



Message

TRADE FAIRS | CONGRESSES | EVENTS

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02 | 2018



AMB 2018 goes Digital

Congress shows digital ways in production

Comic Con Germany

Event platform
for pop culture

LASYS
International
allure

CastForge

New trade fair for
castings and forgings

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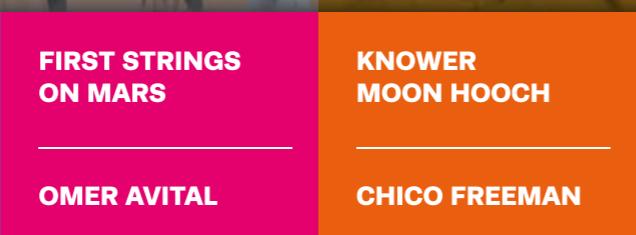
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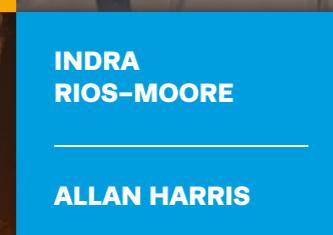
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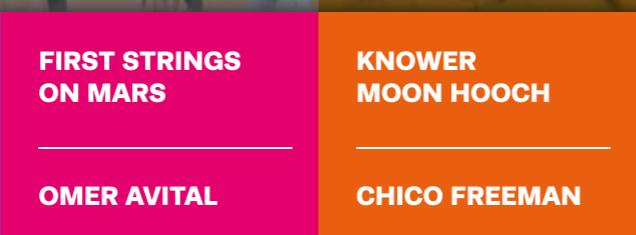
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Looking forward to the best ever year in the company's history so far: Ulrich Kromer (left) and Roland Bleinroth, Presidents of Messe Stuttgart.

Resolutely on course for continued growth

In 2018 Messe Stuttgart is expecting the best ever year in its history so far. The new Paul Horn Hall is booked up several times over.

For the current financial year, Ulrich Kromer, President/CEO of Messe Stuttgart, is forecasting new records for the Stuttgart location: "The event calendar has never been so full. We are expecting almost 24,000 exhibitors and are targeting a turnover of more than €170 million and a profit of €33 million."

One reason for the positive expectations: the events in 2018 will include, for example, the leading world trade fair R+T, INTERGASTRA and AMB (see the cover story on Page 8) which – just like CMT – will occupy the entire area of the trade fair grounds, including the new Paul Horn Hall. Messe Stuttgart is also extending its product portfolio by adding new events. elect!, which will take place from 8 to 10 October 2018 (see Page 26), will create on the Filder an international platform comprising a trade fair and a congress focusing on the future of mobility.

CastForge is a new addition to the group of industrial trade fairs. The Trade Fair for Castings and Forgings with Processing will celebrate its première in Stuttgart from 5 to 7 June 2018. With CastForge, Messe Stuttgart is offering manufacturers a platform of their own for the first time to showcase their extensive range of services and products in steel, grey and nodular cast iron, non-ferrous castings and forged parts

to a large number of trade visitors in one of Europe's strongest economic regions (see Page 22 in this respect). In the course of expansion of its international business, Messe Stuttgart has also taken over "ibex", the largest bakery exhibition in Iran (see Page 42 in this respect).

In the last, i.e. tenth, year of operation at the new site, Landesmesse Stuttgart GmbH posted total earnings of around €131 million. This is the highest ever figure in an uneven year when no large international trade fairs and exhibitions are held. "We are increasingly successful at also adapting our product portfolio for the uneven years which are weaker due to the rotation of events," says Kromer. "We therefore finished 2017 well above our expectations." Kromer said that the reasons were firstly the positive development in Messe Stuttgart's own events and secondly the increasing popularity of the venue for guest exhibitions and congresses. Roland Bleinroth, President of Messe Stuttgart, is also especially delighted with the success of the company's internationalisation strategy: "Our involvement in 52 countries is paying off. A quarter of our exhibitors and ten per cent of the visitors now come from abroad."

More info: www.messe-stuttgart.de
Twitter: #MesseStuttgart

Moulding Expo



The Moulding Expo trade fair will be held again at Messe Stuttgart in 2019.

Ideal date

The date for Moulding Expo 2019 has been fixed. The most important representatives of the international tool, pattern and mould making industries and their suppliers present their products and services in Stuttgart from 21 to 24 May 2019. Exhibitors, partner associations BVMF, VDMA, VDW, VDWF and Messe Stuttgart agreed on the time window in spring 2019. Gabriele Urhahn, Head of Marketing/Communication at GF Machining Solutions, Schorndorf: "An ideal date for Moulding Expo."

More info: www.messe-stuttgart.de/moulding-expo
Twitter: #MEX2019

Touristik & Caravaning Leipzig

Cooperation

With effect from 2018, the Stuttgart holiday exhibition CMT will cooperate with Messe Leipzig and Fleet Events in order to further develop Touristik & Caravaning (TC), the leading travel exhibition in Eastern and Central Germany, in Leipzig. "Demonstrating our expertise in Stuttgart, Nanjing and Leipzig is an exciting task which we are looking forward to very much," says Roland Bleinroth, President of Messe Stuttgart.



Will benefit in future from CMT know-how: Touristik & Caravaning Leipzig.

More info: www.messe-stuttgart.de
Twitter: #MesseStuttgart

EDITORIAL

Markus Vogt,
Company Spokesman
Landesmesse Stuttgart GmbH.



"Coping with structural change"

Do you also believe that digitalisation is important? Of course. But what does this digitalisation actually entail? I maintain that if I were to ask 100 readers of this issue of Message, I would receive 100 different answers. And all of them would be correct somehow.

Why? Because we are talking about a complex structural change. This involves both technology and fundamentally different rules. We are coming out of the age of industry and have learnt that value-added chains are connected in series, that hierarchies run from bottom to top and that very few communicate in many directions. The mobile Internet, the Social Web and the Internet of Things are questioning and changing these processes which we have learnt. They can suddenly run in all directions, no longer just up and down. We are talking about the network economy.

With the keyword Industry 4.0, it is therefore insufficient to just think about networking in factory halls. That's because the networked factory is in turn part of a huge network ecosystem called the Internet. Companies must therefore digitalise their core business with all its processes. And, in particular, they must also create new business models. Because the new general conditions in the network economy mean one thing: competitors no longer come primarily from one's own industry. Companies must also compete against suppliers who act across multiple platforms.

In 2018 our AMB, International Exhibition for Metal-Working, will demonstrate in the special show entitled "Digital Way" and the associated Congress how industrial companies can cope with this complex structural change and use the huge potential of digitalisation for their own purposes. How business and production processes can be optimised in very specific terms and what successful digital business models already exist.

Do you also believe that digitalisation is important? I therefore wish you, esteemed readers, much enjoyment when reading our cover story.

Messe Stuttgart



Together for even more Messe Stuttgart: official photo call on the occasion of the opening of the new Paul Horn Hall (Hall 10).

Fit for the 2018 trade fair year with the new Paul Horn Hall

Grand opening of the new Paul Horn Hall (Hall 10), followed by the traditional New Year's Reception, and finishing with a party into the small hours: a trade fair year could not have started any better: over 1,600 guests from industry, politics and society flocked to the great popular social event hosted by the Baden-Württemberg state capital in the ICS International Congress Center Stuttgart. Nicole Hoffmeister-Kraut, Baden-Württemberg Minister of Economic Affairs, Labour and Housing, and Deputy Chairwoman of the Supervisory Board of Landesmesse Stuttgart GmbH: "Baden-Württemberg is meeting here today, it is an occasion for exchanging pleasantries. Messe Stuttgart does a very good job!" Michael Föll, Chairman of the Supervisory Board of Landesmesse Stuttgart GmbH and First Mayor of the city of Stuttgart,

emphasised the significance of Messe Stuttgart as an important location factor for the federal state of Baden-Württemberg: "Messe Stuttgart is a showcase for the Baden-Württemberg economy. Economic development and value-added take place here live. Messe Stuttgart makes a first-class contribution in this respect." Lothar Horn, Managing Director of Hartmetall-Werkzeugfabrik Paul Horn GmbH, was delighted: "The new Paul Horn Hall and the associated increase in the number of square metres were an absolute must for every exhibitor." The show highlights of the evening included the Fantastic 5 with their audio-visual stage set and dance performance. Plus the outstanding SWR Big Band with singer Max Mutzke.

More info: www.messe-stuttgart.de
Twitter: #MesseStuttgart

Messe Stuttgart

New Messe restaurant opened at the Entrance West



High-quality food, modern atmosphere: the restaurant in the west has space for up to 110 guests for dining and networking.

Since the opening of the new Entrance West, Messe Stuttgart has had one more restaurant. "The restaurant in the west has space for around 110 guests," said Luis Nunez, Aramark District Manager for sport, leisure and exhibition catering, "and is the smallest of the three Messe restaurants." It is located at the Entrance West between Hall 9 and the Paul Horn Hall (Hall 10). "The meals are freshly prepared by two chefs, and the sauces and dressings are home-made," says Nunez. The changing menu features, for example, high-quality rib-eye steaks, grilled fish and always vegetarian dishes. Coffee specialities, drinks and ten types of gin are served at the bar. During exhibitor evenings for up to 200 people, the restaurant can be extended into the foyer or the Messe park.

More info: www.messe-stuttgart.de/besucher/messegelaende/essen-trinken
Twitter: #MesseStuttgart

CMT



The Corps Touristique again selected CMT in Stuttgart as the best German holiday exhibition in the past tourism season.

Gold for CMT

International recognition for the holiday exhibition CMT in Stuttgart: the Corps Touristique (CT), the Association of Foreign National Tourist Offices and Railways in Germany, presented CMT for the ninth time with the gold award as Germany's best holiday exhibition in the past tourism season. To date, CMT has taken second place on three occasions. In third place this time was the Travel Trade Show (ITB) in Berlin. Second place was awarded to the B2B exhibition IMEX in Frankfurt. The CT members evaluated a total of 15 holiday exhibitions in Germany.

More info: www.messe-stuttgart.de/cmt
Twitter: #CMT18

CCON – Comic Con Germany

Comic Con-Camp

For the next edition of CCON – Comic Con Germany – on 30 June and 1 July 2018, Messe Stuttgart will offer visitors a special service. CCON fans can book a parking space for their motor home directly on the trade fair grounds at a cost of €30.00 per night. Included in the fee are the parking space, electricity, access to sanitary facilities and a Comic Con breakfast for two people. Parking space tickets can be ordered at: www.messeticketservice.de.

More info: www.comiccon.de/de/informationen/anreise-parken-und-hotels
Twitter: #CCON

TRADE FAIR HIGHLIGHTS

Ulrich Kromer,
CEO of Landesmesse
Stuttgart GmbH.



"Crazy times"

We are living in crazy times in one way or another: Twitter messages are used to sack top civil servants in the USA or to announce and start a trade war. The BER airport will now start operating at the end of 2020. Prior to the opening of the airport, there are plans to construct buildings which are urgently required for its operation. However, the original main building will probably not be used for its actual purpose. The new General Data Protection Regulation will disrupt established processes in companies – although many companies have not done very much wrong. Irrespective of this, a large number of companies will concentrate on collecting data – digitalisation sends its regards. But that's not all: opponents of Stuttgart 21 smeared excrement from bark beetles on trees in order to delay the project. Thousands of diesel cars are piled up in the desert in Nevada – in Germany large numbers of them are parked at dealers' premises. The current Working Hours Act is impractical for many companies. Especially in the restaurant industry, it is compelling some firms to limit services – and close at midday or even in the evening. London and Moscow are disputing the origin of a nerve poison which critically injured two people...

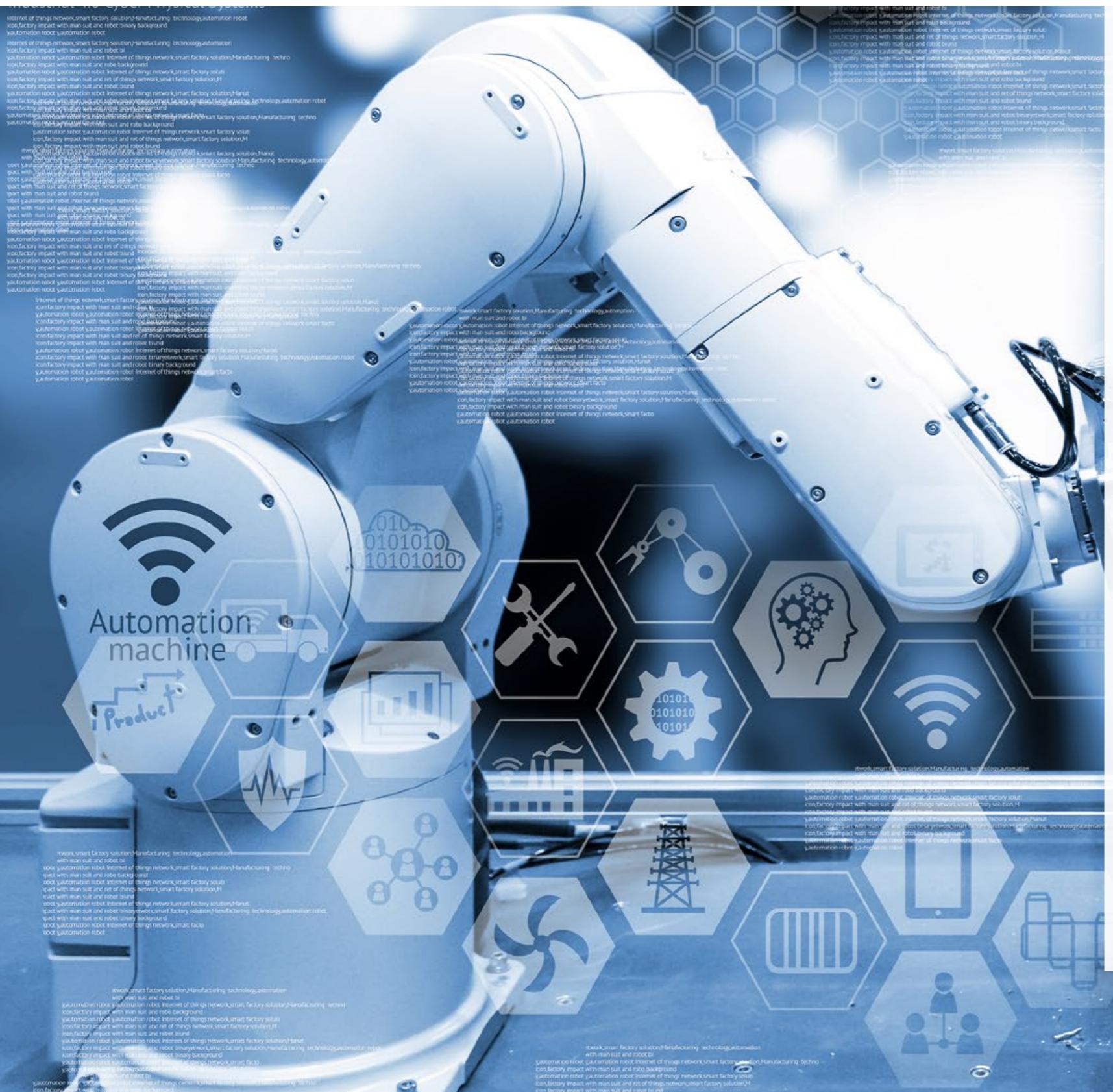
This list could go on and on. The individual issue – if it were then tackled or even resolved – would probably not be so critical. Overall, it is apparent where we are procrastinating and what affects us. It will also probably be shown how unstable our world is threatening to become. In the case of one or two topics, I can recall the comments made by Roland Klenk, Mayor of Leinfelden-Echterdingen, during his swearing in: he called for "an uprising of decent people." However, at least in the German trade fair industry many things are remaining fairly stable. Although digitalisation will have an effect, no great changes will take place at first. Trade fairs and exhibitions are and will remain market platforms where people meet and talk to one another. Digitalisation will make administrative processes easier, the way in which products are presented will change and, in particular, communication between exhibitors, visitors and among themselves will be intensified – and perhaps even enhanced. I would therefore like to take this opportunity to wish you – in a non-digital form – an enjoyable spring. I am also looking forward to seeing you again soon.

AMB 2018 goes digital

The metalworking industry is booming and with it the digitalisation within the framework of Industry 4.0. With the special show "Digital Way" and an exclusive technical congress, the biggest AMB to date brings together supply and demand in Stuttgart.



Experience Industry 4.0 live: AMB brings together supply and demand with the special exhibition "Digital Way" and a congress.



Everyone is talking about Industry 4.0. AMB shows you how it works", states Ulrich Kromer, President and CEO of Messe Stuttgart. "With the special show 'Digital Way' and the connected congress, AMB 2018 once again highlights its position as a leading trade fair for the metalworking industry. We show how business and production processes can be optimised precisely in practice and which digital business models are available for this purpose."

Gunnar Mey, Department Director of Industrial Solutions at Messe Stuttgart, adds: "Companies want to know how they can digitalise processes. What providers have already successfully carried out projects? What applications or models are available and are relevant to the respective company? With 'Digital Way' Messe Stuttgart brings together solution-oriented offers and demand on 18 and 19 September 2018."

The concept of "Digital Way" consists on the one hand of an exclusive technical congress which Messe Stuttgart is organising with the Software and Digitalisation Association of the German Engineering Federation (VDMA). The agenda includes important topics such as "Augmented and Virtual Reality in Mechanical and Plant Engineering", "KI/Machine Learning" and "Model-Based Digital Engineering", among others.

Manufacturers of software solutions in the area of digital business models, digital production, digital product development, digital service & customer service, software development, as well as service providers and manufacturers of hardware, will present themselves in the accompanying exhibition. Highlight: Within the framework of showcases visitors can see application examples and best practices live in ac-

tion and thus obtain a current overview of the interaction of networked processes in companies as well as their specific added-value. Attractive opportunities for matchmaking between "Digital Way" exhibitors, visitors and exhibitors at AMB and conference delegates will be available due to the extended opening hours of "Digital Way" on the first day of the exhibition with an additional networking event. The concept has already generated a great deal of interest ahead of this year's event among associations and in the IT and metalworking industry. Prof. Claus Oetter, Deputy Director of the Software and Digitalisation Association in the VDMA, says "the synergy between IT and the software industry, as well as mechanical and plant engineering is what characterises innova-

"WITH 'DIGITAL WAY' AMB HIGHLIGHTS ITS POSITION AS A LEADING TRADE FAIR FOR THE METALWORKING INDUSTRY."

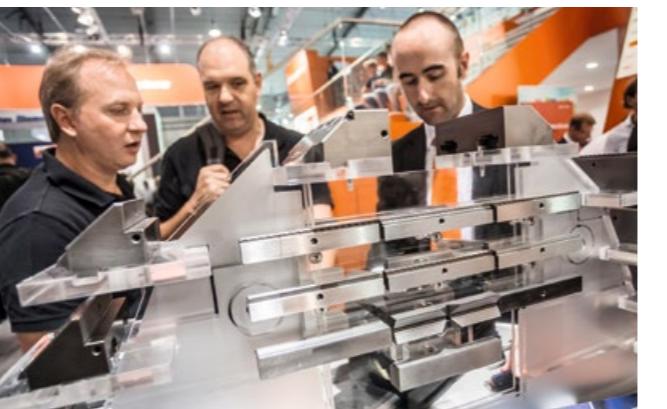
Ulrich Kromer, President/CEO, Messe Stuttgart

tion in digitalisation in the first place. In the digitalised world only industry can manufacture new products which are beneficial to producers and customers." At AMB the VDMA (German Engineering Federation) will provide information about its numerous activities and present new technologies during a live demonstration. These topics are further developed in the conference on digitalisation in production (also read the short interview on page 16).

Volker Schinkel, Managing Director of oxaion gmbh, says that AMB has "its finger on the pulse of the times with 'Digital Way' by bringing together the two current all-defining areas of industry and digitalisation in an innovative way. As long-term providers of ERP complete



Messe Stuttgart expects over 90,000 international visitors and around 1,500 exhibitors at AMB 2018.



solutions with numerous medium-sized customers from the field of machine and plant construction, we welcome this concept. Together with our partner SYNCOS, experts for MES solutions in the area of discrete manufacturing, we are already looking forward to an interesting trade fair, fruitful contacts and many good discussions!"

Thomas Hösle, Managing Director of Elabo GmbH, sees the combination of AMB and "Digital Way" as an enrichment with opportunities for companies: "The prejudices continue that there is a lack of standards for digitalisation, the costs of implementation are too high and the necessary manpower, especially in small companies, is not available. These prejudices must be removed. Because the market punishes those who come too late." ELABO, together with partners and exhibitors at AMB, will showcase digitalisation in production that can be experienced live in a smart factory.

With "Digital Way" and the new Paul Horn Hall (Hall 10) all signs are pointing towards expansion at AMB 2018. Thanks to the new trade fair hall, the trade fair is extended by a further 15,000 square metres. The optimised thematic hall planning and the new Entrance West give the trade fair an even clearer structure. And also ensure a more uniform distribution of the visitors.

"We have created the best conditions to make the 19th AMB on over 120,000 square metres even bigger and better than ever before", delights Messe Stuttgart boss Kromer. "In 2018 we are expecting over 90,000 international visitors and around 1,500 exhibitors." The exhibitors include numerous software companies, who have wanted to showcase at the AMB flagship event for years, but to date were denied access due to the notorious shortage of space and the long waiting list.

ALL SIGNS POINTING TOWARDS EXPANSION

Sales markets of the metalworking industry in Germany and some parts of Europe are booming at present. The Council of Economic Experts, the so-called "Five Sages of Economy", is predicting that gross domestic product in Germany and the eurozone will rise by 2.2 percent and 2.3 percent respectively in 2018. Dr. Heinz-Jürgen Prokop, Chairman of the German Machine Tool Builders' Association (VDW): "Overall the good investment activity drove the result of the machine tools industry up again. In 2017 production achieved another record with an increase of four percent and a volume of 15.7 billion euros."

For the current year the VDW is expecting another increase in production of around five percent. Prokop: "All in all the demand for machine tools is so broadly established across the regions, which is hardly ever the case. With an increase of five percent, it will break the 16 billion euro mark for the first time in 2018."

INDUSTRY EXPECTS FURTHER GROWTH

Lothar Horn, Chairman of the Precision Tools Association in the VDMA, is also optimistic: "We are delighted with the increase in turnover of seven percent, which the precision tools industry achieved last year", states Horn. "The industry significantly exceeded the ten billion euro mark. We are expecting an increase of five percent in 2018."

Growth drivers in 2017 were the manufacturers of clamping technology with a sales increase of nine percent, followed by the cutting tools producers with a seven percent increase. Tool making had to be satisfied with third place with another welcome sales growth of five percent.

"NOW WOULD BE THE RIGHT TIME FOR THE INDUSTRY TO MAKE NECESSARY INVESTMENTS."

Gunnar Mey, Department Director of Industrial Solutions at Messe Stuttgart

"Domestic demand for cutting tools and clamping tools has picked up again, meaning we can also expect solid growth for these areas in 2018", forecasts Horn.

"Exhibitors have confirmed to us that the capacities in industry are currently running at the highest level since 2008", states Messe Stuttgart employee Mey. "Now would be the right time to make necessary investments. AMB provides a unique platform because here exhibitors showcase cutting-edge technology and what is possible today in terms of digitalisation in production."

Some of the main themes of this year's AMB include the standardisation of the interfaces between individual machine tools for Industry 4.0, among other things. However, anyone still wanting to make significant economic improvements and therefore gain advantages in future can only actually do this through interaction with the other components in the complete system and even by means of cross-company cooperation. The VDW draws up a specific road map within the framework of the "Industry Initiative ▶

The VDW wants to counteract the shortage of skilled workers in the industry with the VDW-Nachwuchsstiftung (foundation for education of junior staff) (right). At AMB exhibitors showcase cutting-edge technology (below).



"THE ADDED-VALUE IN THE B2B BUSINESS IS EVER GREATER FOR THE INDUSTRY WITH DIGITAL SERVICES."

Prof. Claus Oetter, Deputy Director of the VDMA Software and Digitalisation Association

pler and more consistent the data is made available to us, the greater the benefit for the user." "The added-value in the B2B business is ever greater for the industry with digital services", highlights Prof. Claus Oetter, Deputy Director of the VDMA Software and Digitalisation Association. "Data is the oil of the future." Small and medium-sized companies in Germany must therefore also forge ahead with the digital change. "For the benefit of their customers, their processes and their services. This issue cannot be left to others."

In line with this Messe Stuttgart is also striking out in new directions before and during AMB 2018: Interested parties can book exhibition space online (www.amb-messe.de/digitalway). Furthermore, so-called digital handshakes for the efficient networking with potential business partners and the livestreaming of selected conference topics are planned at AMB.

More info: www.messe-stuttgart.de/amb
Twitter: #AMB18

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



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

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





Research campus ARENA2036 at Stuttgart University: one of the world's most modern research complexes for production and mobility.

Leading in research and development

Baden-Württemberg is currently in a class of its own in Europe when it comes to expenditure on research and development. A stage victory which must be followed by further efforts.

Baden-Württemberg is the leader in Europe in terms of investment in research and development (R&D). This conclusion was reached by the Baden-Württemberg State Statistical Office which compared R&D in 98 regions in the European Union. In relation to nominal gross domestic product, Baden-Württemberg invested around 4.9 per cent in research and development, and therefore occupied the number one position in the last EU research comparison (2015). Southern Austria was in second place in the ranking of EU regions with a R&D intensity of 4.6 per cent. This is no great surprise for experts: the region to the south of the Alpine divide includes Graz with its universities, university institutes and research centres. The region is also home to "Autocluster Steiermark", a consortium of more than 180 Styrian companies, and "Green Tech Cluster Styria", one of the largest environmental technology clusters in Europe.

Following in the EU ranking – but well behind – in third to sixth place are the "Ostra Sverige" region in Sweden (3.8 per cent), the German federal states Berlin (3.6 per cent) and Lower Saxony (3.5 per cent), and the "East of England" (3.4 per cent). In Germany Bavaria only occupies

eighth place with a R&D expenditure share of 3.2 per cent. R&D expenditure in Baden-Württemberg now stands at 4.9 per cent, i.e. well above the targets of 3 per cent up to 2020 that were set by the European Union in its EU 2020 Strategy. According to the current state of the Grand Coalition negotiations between the CDU and SPD, this target for Germany will be increased to at least 3.5 per cent by the year 2025. The current figure for Germany is still just under 3 per cent.

GOOD FIGURES ARE NO REASON TO SIT BACK AND RELAX

The good R&D figures are no reason for Baden-Württemberg to rest on its laurels. After all, the federal state did not always head the ranking list in a research comparison in the past. For example, Berlin was ahead of Baden-Württemberg in 2001. And in 2007, southwest Germany had to share the number 1 position with the East of England. Although southwest Germany has also been able to increase its research expenditure from 4.1 per cent (2005) to 4.9 per cent, Lower Saxony has experienced

STUTTGART FACES:



Uwe Hück, Chairman of the Works Council and Deputy Chairman of the Supervisory Board of Porsche AG.

Pioneering spirit

The automotive industry is the most successful and most important pillar of the economy. Over 800,000 people earn their living in this industry, with more than 200,000 of them in the Stuttgart region. The heart of motor vehicle manufacturing beats around the state capital of Baden-Württemberg. However, the automotive world is currently experiencing an enormous phase of upheaval. The move towards electric mobility, increasing digitalisation and new production methods and technologies created by Industry 4.0 are bringing about serious and permanent changes. At Porsche the Board of Management, the Works Council, the workforce and the IG Metall trade union are all pulling in the same direction and have laid the foundations for

future development. Electric mobility is unstoppable and also the technology of the future in my opinion. There is no other way to cope with the massive environmental problems in Stuttgart and the world's mega cities. However, it will take years until battery-powered vehicles will replace the internal combustion engine. Up until then, plug-in hybrid drives will play an important role. The course for the automotive future and, thus, the automotive region of Stuttgart is now being set. Companies must plan ahead even though this will initially cost money.

Porsche is doing exactly this. We are investing more than €6 billion in future technologies. The first milestone is Mission E, the first purely electrically driven Porsche, production of which will start in Zuffenhausen in 2019. For this purpose, we are building a modern factory within a factory at our headquarters in Zuffenhausen and are creating more than 1,200 additional jobs. If the derivatives of the vehicle also come to us, this will mean hundreds more new jobs. Organising a new era takes courage and makes many demands on everyone. It calls for a pioneering spirit and far-sighted entrepreneurship instead of short-term craving for profit. Investments in the future reduce profits. But investing in the future also means surviving. Because the challenges of the future can only be mastered together and with far-sightedness.

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THREE QUESTIONS FOR:



Prof. Claus Oetter, Deputy Managing Director of the VDMA Software and Digitalisation Association, Professor at the University of Applied Sciences Frankfurt/Main.

1 | What are the challenges facing machine tool manufacturers during the course of digitalisation?

The current challenges are extremely diverse. Whereas software was rather a marginal issue in the past, it is now becoming the focal point of interest and must therefore be regarded as a entirely new, central priority right up to boardroom level. That's because the truly new features for successful products are only increasingly being generated from software. The full effects of digitalisation are being felt here. A company may therefore have to change its structures and processes in order to quickly find out whether a digitalisation technology is relevant to its requirements and whether it is practical to invest in this technology. This important development naturally calls for employees who must have knowledge of both their own industry and the new technologies. This is the only way in which the transformation can succeed.

2 | How does the German mechanical engineering and plant construction industry compare with its international competitors?
The USA and China are well ahead of us in the area of digitalisation technologies such as open source tools for artificial intelligence. However, medium-sized German companies, which are characteristic of the mechanical engineering and plant construction industry in this country, have knowledge of the suitable application areas, i.e. typical engineering. This knowledge is often lacking in the USA and China. Roughly speaking, we know what to do, and must ideally link the new technologies to our experience in the areas of mechanical engineering and plant construction. In Germany we have enormous know-how in these areas and must exploit it.

3 | What current digitalisation topics will the German Engineering Federation showcase at AMB 2018?
The German Engineering Federation (VDMA) will have its own exhibition stand at AMB 2018 along with a connected demonstrator. We will also fill key slots in the conference area with exciting topics such as virtual reality for the manufacture of products and for advance testing. Our other congress items will include digital simulation, the trend topic of machine learning, i.e. self-optimisation of machines in mechanical engineering and plant construction, the topic of platform economy and new business models which the mechanical engineering and plant construction industry can develop through the digital transformation.

MESSAGE SERIES: enjoyStuttgart



Le Petit Coq

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

The style; French and slightly American. Definitely from a bygone era. The 1920s and 1930s are being revived in Le Petit Coq in Hauptstätter Strasse. If Jean Gabin were standing at the bar drinking a Manhattan with Michèle Morgan, it would not really be surprising in the nostalgic atmosphere created by decorated wall fabrics and classic chandeliers. Suitable jazz music plays unobtrusively in the background. The drinks menu contains timeless cocktail classics such as a Manhattan, etc., as well as unusual drinks from the 1920s, e.g. the Pegu Club based on a recipe from the gentlemen's club of the same name in Burma, a Rattlesnake or the delicious in-house creation Rheum Rhaum. In addition to the excellent cocktails, Le Petit Coq offers beer lovers a superb selection of craft beers and some creative non-alcoholic drinks.



Nostalgic atmosphere, excellent cocktails and drinks: The Le Petit Coq in the centre of Stuttgart is a location with style.



Around 1,000 people are currently employed at the sites of the Fraunhofer Institute for Manufacturing Engineering and Automation (IPA).



Headquarters of the Fraunhofer IPA in Stuttgart-Vaihingen.

Innovative region Stuttgart

The Stuttgart region boasts excellent universities and research institutions. In this Message issue: the Fraunhofer IPA.

The Fraunhofer Institute for Manufacturing Engineering and Automation (IPA) in Stuttgart was founded in 1959 and now employs around 1,000 people. The annual budget is more than € 70 million, of which over one third comes from industrial projects. The 14 departments of the Fraunhofer IPA are supplemented by six business units: Automotive, Machinery and Equipment Industry, Electronics and Microsystems, Energy, Medical Engineering and Biotechnology, and Process Industry. This structure enables the Fraunhofer IPA to help its practice partners improve their market position and support their market entry into new application areas. The cornerstones of the Fraunhofer IPA include projects with high industry participation. Mass sustainability for example: in flagship projects such as the Ultra-Efficiency Factory, Fast Storage BW, the Centre for Lightweight Production Technology and the Centre for Smart Materials, the Fraunhofer IPA puts into practice the concept of the lowest possible resource consumption coupled with the highest possible prosperity during cooperation with partners from industry, university research and politics. Under the keyword "Mass Personalisation" the Fraunhofer IPA is working, for example, in ARENA2036, the research campus for function-integrated lightweight automotive construction, and in the campus for personalised production to manufacture individualised products at the same price as mass-produced products.



More info: <https://www.ipa.fraunhofer.de>

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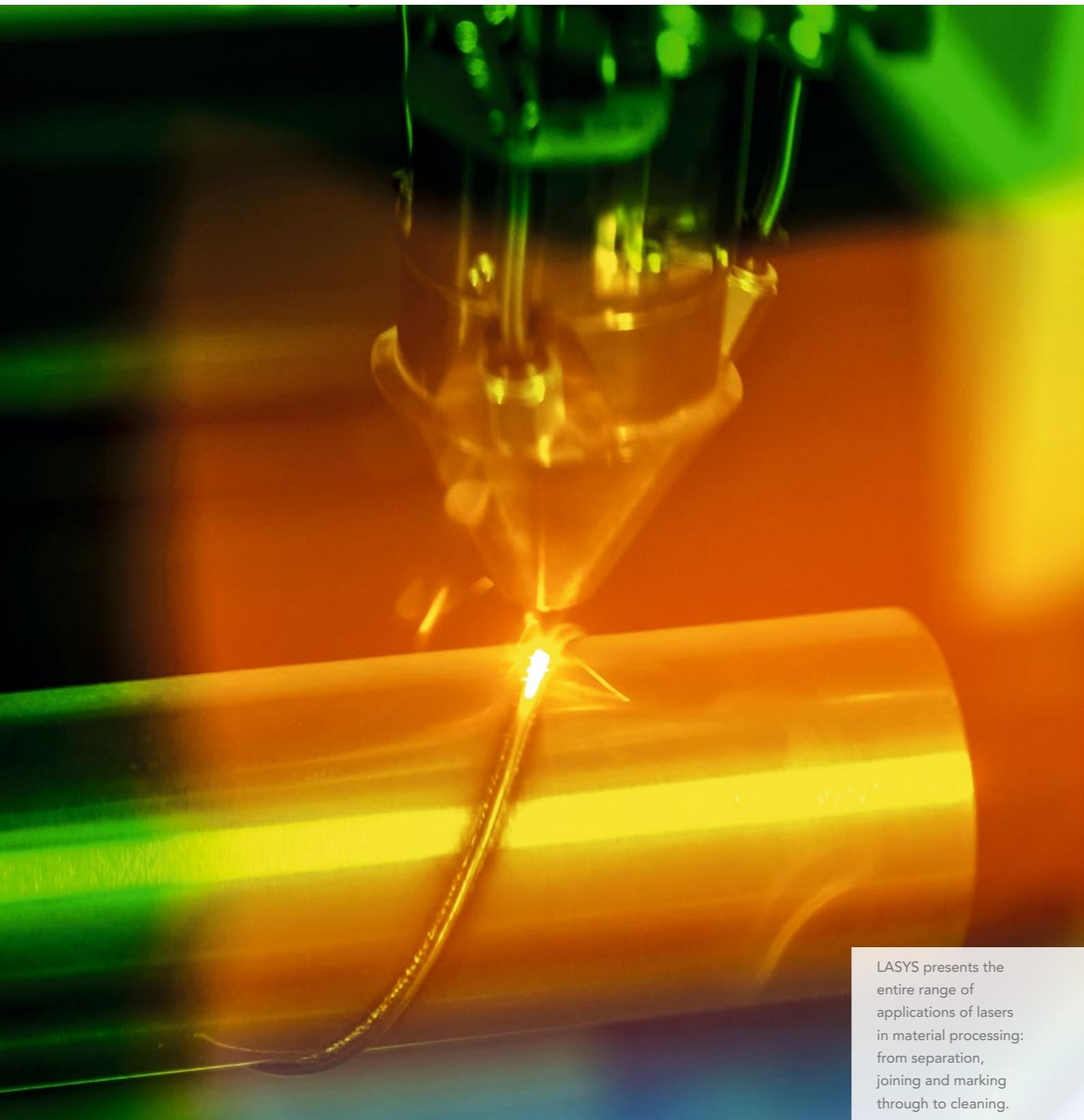
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LASYS 2018: International allure

The Trade Fair for Laser Material Processing enjoys a high reputation far beyond Germany. This is demonstrated by the growing number of international exhibitors and visitors.



LASYS, International Trade Fair for Laser Material Processing, impresses with continuously increasing numbers of international exhibitors, industrial associations and institutions. Clearest evidence: the forthcoming edition at Messe Stuttgart from 5 to 7 June 2018. "With the previous LASYS events and the initiative 'Lasys meets...', we managed to successfully position the Stuttgart trade fair both in Germany and abroad," says Gunnar Mey, Department Director Industry at Messe Stuttgart. "This is demonstrated by the increasing number of new international exhibitors."

One of many examples: Optoprim, a supplier and distributor of selected optical components and systems. The company will represent more than 20 manufacturers from different countries at LASYS 2018 and is taking part in the trade fair for the first time this year. "For me as a long-term market participant and visitor, LASYS has been an interesting event ever since its première in 2008," says Andreas Röhrl, Sales Director at the German branch in Unterschleißheim near Munich. "In my capacity as the responsible head of Optoprim Germany GmbH, it was therefore quickly clear to me and my team that we should be personally represented at the trade fair this year and also present our company as a co-exhibitor to our international suppliers."

INTERNATIONAL ASSOCIATIONS BACKING LASYS

LASYS is also highly regarded by international industrial associations. For example, the industrial association "Photonics Finland" is supporting a joint exhibition area for Finnish companies at LASYS 2018 while the Spanish industrial association Southern European Cluster in Photonics and Optics (SECPHO) is planning a pavilion for its members. There will also be a joint delegation from the Netherlands. Haiming Zhou, General Director of the China Council for the Promotion of International Trade (CCPIT) – Machinery Sub-Council (MSC) and responsible for representing LASYS on the Chinese market, emphasises: "We support trade fairs in the optics industry all over the world. The concept of LASYS with its focus on laser systems impresses both Chinese suppliers and our organisation. This is also shown by the participation of renowned companies such as Foshan Beyond Laser Technology, Guangzhou CK Laser or Chengdu Dongjun Laser as exhibitors at the upcoming LASYS." Partners such as the Laser Institute of America (LIA) and the European Photonics Industry Consortium (EPIC) are remaining loyal to LASYS. The European Photonics Industry Consortium (EPIC) is helping to organise the accompanying programme and invites people to attend the "EPIC Meeting on lasers and material processing at LASYS" on 7 June 2018. The key topics of LASYS 2018 will include laser production solutions in Industry 4.0, surface treatment and structuring with lasers, and laser cleaning. Laser cleaning is regarded as an environmentally-friendly alternative to conventional cleaning methods and helps to gently remove stubborn process residues such as rubber from moulds, components and tools.



More info: www.messe-stuttgart.de/lasys
Twitter: #LASYS

TRADE FAIR CALENDAR

- ▶ 05.–06.05. COSMETICA/GUT zu FUSS Stuttgart
- ▶ 09.–12.05. R+T South America Int. Trade Fair for Roller Shutters, Doors/Gates and Sun Protection Systems (São Paulo, Brazil)
- ▶ 15.–17.05. PFLEGE PLUS Trade Fair for the Care Market
- ▶ 15.–17.05. UNITI expo Leading Trade Fair for the Retail Petrol and Car Wash Sector in Europe
- ▶ 01.–03.06. CMT China China Tourism and Caravan Exhibition
- ▶ 05.–07.06. Surface Technology GERMANY 2018 Int. Trade Fair for Surface Treatments & Coatings
- ▶ 05.–07.06. CastForge Trade Fair for Castings and Forgings with Processing
- ▶ 05.–07.06. LASYS Int. Trade Fair for Laser Material Processing
- ▶ 20.–22.06. Automotive Testing Expo concurrently with: Autonomous Vehicle Test and Development Symposium, Autonomous Vehicle Technology World Expo, Autonomous Vehicle Interior Design and Technology Symposium, Autonomous Vehicle Software Symposium, Automotive Interiors Expo, Global Automotive Components and Suppliers Expo, Engine Expo, Int. Engine of the Year Awards
- ▶ 20.–21.06. Global Connect Forum for Exports and Internationalisation
- ▶ 26.–29.06. AMB Iran Exhibition for Metal Working (Tehran, Iran)
- ▶ 30.06.–01.07. CCON – Comic Con Germany
- ▶ 18.–22.09. AMB Int. Exhibition for Metal Working
- ▶ 28.–29.09. FACHDENTAL Leipzig
- ▶ 08.–10.10. elect! Exhibition & Conference
- ▶ 08.–11.10. Motek/Bondexpo Int. Trade Fair for Automation in Production and Assembly/Int. Trade Fair for Industrial Bonding Technology

TRADE FAIR REVIEW

► 13.–21.01. CMT
CMT 2018 was the biggest and most successful CMT ever in its 50-year history: the classic holiday exhibition attracted 265,000 visitors and exactly 2,192 exhibitors to Messe Stuttgart. CMT therefore clearly continued to extend its leading position as the world's largest consumer show for tourism and leisure.

► 26.–28.01. MEDIZIN/TheraPro
The trade fair duo MEDIZIN and TheraPro 2018 came to an end with substantial increases in all areas. Around 11,600 trade visitors represented a rise of 15 per cent. With 280 exhibitors, the record figure from the previous year was also surpassed.

► 03.–07.02. INTERGASTRA
Thanks to the new Paul Horn Hall, the Trade fair for the Hotel and Gastronomy Sector also managed to maintain its leading position in Europe: around 100,000 visitors obtained information from 1,420 exhibitors on the latest products and trends in their industries.



Simply delicious: culinary specialities at INTERGASTRA.

► 27.02.–03.03. R+T
The Leading World Trade Fair for Roller Shutters, Doors/Gates and Sun Protection Systems showed its best side once again. With 1,027 exhibitors (2015: 888) from 41 countries, all ten exhibition halls at Messe Stuttgart were fully occupied. Over 65,000 trade visitors from home and abroad attended the event.

► 13.–15.03. LogiMAT
55,300 trade visitors, 1,564 international exhibitors: the 16th LogiMAT – International Trade Fair for Intralogistics Solutions and Process Management – ended with record figures again.

Experiencing innovations live: exhibitors at PFLEGE PLUS will directly show visitors the correct way to use their products.



PFLEGE PLUS

New approaches in care

Trade fair with value-added: PFLEGE PLUS, which will be held in Stuttgart from 15 to 17 May 2018, will show visitors the innovations on the care market.

As a "plus", the accompanying Congress featuring more than 40 first-rate talks and workshops will provide new impetus and valuable know-how from practice for practice. The event series "Care & therapy in practice" is aimed directly at specialists; decision-makers and managers will update their knowledge in the series "Management, organisation & planning".

Dementia will be an important key topic in the accompanying Congress. According to figures from the German Alzheimer's Society, around 1.6 million people in Germany are currently living with this disease. If no decisive breakthrough is made in prevention and therapy, the number of sufferers may rise to around 3 million by the year 2050 – also on account of demographic change.

"The over-65s group with a migration background is one of the fastest growing population groups in our country," says Ute Hauser, who is responsible for advanced training and projects in the Baden-Württemberg Alzheimer's Society. During the PFLEGE PLUS Congress, Hauser will therefore present the project "Building bridges – intercultural dementia kit for care facilities".

The 81st German Welfare Conference will be held concurrently with PFLEGE PLUS in the ICS International Congress Center Stuttgart. This Conference will feature symposiums and talks on the topics of social law, social policy and social work. The motto of this year's event will be "Strengthening cohesion – shaping diversity".

More info: www.messe-stuttgart.de/pflege
Twitter: #pflegeplus18

Automotive trade fairs

UKIP trade fairs benefiting from more exhibition space

The international automotive industry and its suppliers will meet at the trade fairs of the British guest organiser UKIP Media & Events in Stuttgart from 5 to 7 June 2018. The large number of UKIP events in 2018 will include Automotive Testing Expo Europe, an international automotive test, evaluation and quality engineering trade fair. Over 320 exhibitors will present the latest technologies and services for improving quality, safety, reliability and durability of vehicles in the Alfred Kärcher Hall (Hall 8) and the new Paul Horn Hall (Hall 10).

At Automotive Interiors Expo in Hall 7 everything will revolve around innovative vehicle interiors: a must-attend event for tier 1 suppliers and interior designers at automobile manufacturers. Global Automotive Components and Suppliers Expo will take place simultaneously in Hall 9 with tier 1, 2 and 3 component suppliers from all over the world, including companies from Korea, China, India, Greece, Turkey, the United Kingdom and West Virginia (USA). Engine Expo in Hall 9 is an International trade fair for engine design, components, manufacturing, test and development. Traditional highlight on the second day of the trade fair: the presentation of the coveted "Engine of the Year-Awards".

Autonomous Vehicle Technology World Expo focuses on all types of automated passenger transportation: with exclusive exhibitors and three first-class special conferences on the topics of interior design, test & development, and software for autonomous vehicles.

More info: www.testing-expo.com/europe/de



Leading players in the international automotive industry meet at the automotive trade fairs of the British UKIP Group.

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Miteinander erfolgreich –
A. SUTTER Fair Business und Messe Stuttgart



Castings and forgings and their processing are the unique theme of the new trade fair CastForge in Stuttgart.

New trade fair for castings and forgings with processing

With CastForge, Messe Stuttgart is filling a gap in the international trade fair landscape. The Stuttgart location, with its industrial structure, is the ideal venue.

The sector for castings and forgings and their processing will come to CastForge from 5 to 7 June 2018. The new trade fair will present the entire value-added chain extending from cast or forging blanks and machining through to the final components. Thus, for the first time, it will provide national and international manufacturers with a forum at which they can showcase their range of steel, grey and nodular cast-iron as well as non-ferrous castings and forged parts to a specialist public from mechanical and plant engineering, automotive and drive technology, as well as the construction machinery, pumps and hydraulics and supplier industries.

SYNERGIES WITH PARALLEL TRADE FAIRS

Another advantage of CastForge: Automotive trade fairs such as Global Automotive Components and Suppliers Expo, Engine Expo, Automotive Interiors Expo and Automotive Testing Expo, will take place at the Stuttgart Trade Fair Centre at the same time. In addition, SurfaceTechnology Germany and LASYS, the international trade fair for laser material processing, will be running in parallel.

The timing for the start of CastForge was well chosen: "The business situation in the casting and drop forging sector is very good, the industry can look optimistically to the future," says Ulrich Kromer, CEO of Messe Stuttgart. To date there has not been a suitable presentation and information platform for exhibitors and customers. "As a logical consequence, we have developed a trade fair concept that fills this gap in the trade fair landscape," adds Kromer. "The positive feedback from providers from Germany and abroad reaffirmed our decision."

The Federal Association of Materials Management, Purchasing and Logistics underlines, together with numerous companies and associations from abroad, the international significance of CastForge. The trade fair location of Stuttgart is also convincing. South-west Germany is one of the largest hubs of manufacturing industries in Europe. With its excellent innovative and economic power, it provides optimum framework conditions for a successful trade fair première at the beginning of June.



More info: www.messe-stuttgart.de/castforge
Twitter: #CastForge18

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Fascinating worlds: Cosplayers and cosplay guests are one of the highlights at CCON – Comic Con Germany in Stuttgart.

Comic Con Germany: Event platform for pop culture

Anyone wanting to escape reality for a day or two and immerse themselves in a world full of science fiction, fantasy, horror, comics and cosplay, is at the right place here.

Already before the start of the pop culture tradefair CCON – Comic Con Germany to be held in Stuttgart on 30 June and 1 July, all the signs point to success: "We are delighted with this year's run at our exhibition areas," says CCON manager Dirk Bartholomä. "We have constantly worked towards this end since the first event. The dealers have recognised that CCON in Stuttgart is precisely the right platform for them to reach the appropriate target group." Above all, the Comic Zone, with around 250 illustrators and freelance artists, is bursting at the seams. The Stuttgart-based

local heroes Panini and Cross Cult must not be absent from this event. On a surface area of over 45,000 square metres, the CCON visitors will be able to see national and international comic publishers, comic illustrators, cosplayers, exhibitions, film props, audiobooks, as well as a huge dealer area. The roughly 50 guests will include the Hollywood legends Chuck Norris and Nichelle Nichols, better known as Lt. Uhura from the series Star Trek.

More info: www.comiccon.de
Twitter: #CCON



Full House: Comic Con Germany is a real crowd-puller.



Hollywood live: Action hero Chuck Norris is coming to Stuttgart.

RETRO CLASSICS meets Baroque

Climax of a diverse season for historic and classic cars

On 16 and 17 June 2018, the palace in Ludwigsburg will provide the magnificent setting for a dignified platform for beautiful cars from around the world. The 15th edition of RETRO CLASSIC meets Baroque is one of the most important events for historic and classic car enthusiasts. The top-quality mix of first-class competitions such as the Concours d'Elégance and the extraordinary Baroque location is one of the highlights of the diverse season for historic and classic cars, every year attracting around 20,000 visitors to the courtyards at the palace. The traditional climax of RETRO CLASSICS meets Baroque is the presentation of the "Best of Show" award.

 More info: www.retro-classics-meets-barock.de



At RETRO CLASSICS meets Baroque, fans of historic and classic cars can place their treasures in the centre of attention.

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The focus at the elect! 2018 will be the automotive industry, the automotive supply industry, the energy sector and smart mobility solutions.

New trade fair and congress event for electric mobility

With the elect! Exhibition and Conference, Messe Stuttgart is expanding its 2018 portfolio with future-oriented trade fairs related to the theme of electrified mobility.

With the elect! Exhibition and Conference from 8 to 10 October, Messe Stuttgart is launching a new event format for electric mobility. "As co-organiser of the Electric Vehicle Symposium & Exhibition (EVS30) last year, we already announced our pro-active support on the topic of electric mobility," says Ulrich Kromer, CEO of Messe Stuttgart. "After EVS30 and the digital hub for electric mobility, www.elect-expo.com was the next logical step leading to elect!."

There are some conceptional changes vis-à-vis EVS30. At elect! 2018, the focus is placed on the trade fair: the automotive industries including the automotive supply industry, the energy sector with the charging infrastructure, information and



At elect! 2018, the focus is placed on the trade fair.

telecommunications technology (ITT) and smart mobility solutions. Manufacturers and providers will present products, components and solutions which are technologically mature and at the transition between research and development and entry into the mass market. "We are partners of industry and raise topics that are relevant for our economic region and the industrial location of Germany," explains Kromer.

The conference section is being organised by ATZlive, a company of Springer Vieweg – Springer Fachmedien Wiesbaden GmbH, with the "elect! ATZ Congress Electrified Mobility". This will provide the technological and scientific areas of discussion on the topic of electrified mobility. In addition to comprehensive keynote presentations and round tables, two parallel conference themes will focus on mobility and technology.

"With the elect! ATZ Congress on Electrified Mobility, we are presenting the state of the art on two days and the exciting projects that are already under development," says Dr. Johannes Liebl, publisher of ATZ, MTZ und ATZelektronik, explaining the new format. "With our specialist magazines ATZ and ATZelektronik, we have already been highlighting the technology of electric mobility for many years. Now, we are delighted to organise elect! 2018 with a congress in parallel to a trade fair."

More info: www.messe-stuttgart.de/elect
Twitter: #electexpo

TheraPro Essen

Trade fair export: new second location for TheraPro

TheraPro is multiplying. At the request of the industry for an additional location, the Stuttgart trade fair and congress for therapy, rehabilitation and prevention takes place for the first time under the name of TheraPro Essen in North-Rhine Westphalia on 7 and 8 September 2018. This decision was preceded by meticulous market analyses and surveys. In addition to the location benefits at the Ruhr metropolis of Essen, an exhibitor survey gave the impetus to implement a second TheraPro trade fair which has enormous potential for growth.

EXHIBITION WITH MODERN INFRASTRUCTURE

"We are delighted to accommodate the needs of the industry in finding the perfect second location at Messe Essen," explains Manuel Kooss, Senior Project Manager of TheraPro at Messe Stuttgart. "The modern infrastructure at Messe Essen offers exhibitors and visitors excellent conditions, for example optimum transport connections and an attractive catchment area."

TheraPro Essen occupies Hall 1 (trade fair and programme) and the Congress Center Süd (congresses). It offers physiotherapists, ergotherapists, speech therapists, masseurs and trainers a similar extensive programme to its counterpart in Stuttgart: training courses, fitness and therapy equipment as well as practice equipment and facilities, services and technical literature and basic, advanced and further training events.

The new TheraPro Essen also scores with its comprehensive and high-ranking congress and further training programme. Current topics from the fields of therapy, rehabilitation and



Attractive mixture: the second TheraPro in Essen scores with its combination of trade fair, congress and accompanying programme.

prevention are discussed in expert talks. New impetus is expected from the Physiotherapy Congress on 7 and 8 September, the Ergotherapy Day of Georg Thieme Verlag (publishers) on 8 September and the 1st Rhine/Ruhr Speed Therapy Day organised by LOGO Deutschland e. V. The new TheraPro Essen will then become from the start the important trade fair in the largest federal state of North-Rhine Westphalia and its neighbouring states.

More info: www.messe-stuttgart.de/therapro-essen
Twitter: #TheraPro18

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Exhibitors at UNITI will present all the products and services which are important for the running a retail fuel or car wash facility.

Trade fair for the retail petroleum and car wash industries

With participants from about 110 countries, UNITI expo is as international as no other trade fair in the industry world-wide. Its success formula: for and by the industry.

UNITI expo has become the leading trade fair for the European retail petroleum and car wash industries in such a short period of time," says a delighted Bruno Boroe-witsch, trade fair co-founder and co-organiser. "As we received such a positive response from exhibitors and visitors, we decided to again organise the UNITI expo with Messe Stuttgart from 15 to 17 May 2018." The second edition of the UNITI expo in 2016 was an overwhelming success with an exhibition area of about 35,000 square metres and exceeded all industry expectations.



Short routes: UNITI expo is divided into four thematic worlds.

At the 2018 edition, the organiser UNITI-Kraftstoff GmbH will present all the products and services that are important for the successful running of a modern service station or car wash on an exhibition area of about 40,000 square metres. The UNITI expo will be divided into four thematic areas: tank technology and construction including payment, automation and logistics; the sectors of car wash and car care; oil companies and fuel retailers; and, the fourth themed area, shop and convenience. At the forums integrated in the thematic world, visitors have the opportunity to acquire practical knowledge by attending technical talks and expert round tables. Exhibitors and visitors can experience innovative concepts from the sector of food and beverages live on the 750 square metres of the GenussGARTEN FOODCOURT. UNITI-Kraftstoff GmbH and their partner association MWV represent around 85 per cent of the German filling station market. "For and by the industry. There is no comparable event in Germany that supports the entire retail petroleum and carwash industry so completely," explains Elmar Kühn, Managing Director of UNITI e.V. responsible for developing the concept of UNITI expo. The success of the European trade fair in Stuttgart proves him right.



More info: www.uniti-expo.de

Current foreign trade



GlobalConnect, Germany's largest forum for exports and internationalisation brings internationally operating companies into contact with service providers, chambers of commerce, company networks and business promoters from all over the world.

► Excellent outlook

The plans for the next eltefa, the trade fair for electrical engineering and electronics, are in full swing. The extension of Messe Stuttgart by the new Paul Horn Hall (Hall 10) and the new Entrance West offer the largest regional trade fair for the electrical engineering industry many new opportunities from 20 to 22 March 2019. The industry technology sector receives its own appearance. The adjacent Alfred Kärcher Hall (Hall 8) focuses exclusively on lighting technology. The architecture congress "Architect and Engineer in Dialogue AID" takes place for the first time in the exhibition area of the hall. In 2017, the comprehensive offer by eltefa attracted over 23,000 visitors and around 480 exhibitors from Germany and abroad.



The electrical engineering and electronics industry meets at eltefa in Stuttgart.

► südback 2019 continues to grow

From 21 to 24 March 2019, südback at Messe Stuttgart is again the industry meeting place for the bakery and confectionery trade. Due to the success of the trade fair and its growing internationalisation, the exhibition area has grown by 10,000 square metres. The structure of südback has also changed. In 2019, in addition to Halls 5, 7 and 9, the Oskar Lapp Hall (Hall 6) and the Alfred Kärcher Hall (Hall 8), südback will also occupy the new Paul Horn Hall (Hall 10) for the first time.

► Digital planning and operation of public baths

The continuous digital processing of building models in the planning process – Building Information Modelling (BIM) – is one of the main themes at the Congress for Pool and Bath Technology during interbad from 23 to 26 October 2018. Background: As of 2020, public clients can demand planning to BIM.



Improved orientation, shorter routes: the Motek trade fair by Schall GmbH & Co. KG is aligned to the specific needs of users.

Alignment to the specific needs of industrial practice

The modular structure of the Motek concentrates on daily routines in the manufacturing industry. Entertainment with show characters is not the prime focus of the trade fair.

Motek, the International Trade Fair for Production and Assembly Automation, is as dynamic as the exhibiting industry itself. At the 2018 edition of Motek from 8 to 11 October, guest organiser Schall GmbH & Co. KG is therefore continuing the restructurisation of the offerings provided in 2017 and so intends to make its contribution to the future success of the event. "The consistent continuation of this structure

aligned to daily manufacturing routine provides our exhibitors and expert visitors with improved orientation and a reduced amount of legwork," explains Motek Project Manager Rainer Bachert. As a logical consequence, further segments will be reorganised for the 2018 edition of the event, i.e. basic machines and interlinking systems, semi-finished goods, safety technology and manual assembly systems, intralogistics and operating equipment. Industrial robots, manipulators and process technology will also be integrated into the new system. "In the years to come," says Bachert, "the thematic structuring of additional halls has been planned so that the physical arrangement of the trade fair can reflect market trends." The essential success element of Motek is the consistent alignment to the needs of users. This includes the comprehensive presentation of robotics and handling technology and this is also addressed at the world-class accompanying programme, i.e. the traditional exhibitor forum with numerous technical presentations. Attention here is always focused on the benefits of these systems, components and assemblies in industrial manufacturing. Motek 2018 is expecting roughly 40,000 visitors from more than 100 countries on just under 65,000 square metres of exhibition floor space.



Presentation of robotics and handling technology at Motek.

More info: www.motek-messe.de
Twitter: #Motek2018

FACHDENTAL Leipzig

Must-attend event for dentists

FACHDENTAL Leipzig on 28 and 29 September 2018 is the most important trade exhibition for dentistry in Central and Eastern Germany. Here, dentists, dental technicians, dental assistants and dental students attend to obtain information on innovations, trends and developments in the dental sector. Exhibitors will present products and services from the sectors of dental technology, laboratory and dental medicine.

INNOVATION FOR DENTAL PRACTICES AND LABORATORIES

The FACHDENTAL Leipzig offering comprises the complete range of products and services for dental practices and laboratories, from instruments for prevention and prophylaxis to equipment and systems for practices and laboratories to hardware and software. This includes modern dental instruments such as lasers and intra-oral diagnosis cameras, digital x-ray systems and materials for dental applications as well as restorative, prosthetic and orthodontic aids, pharmaceutical products, services and technical literature.

This year's FACHDENTAL Leipzig focuses on the digital workflow in the practice, hygiene and the topic of tooth preservation. The coveted innovation prize will also be awarded this year. With the "FACHDENTAL Award", Messe Stuttgart wishes to highlight the high innovative power of the industry. The award will be selected online by visitors and presented live at the trade fair.

At last year's FACHDENTAL Leipzig, more than 4,000 visitors came to view the products and services of just under 220 exhibitors. Over 30 per cent of expert visitors came with firm intentions to invest and purchase and awarded the trade fair with the top mark of 1.9.

 More info: www.messe-stuttgart.de/fachdental-leipzig
Twitter: #fachdentalleipzig



At last year's FACHDENTAL Leipzig around 220 exhibitors presented their innovations for practices and laboratories.

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Learning from beauty professionals: The practical workshops at COSMETICA Stuttgart are always very popular.

COSMETICA Stuttgart

Beauty, health, wellness for beauty professionals

On 5 and 6 May 2018, at COSMETICA Stuttgart and the accompanying GUT-zu-FUSS congress for podologists and chiropodists, everything will revolve around the themes of beauty, wellness and health. On a surface area of around 15,000 square metres, roughly 620 exhibiting companies and brands will present the whole world of the beauty sector in Hall 3. Specialist visitors will discover new products and trends from the areas of care, apparatus and decorative cosmetics, pedicure, natural cosmetics, nail art permanent make-up and accessories. Companies for professional service cosmetics will present themselves under the umbrella organisation of the Verband Cosmetic Professional (VCP, professional cosmetics association) at the VCP area. Exclusive advanced training offers are a permanent feature at COSMETICA Stuttgart. At practically oriented workshops with top-quality speakers, the participants can learn not only about the respective thematic fundamentals, they can also implement their newly acquired knowledge on location. During the GUT-zu-FUSS congress, specialist workshops and expert presentations on specific individual themes for podologists and chiropodists will take place. At the "Aktionspunkt Fuß" (Action for feet), additional presentations freely accessible to the trade fair public will be given.



More info: www.cosmetica.de/cosmetica-stuttgart



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SurfaceTechnology GERMANY

New surface technologies in Industry 4.0

How can Industry 4.0 establish itself in surface technology? What new coating technologies are available? Experts from the world of science and industry will deal with these questions, among others, in the forum of SurfaceTechnology GERMANY from 5 to 7 June 2018 in Stuttgart. After changing its name from O&S to SurfaceTechnology GERMANY, this trade fair, which is organised by Deutsche Messe AG, is thus positioning itself even more clearly as a trade fair for coating technologies.

"Precisely the specialist forum is attractive for companies looking for innovative solutions for their coating processes," says Olaf Daebler, Global Director SurfaceTechnology

at Deutsche Messe AG. "We are thus addressing not only the electroplaters, but also the surface technicians in their entire range of work, including plant, equipment, measuring and control technology, as well as the end customers and constructors, who can discover completely new opportunities here with us." The user forum is being organised by WOTech GbR with support from the Fraunhofer Institute for Production Technology and Automation (IPA), as well as the Technical Association for Air Technology in the German Engineering Federation (VDMA).

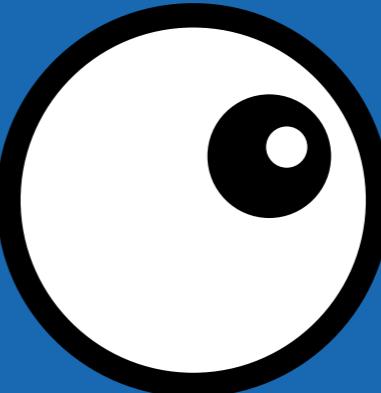
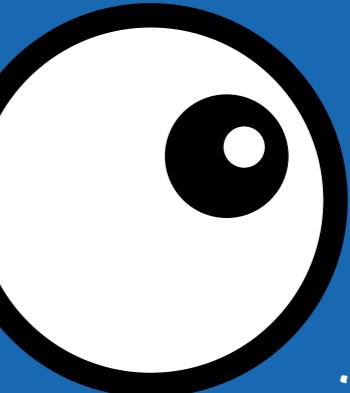


More info: www.surface-technology-germany.de

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TRADE FAIR PARTNER: bluepool GmbH

Competence and efficiency on site

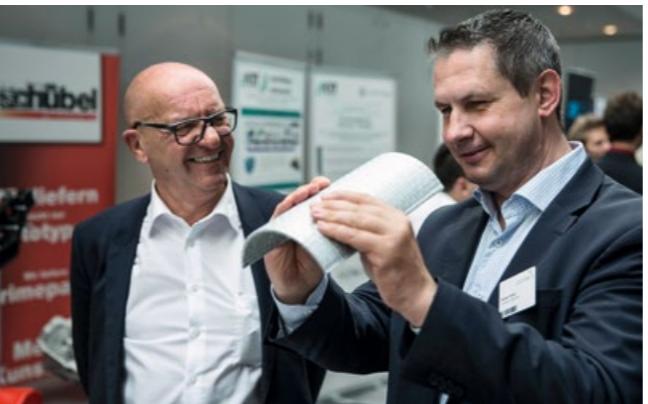
bluepool, the stand design and building company, is familiar with all the details of Messe Stuttgart. A result of practical synergy effects from a long-standing partnership.



Managing Director Rainer heads the destiny of the exhibition stand building company at its headquarters in Leinfelden-Echterdingen.

More info: www.bluepool.de

Fast, flexible, competent, always reachable: that is what exhibitors expect of trade fair service providers. bluepool GmbH has been the official contract partner of Messe Stuttgart for many years and assumes the complete planning and organisation of exhibition attendances. "As official exhibition partner, we are the contacts for direct customers and exhibitors who book via Messe Stuttgart," says bluepool Managing Director Rainer Müller. "Together we create custom brand spaces which become an experience. That is how we regard our task." bluepool has offices and a store directly on the fairground. The company's head offices with over 140 employees is only a few kilometres away in Leinfelden-Echterdingen. With its locations in Stuttgart and Düsseldorf, bluepool processes around 1,200 projects in over 60 countries every year for medium-size companies as well as global players such as Daimler, Siemens and Microsoft.



Light-weight construction made easy: exhibitor and user in dialogue.



Experts from research and industry present their latest developments at the congress.

HIDDEN CHAMPIONS: ADS-TEC



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Industrial IT solutions from Nürtingen.



High-power rapid charging technology for electric vehicles (top) and a large storage system from ADS-TEC.

The family enterprise ADS-TEC with its head offices in Nürtingen is a manufacturer and supplier of top-quality industrial IT and high-performance battery systems as complete storage solutions. Over 35 years of experience and professional expertise in systems development go into the 100% in-house developments of ADS-TEC. As a medium-size enterprise, ADS-TEC employs some 240 staff members at its site in Nürtingen and its production location in Wilsdruff near Dresden. ADS-TEC offers customers industrial IT solutions for professional applications. Industrial PCs from ADS-TEC – Touch Panel PCs, tablet PCs, vehicle and machine mounted terminals as well as firewalls and routers are 100% made in Germany. The connectivity platform and remote service Cloud Big-LinX® enables easy and secure remote maintenance and other IoT applications for machinery and plants. ADS-TEC is also an exhibitor at LogiMAT in Stuttgart.

More info: www.ads-tec.de

5th Hybrid Lightweight Construction Technology Day

Innovative and international

The 5th Hybrid Lightweight Construction Technology Day is the meeting point for experts and users from light-weight construction at the ICS International Congress Center Stuttgart on 25 and 26 June 2018. On the first day of the exhibition and congress, experts from research institutes and industry will present the latest developments and current solutions in lightweight construction technology. The second day is fully devoted to making business contacts and offers participants information on the possibilities of setting up and investing in businesses in an organised business matching expert forum. During the B2B matchings, direct contacts are brokered between purchasers/developers and suppliers. In parallel to this, an innovation and investment forum brings potential financiers and founders together. The 5th Hybrid Lightweight Construction Technology Day is organised by Leichtbau BW GmbH. The Baden-Württemberg Agency for Economic and Scientific Cooperation is a 100% regional company and has acted as a neutral and cross-industry contact for industry, research and society since 2013. It fosters technology and knowledge transfer in the field of lightweight construction and assists companies to find new partners.

More info: www.leichtbau-technologietag.de
Twitter: #thl18

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TRADE FAIR PEOPLE: "Do you know...?"



Annette Epp

Annette Epp, Senior Protocol Referent
Head of the VIP Lounge at Messe Stuttgart.

Stress-resistant, communicative and camera experience: Annette Epp is the ideal person to head the VIP Lounge. Born in Augsburg, she joined Messe Stuttgart in 2009 and is now Senior Protocol Referent. In the VIP Lounge, Epp coordinates the entire flow of events including planning, catering and outfitting of the Speakers' Lounge, a seminar room equipped with modern conference technology. Exhibitor breakfasts, supervisory and advisory board meetings, individual exhibition tours for political VIPs: all this needs to be meticulously organised. In addition, Epp organises hostesses locally and coordinates invitation management and individual VIP invitation letters before events. On site she

is supported by a part-time employee of Messe Stuttgart. If there is still some time left, Epp works as voluntary fire-fighter with the Messe works fire brigade. "The work diversity is a load of fun," says the woman who has now chosen to settle in Reutlingen. During her studies, she earned additional income from city tours in Augsburg. She then stood in front of the camera as presenter for TV Augsburg, a regional RTL channel, and she was desk editor and reporter. "Everything in flux," remembers Epp. "Exhausting but exciting." When asked about the most impressive VIP Lounge celebrities she has welcomed, she answers without hesitating, "Angela Merkel and Federal President Christian Wulff."

Messe Stuttgart

New: "Lavatory for all" at Messe Stuttgart



Practical addition: new "lavatory for all" at the Entrance West.

At Messe Stuttgart there is now a "lavatory for all" with a toilet for wheelchair users, a height-adjustable changing table for adults and a ceiling lift. It is located in the new Entrance West on the ground floor, Room E2.E1.203 and is accessible by Euro key during events.

"With this new facility, we want to provide for people with special needs and allow them to spend relaxing hours at the trade fair," explains Thomas Glawa, Vice President Event Operation, Construction and Facility Management at Messe Stuttgart. "In the past, it was nearly impossible for people who wear nappies to visit the fair," says Jutta Pagel-Stidl, Managing Director of the State Association for People with Physical and Multiple Disabilities.

The "lavatory for all" at Messe Stuttgart is the 27th facility of this type in Baden-Württemberg. The Ministry for Social Affairs and Integration subsidised the additional equipment with a sum of 12,000 Euro. The fairgrounds and halls of Messe Stuttgart are accessible barrier-free. Toilets for the handicapped are located at the Entrance East and West and at the end of each hall.

More info: www.messe-stuttgart.de/besucher/service/informationen-fuer-menschen-mit-behinderung

Adhesive for the economy

The international adhesives industry is meeting at Bondexpo in Stuttgart.



In industry, modern adhesives technology is the cross-industry condition for opening up new, sustainable markets.

The attention of Bondexpo, the International Trade Fair for Bonding Technology taking place from 8 to 11 October 2018, will be on the fields of joining and bonding by means of gluing and by using mechanical and thermal joining and bonding processes. The world-wide number one user meeting place is organised by the exhibition company P. E. Schall GmbH & Co. KG. Over 38,400 trade visitors from 104 countries came to the last Bondexpo 2017. This year the trade fair will take place in parallel to Motek, the International Trade Fair for Production and Assembly Automation (see page 30). According to figures published by the German Adhesive Association (IVK) in Düsseldorf, the market for adhesives and sealants, cementitious building materials and adhesive tape achieves an annual turnover of about 61 billion Euro. The German adhesives industry is the world's market leader with a global market share of roughly 19 per cent. The industry also ranks among the top consumers of adhesives in Western Europe with 27 per cent and an adhesive production share of 34 per cent.

In the 2016 financial year, the German adhesive industry achieved a turnover of 3.7 billion Euro from all adhesive systems. This confirms the growth forecast of nominal 1.2 per cent. The outlook for economic trends is also positive for companies. The industry is expecting nominal growth in turnover of at least 2.0 per cent for the current financial year. The main growth driver is the strong economic situation the construction sector.

More info: www.bondexpo-messe.de
Twitter: #bondexpo

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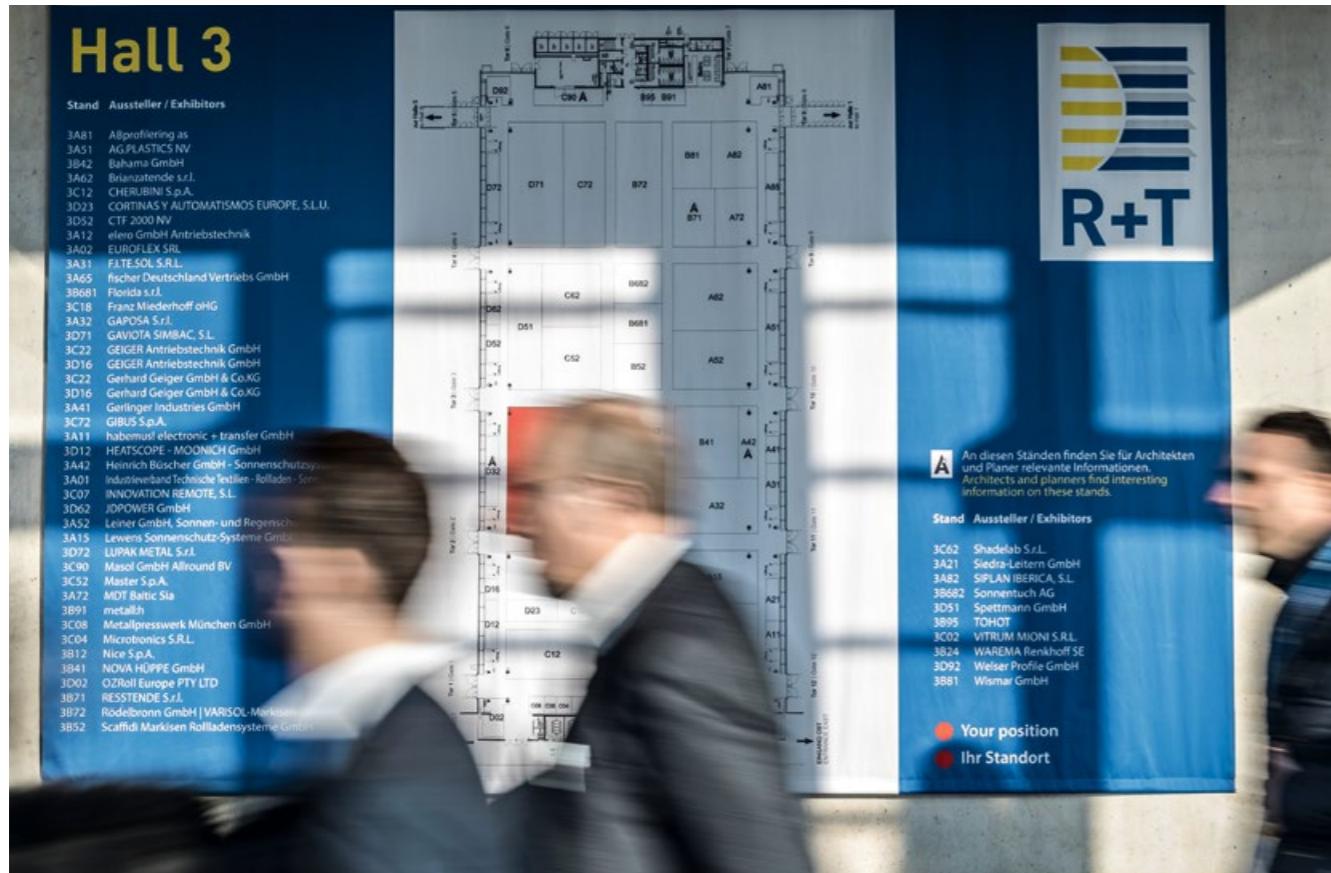
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World's leading trade fair for roller shutters, doors/gates and sun protection systems R+T 2018 with 1,027 exhibitors from 41 countries.

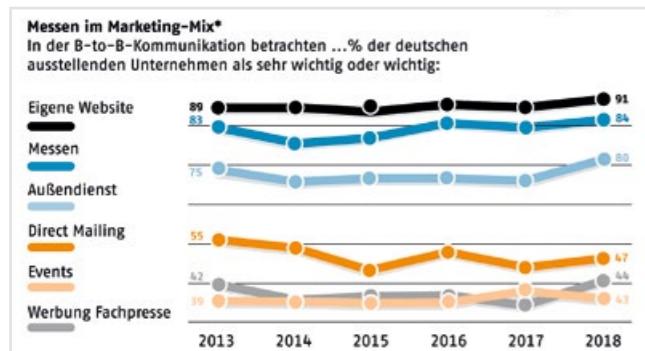
Trade fairs still in the lead as a B2B marketing instrument

The AUMA MesseTrend 2018 shows how exhibitors tick. One result of this representative survey: Trade fairs and company homepages remain top in the marketing mix.

German exhibitors are exceptionally good communicators. To achieve their company objectives, in their B2B communication they use on average eight various instruments. Here, trade fairs – plus the companies' own homepages – are the top marketing tool. This is the result of the AUMA MesseTrend 2018, a representative survey of 500 German exhibiting companies carried out by Kantar TNS, which was recently published by the exhibition and trade fair committee of the

Deutsche Wirtschaft e. V. (AUMA, the association of the German trade fair industry).

According to the AUMA survey, for around 83 per cent of exhibitors, trade fairs are important or even very important in their B2B communication. They are thus in second place, second only to the companies' own websites, which have a relevance of 91 per cent. The following positions in the ranking of importance are taken by the field service, which 80 per cent of the companies surveyed consider important or very important, and analogue or digital direct mailing, with a score of 47 per cent. The extent to which Germany-based trade fairs are relevant to the exports of German companies is also indicated: 63 per cent of exhibitors at specialist trade fairs rate their participation in international trade fairs in Germany as important or very important for export business. For exhibitors from the investment goods industry, which exports a significant volume of its products, this figure rises to almost 70 per cent. With their proportion of foreign visitors, trade fairs in Germany provide precisely the small and medium-sized companies with a platform for establishing international business relations.

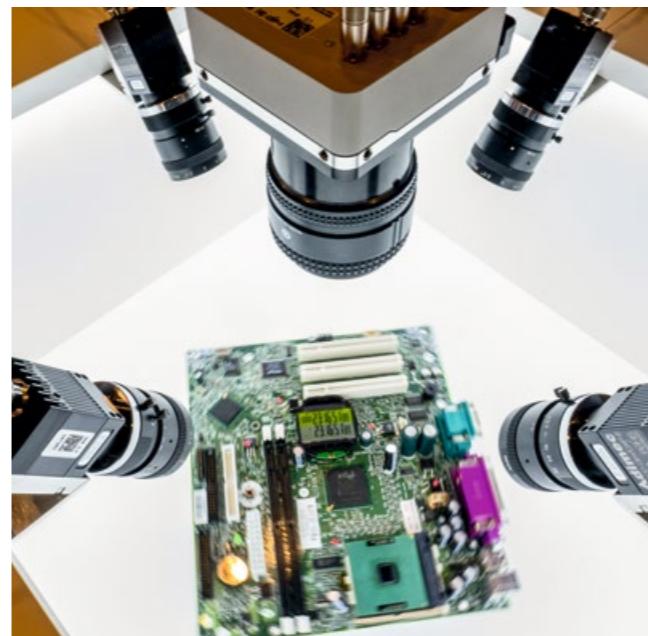


For companies' B2B communication, the importance of participation in trade fairs takes second place just behind own websites.

More info: www.auma.de

All signs point to growth

At VISION, the industrial machine vision sector comes together from around the world.



Industrial machine vision is mainly used for the visual monitoring of production processes in industry.

We are at the start of an interesting VISION year. The industrial machine vision sector is still on a path of growth," says Florian Niethammer, Team Director at Messe Stuttgart and responsible for this world's leading trade fair, which will take place from 6 to 8 November 2018. The sector's figures are impressive. In Germany alone, growth in 2017 was around 18 per cent. In Europe as a whole, the increase in turnover was between 12 and 14 per cent. At VISION 2018, Messe Stuttgart again expects 450 exhibitors, including numerous market leaders from around the world.

SYNTHESIS EFFECTS WITH NEW TARGET GROUPS

The numerous non-industrial applications have also made significant gains in importance for the sector. In this regard, exhibitors at VISION will present, among other things, innovations for the areas of transport, food and beverage technology, as well as for medical technology. Machine vision is also gaining ground in the agricultural sector, for example in sorting tasks during or after harvesting, in so-called precision farming or through greater use of drones. With INTERVITIS INTERFRUCTA HORTITECHNICA, the technical trade fair for wine, fruit juice and special crops, which will take place parallel to VISION 2018, additional synergy potentials and opportunities will be provided at the Stuttgart Trade Fair Centre for the exchange of ideas with new customer target groups.

More info: www.messe-stuttgart.de/vision
Twitter: #VisionSTR

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interbad 2018: Creative design, state-of-the-art technology and ground-breaking trends around pools, saunas, spas and wellness.

interbad: Future-oriented themes in the new look

The International Trade Fair for Swimming Pools, Saunas and Spas updates its image and is advertising for even more visitors from Germany and abroad with new special exhibitions.

interbad, the international trade fair for swimming pools, saunas and spas and the congress for pool and bath technology, will launch its new brand presence in Stuttgart from 23 to 26 October 2018. "The aim was to update our brand and retain the recognition value of the interbad brand," explains Dr. Christian Ochsenbauer, President of the German Association for Recreational and Medicinal Bath Industry (DGfdb) which organises interbad together with Messe Stuttgart. "Our corporate design includes various elements which are modular and flexible in use. This strengthens our brand presence."

One core pillar in the event concept for interbad is the Congress for Pool and Bath Technology which is organised by the DGfdb (German Association for the Recreational and Medicinal Bath Industry). Thematically arranged specialist conferences and special events will impart valuable know-how for operators of municipal swimming pools, owners of privately run swimming pools and hotel managers. The main focus of the congress will be on the significance of the digital transformation for the construction and operation of baths.

At the special show "creating atmospheres" architects, hoteliers, planners and private builders present a landscape comprising sauna, pool and gardens and the various possibilities of design for hotels and private properties. The special show was developed in cooperation with major specialist swimming pool dealers in Southern Germany and the garden and landscape designer Michael Kupka.

Another exhibition area at interbad is the "Innovation Area" where exhibitors present their latest product developments. Messe Stuttgart, together with the DGfdb, will this year present the interbad Innovation Award. "The aim of this award is to highlight the high level of innovation in an industry whose entire potential can be experienced by visitors at interbad," explains Messe Stuttgart President Ulrich Kromer. "The visitors select, as a jury, their favourites with regard to the degree of innovation, significance and practical applicability, improvement of the environmental and energy situation, design and functionality." Voting takes place in advance on a specially set-up online platform on location at digital voting terminals.



More info: www.messe-stuttgart.de/interbad
Twitter: #interbad18

ITEC

Best practice for simulation, training and education

ITEC (International Training Exhibition and Conference) is the annual forum where representatives from the academic community and industry meet with specialist visitors from across the military, police, medical and first aid sectors to share knowledge and best practices on the topics of military simulation, training and education. The leading European event in the industry takes place for the first time in Stuttgart as a combination of exhibition and conference. Many of the simulations and 3D modelling technologies are also used widespread in advanced engineering and design and in the computer games industry. At ITEC 2018 there will also be a conference on civil security which focuses on domestic services such as fire brigade, ambulance and first response teams.



Everything at ITEC revolves around simulation and training for military and civil security.

RETRO CLASSICS

New target groups

The classic car exhibition RETRO CLASSICS goes on tour in 2018. In addition to the traditional locations in Stuttgart, Cologne and Nuremberg, RETRO Messen GmbH is attending Automechanika in Frankfurt am Main (11 to 15 September) for the first time and Milano AutoClassica which takes place in Milan from 23 to 25 November.

In Frankfurt RETRO CLASSIC is the exclusive partner of the Classic Cars section with a stand in Hall 12. At the classic car exhibition in Milan, on the other hand, RETRO CLASSICS will be showing its colours in its own pavilion measuring 4,000 square metres. There, exhibitors and partners of the Stuttgart-based RETRO CLASSICS can present their products and services to visitors from Italy and the whole world. RETRO Messen GmbH assumes the complete organisation and communication with the Milan exhibition centre, Fiera Milano.

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Since 2016 AMB Iran has established itself as the most important trade fair platform for metalworking companies in the Iranian market.

Messe Stuttgart deepens its commitment to Iran

First AMB Iran, now ibex: Messe Stuttgart complements its portfolio in an attractive growth market with the largest trade fair for the bakery sector.

Messe Stuttgart continues to expand its business activities in Iran. For the next ibex from 22 to 25 November 2018, as organiser Messe Stuttgart takes over the entire handling of international exhibitors and local implementation of the most important Iranian trade fair for the bakery sector at the Tehran International Permanent Fair-



The Iranian bakery sector has been meeting at ibex since 2007. Messe Stuttgart takes over the organisation of the event from 2018.

ground. ibex has been held annually since 2007. At the eleventh event in November 2017, 138 exhibitors from 16 countries presented bakery and confectionery machines, flour mills, machines for making and processing flour as well as packaging technology to 21,000 professional visitors. "What belongs together can be found here together", states Ulrich Kromer, President of Messe Stuttgart. "We have been addressing the theme of bakeries and confectioneries very successfully for 39 years in Stuttgart with südback. And we are also a market leader in Turkey in this segment with the ibatech events."

Messe Stuttgart has been active in Iran since the lifting of the sanctions in January 2016 and organises AMB Iran 2018 together with the German Machine Tool Builders' Association (VDW) for the third time. The international trade fair takes place this year from 26 to 29 June in the Shahr-e-Aftab International Exhibition in Tehran. Numerous international industry giants and Iranian companies are once again expected.

More info: www.messe-stuttgart.de/amb-iran
Twitter: #AMBIran

R+T South America

Confident for 2018

R+T, the world's leading trade fair for roller shutters, doors/gates and sun protection systems, is in a better situation in Stuttgart than ever before. Its foreign offshoots are also showing very promising development (read more about this on page 20).

The second R+T South America takes place in São Paulo, Brazil from 9 to 12 May 2018. Following difficult years for the local economy owing to the political and economic events in Brazil, the Brazilian sun protection association ABRAPE and its members are expecting a positive development. "2017 was one of the most difficult years in our industry, also for us as an association", states Lauro Miguel Altomar, President of ABRAPE. "However, that is precisely the reason why we are relying on some innovations and trends to increase demand again in 2018. Our products have a high quality. We are therefore certain that our companies will achieve good results, e.g. with roller blinds." The international interest in R+T South America was already high at the first event. In 2016 over half of the 52 exhibitors came from abroad. The organisers are also expecting similar figures in 2018. At the accompanying congress ExpeR+T Conference, keynote speakers and industry experts from Brazil present and discuss the trends on the Brazilian sun protection market. Glass South America coincides again with R+T South America. The leading trade fair in South America for glass technology and glass design and R+T benefit from synergy effects with visitor groups from the construction industry.

More info: www.rt-southamerica.com/en
Twitter: #rtexpo



52 exhibitors and over 6,705 visitors came to the first R+T South America in São Paulo in 2016.



Exhibitors and their association are expecting good results with innovative roller blinds at this year's R+T South America.

CMT China

Travel market with potential

Up to now guests from China make up only two percent of holidaymakers in Freudenstadt. This could soon change: From 1 to 3 June 2018 the Black Forest spa and health resort will canvass customers at CMT China in Nanjing. "We are focussing on the Chinese market", highlights Freudenstadt's Tourism Director Michael Krause, who together with Mayor Julian Osswald will travel to Nanjing. Alexander Ege, Project Manager of CMT in China, is convinced that the travel market in China still has lots of potential: "For two years now the Chinese have replaced us Germans as the world's leading tourists." At CMT China over 400 exhibitors from 20 countries and regions showcase their products and services.

More info: <http://en.cmt-china.com.cn/>
Twitter: #CMTChina



Advertising with the Black Forest "Bollenhut": The spa and health resort Freudenstadt makes its début at CMT China 2018.

MESSAGE PORTRAIT



Hans Stoter is new Managing Director of the Chinese subsidiary Nanjing Stuttgart Joint Exhibition Ltd.

"Copying German trade fair concepts doesn't work"

The Chinese trade fair market is one of the largest and most attractive in the world. With the Chinese expert Hans Stoter, Messe Stuttgart sets new trends in Nanjing.

Hans Stoter (47) knows the Chinese trade fair market inside out. The new Managing Director of the Chinese subsidiary Nanjing Stuttgart Joint Exhibition Ltd. has held leading positions in China for over 18 years. In his new role he is to continue to promote the marketing of the trade fair grounds in Nanjing.

Stoter's professional relationship with China already began while studying business administration at the University of Tilburg. "As a student I organised trips abroad to China, advised companies on starting up businesses in China", remembers the Dutch man. "I wrote my thesis at Philips Medical Systems, in Nanjing by the way." Then it was one job after another: In 1996 I worked as a consultant for Philips in China, in 1999 I was a project manager at the trade fair organiser Royal Dutch Jaarbeurs (now: VNU Asia). Various locations at UBM in China as an International Director and for a change a move to London in the same role at the British i2i Events Group (now: Ascential). Most recently Stoter was General Manager of Koelnmesse China for three years. "The Chinese trade fair market is the second largest in the world after the USA", states Stoter. "In recent years it has experienced strong growth and continues to develop dynamically." At the same time the gross national product is

growing, even more strongly in the Nanjing region than in the rest of the country. But business in China is definitely not a sure-fire success. "Simply copying German trade fair concepts one for one doesn't work", states Stoter knowingly. "If you want to be successful in China, it is necessary to know the ins and outs of the market and the local characteristics and be able to handle them creatively."

The unique constellation at the Chinese subsidiary is an advantage. With the holding company of the Nanjing Trade Fair Centre, Messe Stuttgart has a joint venture for the marketing of the trade fair location and for the development of its own trade fair portfolio. They currently include in-house events such as the travel fair CMT China, Logi-MAT China and Education+, a trade fair for vocational education and training, among others. On top of this there are roughly 80 guest events per year. Stoter and his strong team made up of approximately 40 employees have launched new trade fairs for 2018, including events from the area of decoration and interiors and the B2B trade fair Innovation Fair. Parallel to this, another hall is being added to the around 120,000 square metre trade fair centre. Similarities with the Stuttgart model for success are of course by pure coincidence.

Messe Stuttgart

Digitalisation and data security at the highest level

The rented hall space is a key figure for measuring the success of a trade fair company. Perhaps there will soon be another important key figure too: the ordered data transmission rate. The requirement for large bandwidths, superfast and completely secure network connections now cuts across all industries. "For us they include trade fairs such as AMB, Blechexpo, the trade fair for education and training didacta, CMT, as well as start-up trade fairs", states Stefan Schwarz, Head of Exhibition Management at Berner Elektrotechnik, a long-standing service provider of Messe Stuttgart.

"At high-tech trade fairs there are companies who want to have a connection from the exhibition stand to their production IT systems so that they can show visitors the production live in operation", explains Schwarz. "During medical congresses for example we often have live transmissions to operating theatres."

SUPERFAST LAN, WLAN AND INTERNET

Among other things, Messe Stuttgart implemented new WLAN, LAN and Internet technology already in 2016. "In doing so we are not only leaders in the trade fair business", highlights Rudolf Anders, Chief Information Officer at Messe Stuttgart. "With the WLAN we can guarantee a data transmission speed of 1,300 MBit per second. A superfast WLAN is available to exhibitors, also with many parallel



High-tech trade fairs often require large data volumes.

users and between the trade fair halls." At Messe Stuttgart's own events visitors can surf the net free of charge up to 100 MB per day. The LAN structure of Messe Stuttgart is also high-spec with a fully redundant backbone – and an extremely secure quadruple barrier against hackers. There are no differences in the data security at guest events and in-house events. "For us there is essentially only one standard and that is the same for all events", highlights Stefan Lohnert, Vice President, Guest Events at Messe Stuttgart.

More info: www.messe-stuttgart.de
Twitter: #MesseStuttgart

Messe Stuttgart

Professional online marketing for all trade fairs

Messe Stuttgart continues to expand its marketing activities online. "Professional online marketing has become an integral part of the marketing mix of modern companies", states Badegül Özdemir, Online Marketing Manager at Messe Stuttgart. "Messe Stuttgart is therefore already active on channels such as Facebook and Google and places ads online tailored to the respective trade fairs and their target groups."

PRECISE ANALYSIS OF THE TARGET GROUPS

There is no standard mix. Potential customers for specialist trade fairs such as AMB or R+T require a different approach than public trade fairs like CMT or Comic Con Germany. "Before a campaign we compile an exact target group analysis, carry out tests and analyse subsequently which online marketing measure works well or doesn't work as well", ex-

plains Özdemir. "Ongoing monitoring and controlling are essential." Campaigns for international specialist trade fairs such as R+T can already start one year ahead of the event, for public trade fairs the online marketing measures generally begin four to six weeks before the start of the trade fair. "It goes without saying that the campaigns for international trade fairs or trade fairs abroad have to be designed in the respective national language", states Özdemir.

The aim of the numerous online marketing activities is clearly defined. Ideally potential customers respond by purchasing tickets for the trade fair. Messe Stuttgart uses, for example, the Google Analytics tool for so-called retargeting, i.e. the specific retargeting of prospective customers, who already visited the company's websites. And of course also explicitly points this out online in their privacy statement.

More info: www.messe-stuttgart.de
Twitter: #MesseStuttgart



The organisers of the Jazzopen Stuttgart are expecting around 40,000 paying visitors during the 10-day festival in the state capital.

Jazzopen 2018: 25th anniversary live in Stuttgart

The anniversary programme of the Jazzopen Stuttgart 2018 reads like a who's who on the international jazz, rock and fusion scene. Full to the brim with famous people.

From 12 to 22 July 2018 the Jazzopen Stuttgart celebrates its 25th anniversary and once again transforms the state capital into a hotspot for music fans. The organiser Opus is expecting a visitor record of over 40,000. The anniversary celebration on the main stage at Schlossplatz takes place from 18 to 22 July. Besides Jamiroquai (18.7.), Jamie Cullum & Joss Stone (19.7.),



Highlight of the anniversary programme: the German electronic pioneers Kraftwerk.

Kraftwerk (20.7.), Lenny Kravitz & Gary Clark Jr. (21.7.), as well as the Fantastische Vier (22.7.), are also appearing on stage. The Festival Gregory Porter (13.7.), Stanley Clarke Band (14.7.), Pat Metheny (16.7.) and Till Brönner (17.7.) play on the stage in the courtyard of the Altes Schloss (old palace).

The programme on the side stages has also been decided: Marcus Miller (17.7.) and LP (20.7.) will play in the Scala Ludwigsburg. The festival once again kicks off with the presentation of the German Jazz Trophy in the SpardaWelt event centre – this year the trophy goes to Rolf and Joachim Kühn (12.7.). Christian McBride's New Jawn & Meshell Ndegeocello (13.7.), Michael Wollny Trio & Younee (14.7.), Tears for Esbjörn (16.7.), as well as GoGo Penguin (17.7.),

The BIX club stage once again offers a high-ranking programme in an intimate atmosphere, including Jason Moran and the Bandwagon (12.7.), Indra Rios-Moore (13.7.), Allan Harris (14.7.), Chico Freeman (15.7.) and Knower & Moon Hooch (21.7.). A special highlight at the event in 2018 is again the use of the St. Eberhardt cathedral church (20.7.) – this time by Wolfgang Dauner, who will be accompanied with readings by the city deacon Msgr. Dr. Christian Hermes. In 2018 the city of Stuttgart gets involved again for the first time since 2009 with a subsidy which is invested in stages with free admission. Opus plays the Stadtmuseum Stuttgart (city museum) under the title "Open Stage in Stadtmuseum" with a fusion programme.

More info: www.jazzopen.com

Messe Stuttgart Guest Events

Development of UK market

The Guest Events division of Messe Stuttgart is intensifying its commitment on the British events market. "Germany is still the top country in Europe for conferences and meetings", states Stefan Lohnert, Vice President of the division. "But important organisers of large conference formats, companies and international event agencies are located in Great Britain. This is why we expanded our marketing activities there in recent years and want to further enhance them."

As Project Manager for Sales in the Guest Events division Tim Kontner works the UK market. "Some of our customers from Great Britain currently include UKIP Media & Events with numerous automotive trade fairs in Stuttgart, Mack Brooks Exhibitions with the Fastener Fair, UBM Canon Europe Limited with Medtec, Lifeplus with The Spirit of Lifeplus and Clarion Events with ITEC", states Kontner. "My job is to attend important trade fairs and events on the island and establish contact with potential guest event organisers for the Stuttgart venue."

With good reason: According to a survey conducted by the GCB German Convention Bureau e.V. in Frankfurt/Main, the UK is by far the most important source market for Germany



As Project Manager for Sales Tim Kontner works the UK market.

with a share of over 20 percent, followed by the USA and Switzerland. Many of the trade fair organisers with the highest revenue worldwide have their registered offices in Great Britain, but attain most of their revenue abroad. In addition, British trade fair organisers are often not linked to specific trade fair grounds and are therefore free to choose their venue. "This is also why we in Stuttgart will become an attractive conference venue in the future for English-speaking event organisers, regardless of the current Brexit debate", emphasizes Lohnert.

More info: www.messe-stuttgart.de/veranstalter
Twitter: #MesseStuttgart

CONGRESSES/EVENTS IN 2018

► 15.–17.05. 81st German Welfare Day 2018

Organiser: German Association for Public and Private Welfare

► 25.–27.05. The Spirit of Lifeplus 2018

Organiser: Lifeplus Europe Ltd.



Vape event at Messe Stuttgart: In Hall 1 the e-cigarette trade fair "The Hall of Vape" takes place for the third time in 2018.

The Hall of Vape

Vape event of the year

Guest event organiser Iraklis Simeonidis is expecting around 20,000 visitors and up to 300 exhibitors from all over the world on 5 and 6 May 2018 at the third Hall of Vape, Germany's largest e-cigarette trade fair in Messe Stuttgart.

At the vape event visitors can obtain information about the latest models, designs, flavours and accessories on the e-cigarette market, pursue their vaping hobby in a hall and be inspired by a stage programme: with music as well as prominent guests from the vaping scene and the entertainment industry. Visitors to the trade fair must be over 18 years old. Vaping is only permitted in the L-Bank Forum (Hall 1) of Messe Stuttgart. Vaping is not allowed in the public trade fair rooms.

More info: <http://the-hall-of-vape.de>
Twitter: #thov2018

SIGHTSEEING TIP: Ritter Museum

Square-shaped, magical, well worth seeing

In the Ritter Museum everything revolves around the square. And thus also the history of geometric-abstract art. From its beginnings through to the present day.



The large passage in the Ritter Museum offers a view of Aichtal and links the two wings of the building.



The Ritter Museum was designed by the Swiss architect Max Dudler and is located directly beside the chocolate factory.



The extensive collection of geometric-abstract art from Marli Hoppe-Ritter can be found in the centre of the museum.

On the outskirts of Waldenbuch, only around 15 kilometres from Messe Stuttgart, sits a distinctive limestone cuboid: The Ritter Museum beside the premises of Ritter Sport. The Swiss architect Max Dudler designed it especially for the extensive art collection of Marli Hoppe-Ritter. The owner of the company Ritter Sport compiled her unique collection in approximately 15 years of intensive collecting.

On 700 square metres of exhibition space the collection currently includes around 1,000 paintings, drawings and objects from notable artists of the 20th and 21st century who deal with the topic of the square. Showing historical developments in the area of geometric abstraction is one objective of the museum as well as the presentation of important international representatives of this art movement.

Whoever thinks that the "square" theme simply stands for the brand of the company Ritter Sport is not thinking far enough. Throughout the 20th century the artist was always particularly fascinated by the square as an ideal geometric shape like the circle or the triangle. The use of the square became famous by the Russian constructivist Kasimir Malewitsch at the start of the 20th century. In it he saw a symbol for the artistic new beginning away from representation and purpose.

The early trends of the artistic modernity are represented in the collection by works of the constructivists Alexander Rodtschenko and El Lissitzky, the De Stijl artist Theo van Doesburg or the Bauhaus artists Andor Weininger and Josef Albers, among others.

Whether it is serious, playful, spiritual, analytical or humorous – there are no limits to the "square-shaped" possibilities and they are reflected not only in concrete-constructive art, but also in other artistic concepts. The current exhibition "Weiß ist der Grund" ("White is the Basis") (6 May to 16 September 2018) displays works of art in which white plays a special role extending beyond the white background.

The colourful light spaces of the contemporary artist Ulrich Wagner from Cologne "Ulrich Wagner – Urban Systems" (6 May to 16 September 2018) are based on technical-functional structures which Wagner abstracts and transforms into magical bright architecture. Those who want to sweeten the abstract enjoyment of art in the museum can do so in the museum café and the chocolate shop where they can find square, practical, but also other non-geometric forms.

More info: www.museum-ritter.de

HOTEL TIP

Private hotel with a 60-year tradition

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

Since 1958 Hotel Unger with its 106 rooms has been one of the first addresses in the Baden-Württemberg state capital for trade fair guests, business travellers and city tourists. The four-star hotel is located on a central yet quiet side street in the middle of Stuttgart city. The palaces in Stuttgart, the "Staatsgalerie" ("State Gallery"), the Stuttgart State Opera, the art museum and many other attractions are just a few minutes' walk away for hotel guests. Königstrasse, the shopping street, is almost on the hotel door step; the S-Bahn (urban rail) and Stuttgart central station are only around 100 metres away. Hotel Unger offers "Classic" and "Deluxe" rooms. All rooms have a silent and draught-free gravity air-conditioning system. Special requests such as extra-long beds or balconies are also available on request. Some of the highlights of Hotel Unger are the hearty breakfast with regional and seasonal specialities which is served from 6 to 11 am. Individual pictures and works of art adorn the entire hotel: from the underground car parking entrance through to the last room on the seventh floor. A hobby of the owner family of the private hotel, who also delight their guests with alternating exhibitions in the hotel lobby.



Hotel Unger with 106 rooms is in a central yet secluded location in Stuttgart city.

More info: www.hotel-unger.de

RESTAURANT TIP



Traditional restaurant in the heart of Stuttgart: Alte Kanzlei.

Alte Kanzlei

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

The location of the Alte Kanzlei in Stuttgart's historical Schillerplatz fits in with the culinary offering of the restaurant. The menu with constantly changing dishes ranges from authentic Swabian classics such as Kässpätzle, Zwiebelrostbraten or Filderkrautwickel with red wine sauce and mashed potato through to creative salads, soups,

snacks and international fish dishes. There are also delicious cocktails or high-quality wines predominantly from the region. The restaurant has capacity for up to 200 guests – and in summer you can soak up the Stuttgart ambience on two terraces in the heart of the state capital.

More info: www.alte-kanzlei-stuttgart.de

HIGHLIGHTS 2018

► Until 30.12. The Hunchback of Notre Dame (musical)
Where: Stage Apollo Theatre, SI Centre Stuttgart

► 03.05.–21.07. Ludwigsburg Festival 2018
Where: Grävenitz Palace, Marstallstrasse 5, Ludwigsburg

► 08.06.–16.09. Kirchner and the artist group „Die Brücke“
Where: Stuttgart State Gallery

► 29.06.–21.10. Ernst Ludwig Kirchner. The unknown collection
Where: Stuttgart State Gallery

► 29.08.–09.09. Stuttgart Wine Village 2018
Where: Stuttgart city centre

► 28.09.–14.10. Cannstatter Volksfest (Stuttgart Beer Festival)
Where: Cannstatter Wasen, Stuttgart



"A little craziness does no harm"

Whoever finds themselves every year with their team at a music festival like the jazzopen stuttgart must love music and the musicians. And a little craziness also does no harm.

When we "took over" the jazzopen eleven years ago, it was a significant festival dedicated solely to jazz with up to 7,000 spectators. At the time we deliberately wanted to think outside the jazz scene, launch an event based on jazz and at the same time open to other music genres. And develop a signature style.

I believe we attained this objective. Around 40,000 spectators are coming to the 25th anniversary event in 2018, around ten percent are international visitors, over 50 percent come from other regions in Germany, i.e. not from the metropolitan

region of Stuttgart. The event generates around 8,000 overnight stays solely by jazzopen guests every year. Many guests stay the entire week in Stuttgart. The

city and its reputation at home and abroad also benefit directly and indirectly.

Also those who are only a little bit familiar with international music business perhaps think that it is not only the organisational effort behind such an event that is massive. Here are a few key figures: The festi-

val budget in 2018 is at around five million euros. The production of the two main stages on Schlossplatz and in the Altes Schloss (Old Palace) alone is at approx. 700,000 euros. Sponsorship contributes just under 30 percent to the overall festival costs. Without sponsorship the jazzopen stuttgart would be impossible to stage in its current form. Because the costs for concerts in general have increased exorbitantly in recent years. So it works out well that the city of Stuttgart is once again providing financial assistance to the jazzopen in 2018 after years of abstinence.

We are investing these funds in the first admission-free stage of the jazzopen stuttgart in the newly renovated city museum. A first move for us. Towards a festival city Stuttgart, a jazzopen that casts a spell over people throughout the city for a week. Individuals who like to experience music in an urban setting and sometimes without having to pay an admission fee. Around a dozen free stages, for example, are played during the world's largest jazz festival in Montreal in Canada. The atmosphere in the city is eclectic.

Whoever organises a festival like the jazzopen should not only have their eye on the financial result, in my opinion. They need to look at the bigger picture. And they should be a little crazy too!

Jürgen Schlesog,
Managing Director, Opus
Festival-, Veranstaltungs-
Management GmbH.

**"WITHOUT SPONSORSHIP
OF JUST UNDER 30 PERCENT
THE JAZZOPEN WOULD NOT
BE POSSIBLE."**

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Messen und Ausstellungen 2018–2019

2018



14. Optatec

Internationale Fachmesse für optische
Technologien, Komponenten und Systeme
15.–17.05.2018 Frankfurt / M.



35. Modellbahn

Internationale Ausstellung
für Modellbahn und -zubehör
15.–18.11.2018 Koelnmesse



6. Stanztec

Fachmesse für Stanztechnik
19.–21.06.2018 CongressCentrum Pforzheim



33. Control

Internationale Fachmesse
für Qualitätssicherung
07.–10.05.2019 Messe Stuttgart



37. Motek

Internationale Fachmesse für
Produktions- und Montageautomatisierung
08.–11.10.2018 Messe Stuttgart



38. Motek

Internationale Fachmesse für
Produktions- und Montageautomatisierung
07.–10.10.2019 Messe Stuttgart



12. Bondexpo

Internationale Fachmesse
für Klebtechnologie
08.–11.10.2018 Messe Stuttgart



13. Bondexpo

Internationale Fachmesse
für Klebtechnologie
07.–10.10.2019 Messe Stuttgart



26. Fakuma

Internationale Fachmesse
für Kunststoffverarbeitung
16.–20.10.2018 Messe Friedrichshafen



14. Blechexpo

Internationale Fachmesse
für Blechbearbeitung
05.–08.11.2019 Messe Stuttgart



17. Faszination Modellbau FRIEDRICHSHAFEN

Int. Messe für Modellbahnen und Modellbau
01.–04.11.2018 Messe Friedrichshafen



7. Schweisstec

Internationale Fachmesse
für Fügetechnologie
05.–08.11.2019 Messe Stuttgart



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