Eventim, Easy Ticket and Reservix.



More information: www.jazzopen.com

New guest events

Location with charisma

Stuttgart still has a positive image as a location for trade fairs, congresses and events. The acquisition successes of Messe Stuttgart in the area of guest events in 2015 include the MASTER AND MORE and BACHELOR AND MORE fairs, which are unique in Germany and are each exclusively aimed at people wanting to take Bachelor's and Master's degrees. On 5 and 6 September 2015 Messe Stuttgart will play host to the première of the "24 Hours of Stuttgart epowered by Bosch": 24 hours of mountain biking in teams of 8, 4 and 2 or as a soloist during the day and night on a course measuring around 7.5 kilometres. One special challenge on the course at Messe Stuttgart is the crossing of the A8 motorway via the Bosch multi-storey car park. The start and finish will be in Hall 5 with live music and other attractions. 300 e-bikers will have their own starting block during the 24 Hours of Stuttgart and will take part in a separate competition.

The guest event highlights in 2015 will also include the 11th Structured Finance Conference on 25 and 26 November 2015 with around 1,500 participants. The congress/trade fair with around 150 top experts and an exhibition featuring over 80 renowned providers of financial and consulting services is regard-

ed as the leading event for treasurers and chief financial officers. The glittering highlight of Structured Finance is the evening event with the selection of the "CFO of the Year" and the presentation of the "Treasury of the Year Award". The congress/trade fair is organised by FRANKFURT BUSINESS MEDIA GmbH and will also be held in Stuttgart in 2016 and 2017. On 3 December 2015, the marketing elite in Germany will meet at the ICS International Congress Center Stuttgart for the German Marketing Day with the presentation of the German Marketing Prize. The new guest events in the 2016 calendar will include the 61st Congress of the German Society for Gynaecology and Obstetrics with 3,600 delegates. The main topic at this renowned event will be "Women's health: responsibility - perspectives". Another highlight from the area of medicine and health management at Messe Stuttgart in 2017 will be the Annual Congress of the German Society for Pneumology and Respiratory Medicine with over 3,500 delegates. Pest-Protect, 12th International Trade Fair and Congress for Pest Control, will be held in Stuttgart for the first time on 2 and 3 March 2016. The only continental trade fair of its kind has been organised for 24 years by the German Pest Control Association (DSV). The première in Stuttgart is expected to attract around 2,000 participants.



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

ICS International Congress Center Stuttgart

Stuttgart2go

The congress city of Stuttgart will be represented at IMEX, the leading world trade fair for the meeting, event and incentive industry, in Frankfurt from 19 to 21 May 2015. Under the motto



"Stuttgart2go", the ICS will present the conference and event venue with partners from the region on a new exhibition stand designed as a café: in an attractive and sustainable way. Including a presentation screen featuring changing highlights of the region, stand furniture made of sustainable upcycling materials and an "inventors' gallery" with innovations made in Stuttgart. "The team from the ICS was actively involved in the design of the communicative stand concept", says Stefan Lohnert, Vice President Guest Events at Messe Stuttgart. "Because a company can only acquire customers if it actively communicates with them."

The trade fair and congress city of Stuttgart will be represented on a new stand at IMEX, the leading world trade fair.



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

CONGRESSES / EVENTS 2015

- ▶ 05.–06.05. **ProSTEP IVIP Symposium 2015**
Organiser: Pro STEP IVIP e. V.
- ▶ 05.05. **Technology Day for Hybrid Lightweight Construction**
Organiser: Leichtbau BW GmbH
- ▶ 22.–24.05. **The Spirit of Lifepus 2015**
Organiser: Lifepus Europe Ltd.
- ▶ 21.06. **Bikers' Day 2015**
Organiser: Baden-Württemberg Ministry of the Interior
- ▶ 11.–12.07. **RETRO RACE 2015**
Organiser: RETRO Messen GmbH
- ▶ 05.–06.09. **24 Hours of Stuttgart epowered by Bosch (mountain bike race)**
Organiser: SKYDER SPORT-PROMOTION e.K.
- ▶ 15.–17.09. **INTERGEO – Congress and Trade Fair for Geodesy, Geoinformation and Land Management**
Organiser: Hinte Messe- und Ausstellungs GmbH
- ▶ 29.–30.09. **European MINT Convention 2015**
Organiser: GMINT GmbH

SIGHTSEEING TIP: Stuttgart Museum of Art

Ten years of art in a cube

The glass-built art museum in Stuttgart is a visitor magnet for the state capital.

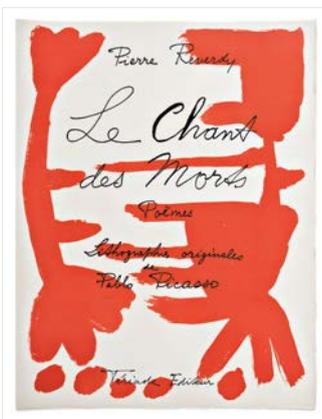


Eye-catching:
The glass cube, housing the Stuttgart Museum of Art, is also worth a visit for architecture fans.

international competition, won by the "Hascher + Jehle" architectural studio in Berlin in 1999. And what made their design so clever? Four fifths of the exhibition space were to be housed underneath Stuttgart's town square 'Kleiner Schlossplatz', facilitating the compact construction of the remaining fifth above ground, which was appropriate to the surrounding urban environment: today's glass cube with its interior stone façade.

HIGHLIGHTS OF THE CITY'S ART COLLECTION

In addition to three or four large special exhibitions each year, guests from all over the world are presented with highlights from the city's collection on 5,000 square metres of exhibition space: from Swabian Impressionism to Classical Modern to Contemporary. There are collections that have been purchased by the museum, as well as pieces on long-term loan from private collectors; artwork that has never or only seldom been exhibited is also included among the comprehensive 15,000 plus exhibits. Among them, work from internationally recognised and renowned artists such as Otto Dix, Willi Baumeister, Adolf Hölzel, Fritz Winter, Dieter Roth, Wolfgang Laib and Ben Willikens. A central theme explored at the museum is the development of non-representational painting since the 1950s with Informalist, Concrete and Abstract painters in general.



Current exhibition: Artists' books from the Lucius collection.

New buildings traditionally have a difficult time getting started in Stuttgart. The Stuttgart Museum of Art was no exception. It will be exactly ten years in 2015 since the glass cube, visible from far and wide, opened at 'Kleiner Schlossplatz' in the heart of the city. Stuttgart's art collection had finally found a worthy home after 80 years of changing, cramped conditions. The city of Stuttgart had been planning to find a building for the gallery and its expanding treasure trove since the late 1970s. Serious efforts were first made in 1998 with the launch of an open

More information:
www.kunstmuseum-stuttgart.de

HIGHLIGHTS 2015

- ▶ 05.–10.5. 22nd International Trickfilm Festival Stuttgart
Venue: Stuttgart city centre cinemas
- ▶ until 10.5. Stuttgart Spring Festival
Venue: Cannstatter Wasen, Stuttgart
- ▶ 25.06.–12.07. Colours – International Dance Festival Stuttgart
Venue: Theaterhaus Stuttgart
- ▶ 03.–12.07. JAZZOPEN STUTTART
Venue: Schlossplatz, open-air stage Mercedes-Benz-Museum, BIX Jazzclub, SPARDAWELT, Stuttgart
- ▶ 09.–19.7. Hamburger Fischmarkt/ Hamburg Fish Market
Venue: Karlsplatz, Stuttgart
- ▶ 11.07. Lichterfest Stuttgart/ Stuttgart Light Festival
Venue: Höhenpark Killesberg, Stuttgart
- ▶ 26.08.–06.09. Stuttgarter Weindorf/ Stuttgart Wine Festival
Venue: Stuttgart city centre

RESTAURANT TIP

“Brust oder Keule”

Wine tavern or gourmet temple: The region of Stuttgart has something for everyone.

Restaurant and wine cellar: “Brust oder Keule” (Breast or Leg) in Stuttgart’s Leonhardsviertel is both. A classically elegant atmosphere on two levels, traditional Swabian dishes such as “Zwiebelrostbraten” (roast beef with onion) and “Gaisburger Marsch” (Swabian beef stew) staple fixtures on the menu, supplemented by ever-changing culinary highlights that go beyond regional and national borders. Just as international is the wine list with its approx. 250 wines from Germany and Europe. Further information: www.bok-stuttgart.de.



Classically elegant: “Brust oder Keule” restaurant in Stuttgart’s Leonhardsviertel.

HOTEL TIP

Hotel La Casa

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

Relax, switch-off, unwind after the hectic pace of the trade fair? Or combine both work and pleasure by holding a meeting at the hotel? In La Casa, guests are spoiled for choice. The family-run, five-star hotel in Tübingen am Neckar provides its guests with everything they could wish for in a pleasant stay – with just a “hint of the Orient”. All the rooms are individually decorated to create a special atmosphere and differ according to size and location (in the categories Best Price, Comfort, Deluxe/Près du ciel and Apartment Suite). Guests are invited to relax in the hotel’s two wellness areas, which include the La Casa Spa, as well as a Turkish bath and Arabian Hammam – to take a dip in the pool or enjoy the view over Tübingen from the rooftop terrace after the sauna. La Casa also offers a sophisticated dining experience. In the restaurant, guests can enjoy creative, top-class menus and à-la-carte dishes between 5 pm and 11 pm Monday to Saturday, and between 1 pm and 9 pm on Sundays, which include regional specialities predominantly sourced fresh from the surrounding region. The bar lounge is then the ideal location to meet and discuss with friends and business partners.

Work is also possible at the La Casa Hotel: in four daylight-flooded rooms that hold up to 85 people. Further information: www.lacasa-tuebingen.de.



Atmospheric: The La Casa Hotel is a family-run, five-star hotel with individually designed rooms in Tübingen.

Stefan Siller



Stefan Siller, Editor and Presenter of SWR1 talk show "Leute" ("People").

"Messe Stuttgart and SWR1 Leute are marketplaces"

Cheers! There is no end to the celebrations this year it seems. Our programme "SWR1 Leute" has turned 30, of which we are all very proud. But, of course, this doesn't really compare to the 75 years of Messe Stuttgart! Congratulations! Not that we would be going "head to head" with the trade fair, it is far more a case of complementing each other. Messe Stuttgart and "SWR1 Leute" are marketplaces. People, activities and products are presented here. Visitors and listeners are introduced to new topics, they are entertained, perceptions are challenged, people learn something new.

Did you know, for example, that one of Germany's most successful scriptwriters spent twelve years in prison? Peter Zingler shared stories from his criminal past with "Leute" in February. And Jean-Claude Juncker, President of the European Union, confided during our programme that he likes to relax by playing the pinball machines in his basement. These magnificent machines were the reason behind my first trade fair visit

in 1970s Berlin. Unfortunately, they are no longer made any more. I am always interested in exhibits involving fun and pleasure though. I'm thus really looking forward to seeing what "Slow Food – Market for Good Taste" has to offer! I also have a healthy curiosity, and know that the "Fastener Fair", an international exhibition for the fastener and fixing industry, will have plenty to interest me.

Stuttgart Messe and SWR enjoy a successful partnership. "Leute" presents an exciting stage programme at "CMT" and SWR also supports "Retro Classics" as a media partner.

Stuttgart Messe and "SWR1 Leute" will no doubt have plenty more special birthdays to celebrate. After all, there will always be people interested in the latest innovative ideas! I'm still waiting for a Black and a Holy Mass on the grounds. And I hope you'll switch on your radio and listen to our marketplace "SWR1 Leute". Or perhaps we'll meet face-to-face at the next CMT! I have been doling out tasty fruit juices at the "Amsel" stand there for years. Cheers!

"I'M STILL WAITING FOR A BLACK AND A HOLY MASS ON THE GROUNDS"

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And we look forward to the next 75 years!



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