



02 | 2013

4 Euro

Message

Trade Fairs Congresses Events

Synergy effects



Trendsetting trade fair
IT & Business

Future topics



New technologies
BATTERY+STORAGE

Concert highlights



International music festival
jazzopen stuttgart



rightandfair
sustainability Code of the
event industry



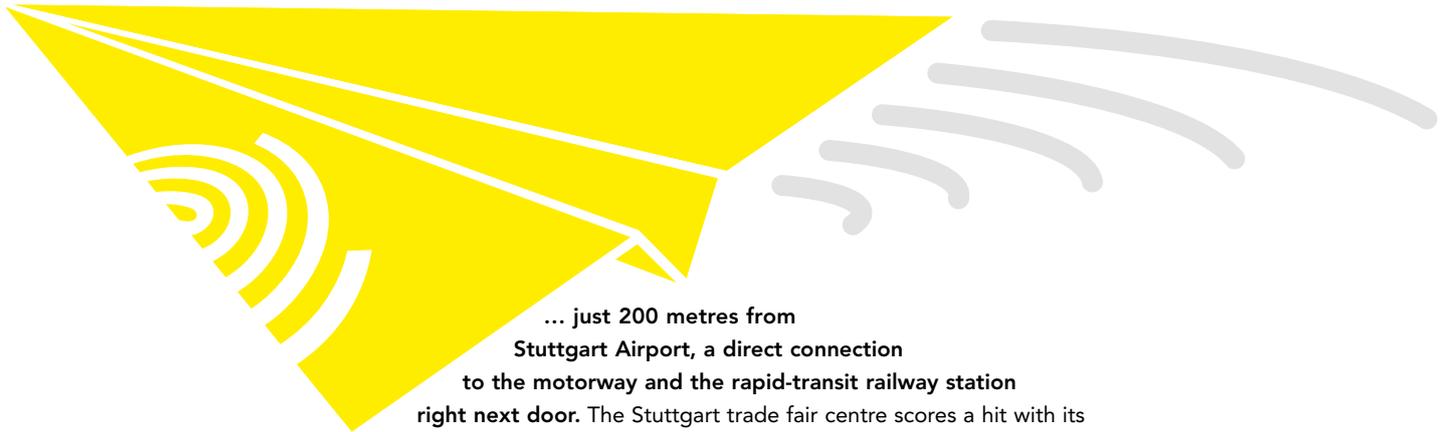
Green Statement

Competitive factor values

Why they are important for success



Precision landing, ...



... just 200 metres from
Stuttgart Airport, a direct connection
to the motorway and the rapid-transit railway station
right next door. The Stuttgart trade fair centre scores a hit with its
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superb, and everything is located in the heart of one of the most innovative markets in Europe.
Global players are at home here, they meet one another and are seen here. – **In the key
to markets. www.messe-stuttgart.de**





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The Managing Directors of Messe Stuttgart announce extremely positive figures for 2012 to the assembled journalists.

Review of a record year

2012 turned out to be the best ever year for Messe Stuttgart. Some trade fairs will not take place in 2013. Record figures are again expected in 2014.

In 2012 Messe Stuttgart attained a total income of around € 129 million and a double-digit profit before tax of approximately € 14 million. These figures are the highest ever in the history of the company. Europe's most modern trade fair and congress centre attracted 1.27 million visitors in 2012, i.e. a substantial increase compared with the previous year (1.12 million visitors). The number of exhibitors (20,601) reached the highest level since the establishment of Landesmesse Stuttgart GmbH (2011: 18,492). With a hall turnover factor of 15 (2011: 13), Messe Stuttgart was again one of the trade fair centres with the highest capacity utilisation in Ger-

many in 2012. 67 trade fairs and exhibitions were held in Stuttgart in 2012, i.e. far more than in the previous year (55). "These figures prove that our strategy is a success", emphasised Ulrich Kromer, Managing Director of Messe Stuttgart, during the Annual Balance Sheet Press Conference. The Board of Management of Messe Stuttgart is expecting around 1 million visitors and 18,000 exhibitors in 2013 which, as an odd year, will contain a lower volume of business due to the rotation of events. "In 2014 we are then again anticipating a pleasing amount of business similar to 2012", said Roland Bleinroth, Managing Director of Messe Stuttgart.

The ICS International Congress Center Stuttgart played host to a large number of international congresses in the 2012 financial year and was able to stage several events simultaneously on account of the variable space utilisation concept. This flexibility led in purely numerical terms to 271 occupation days on 250 working days and once again underlines the importance of Stuttgart as one of the most important locations for congresses in Germany.

After the extremely strong trade fair and exhibition year of 2012, which was characterised by the temporal occurrence of events held every two or three years, some trade fairs will not take place in the odd year 2013. The Board of Management of Messe Stuttgart is therefore expecting a total income of around € 91 million from 55 trade fairs and exhibitions – 36 own events and 19 guest events – in Stuttgart.

"We will achieve extremely positive results between 2014 and 2016. In the two even years we will again endeavour to record a profit in the high single-digit million range", said Roland Bleinroth explaining the medium-term financial plans. "In 2014 we are expecting, for example, a total income of €126 million from 65 trade fairs and exhibitions."



Ulrich Kromer, Managing Director of Messe Stuttgart, talking to the press.

2013 Biker Day:

Free admission

On 5 May 2013 motorcyclists from all over Baden-Württemberg will meet at the 5th Biker Day at the Messe Stuttgart. The participants will start at a TÜV SÜD service centre in their region and ride on different routes in the direction of the Filder. An extensive entertainment programme featuring a comedy act and a band will then take place in Hall 3. The event will be hosted by Volker Janitz from the SWR3 radio station.

The other highlights of the event, which will run from 11.00 to 17.00, will include demonstrations by the specialist magazine "Motorrad", BMW Motorcycles and the Regional Road Safety Organisation. There will also be an extensive product exhibition with sales stands, riding simulators and an e-bike course. Admission is free.

More space

südback, Trade Fair for the Bakery and Confectionery Trades, will have more hall space in 2013. This event, which has always been booked up with its gross exhibition space to date, will therefore take account of the increasing demand and will feature from 19 to 22 October 2013 52,500 square metres of exhibition space instead of 42,000 square metres. "The industry is strong, and we finally want to offer other companies the chance to attend the trade fair", said Ulrich Kromer, Managing Director of Messe Stuttgart, explaining the decision.

Exhibitors will now have more space at südback in Stuttgart.



Be honest: are you actually fed up of hearing the word "crisis"? What began in summer 2007 as a real estate bubble in the USA has subsequently mutated into a permanent global crisis. Ever since then, self-appointed prophets have been predicting the collapse of the Euro or even the entire German economy.

In reality, the situation is fortunately not quite so bad. Because where some people only see

crises, others recognise opportunities for business success: in 2012 Messe Stuttgart attained, for example, a total income of around €129 million and a double-digit profit before tax of approximately €14 million, i.e. the highest ever figures in the history of the company.



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

"See opportunities"

In addition to our first-class location at the heart of one of the most dynamic economic regions in the EU, one of the reasons for these fantastic figures is the continuing importance of the "exhibition" instrument in the marketing mix of our customers. This is proved by the current study of the Association of the German Trade Fair Industry (AUMA): 83 per cent of the surveyed companies regard participation in trade fairs/exhibitions as an "important" or "very important" component of their communication activities. Trade fairs and exhibitions therefore occupy second place in the league table of marketing tools, just behind a company's own website. This is demonstrated impressively through the great popularity of our events at home and abroad.

The lead story of this issue also shows that immaterial values such as transparency are playing an increasingly more important role. Messe Stuttgart has adopted a whole raft of these principles, ranging from the corporate mission and our commitment to sustainability in the "Green Statement" through to certification of our trade fair and exhibition data by the Society for Voluntary Control of Fair and Exhibition Statistics (FKM). Our business success is also ultimately a consequence of this active responsibility.

More on these and further topics can be found in this current edition of Message. Enjoy the reading.

World's largest public exhibition for tourism honoured again:

CMT in 1st place for the 5th time



Petra Cruz-Deyerling (left), President of the Corps Touristique, honours CMT as the best holiday exhibition in Germany in 2012. Guido v. Vacano (2nd from left), Director of the Lifestyle & Leisure Business Division of Messe Stuttgart, accepts the Prize.

Enormous success and international recognition for the holiday exhibition CMT in Stuttgart. The Corps Touristique (CT), the Association of Foreign National Tourist Organisations and Railways in Germany, which numbers 66 members from 54 countries, awarded the prize for Germany's best holiday exhibition in the preceding tourist season for the seventh time – and once again CMT came out on top. For the fifth time overall and for the fourth time in succession. The runner-up behind CMT was the Imex exhibition in Frankfurt, followed by ITB in Berlin in third place. CMT China came to a successful conclusion at the Nanjing International Expo Centre after three days on 17 March 2013. Around 40,000 visitors came to the Chinese offshoot of the world's largest public exhibition for tourism to obtain information on the latest holiday trends.

LogiMAT 2013:

On growth course



Record figure: 29,500 trade visitors attended the intralogistics trade fair LogiMAT in 2013.

LogiMAT 2013, 11th International Trade Fair for Distribution, Materials Handling and Information Flow, closed with another increase in exhibition space and the number of visitors and exhibitors. The event also turned out to be much more international. 1,003 exhibitors (+ 9.1 per cent compared with the record year 2012) from 26 countries presented the latest products and solutions from 19 to 21 February 2013.

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

End of leading trade fairs in Germany?

Germany has been the market leader for exhibitions and leading international trade fairs for many decades. Trade fair companies have achieved this position through cooperation with their partners and exhibitors, and with great dedication and at great expense. This market leadership is also due to the fact that the municipal shareholders have regularly invested money in their trade fair centres and optimised their trade fair and exhibition topics in conceptual terms over a period of many years. Germany – with its easy access at the heart of Europe – is also home to powerful, globally successful and innovative business enterprises, as well as strong and healthy small and medium-sized companies. To be honest, I have therefore no idea why our Frankfurt colleagues in the "Frankfurter Allgemeine" are now suddenly evoking the "end of leading trade fairs and exhibitions". Markets are naturally changing, new and powerful platforms are being created in individual industries due to a strong large domestic market (for example in China) and production plants are also being relocated. Nevertheless, an increasing number of foreign exhibitors and visitors attend our strong and leading events in Germany and come nearly to the majority of international exhibitions. This is not an argument against, but rather in favour of our (industrial) location, the innovative capacity of our companies, the trade fair medium in Germany and the quality of our services. Even though one or two trade fair topics are "weakening slightly" because their creators may have recognised too late the changes on the particular market or the changed needs of an industry (or did not recognise them at all), this is still no reason to evoke the end of the leading trade fairs in Germany.

Here at Messe Stuttgart we are certainly continuing to cooperate intensively with our partners and exhibitors to adapt, improve and extend the concepts of our leading events both nationally and internationally. And wherever it is practical, we also transfer these topics to other countries in order to develop new markets and therefore also ultimately strengthen the "domestic trade fair or exhibition".

The prime examples here include our leading trade fairs R+T, INTERVITIS INTERFRUCTA and AMB; but also a südback with offshoots in Istanbul and Ankara, a Slow Food with a "sister event" in Switzerland or CMT Stuttgart with an offshoot in Nanjing. I am certainly convinced that there will still be leading trade fairs and exhibitions in Germany in twenty years time.





Sound Lighting Video

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

Your authorised partner of the Stuttgart Trade Fair Centre



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Visitors and exhibitors at Messe Stuttgart are also paying more attention to value-oriented actions of the company.

Competitive factor values

Modern exhibition halls, first-class infrastructure, superb service are the main reasons for the success of Messe Stuttgart. Do immaterial values actually matter?

“Anyone with visions should see a doctor.” This pithy quote by the former German Chancellor Helmut Schmidt may perhaps apply to psychiatry (and politics), but it certainly does not hold true in modern business life. That’s because the “visions” of a company – for example formulated in a binding corporate philosophy as first published by Messe Stuttgart in 2003 – are important benchmarks for customers, shareholders, service partners and employees.

“A service company run in a modern way, for example Messe Stuttgart, must clearly communicate the guiding principles of its actions both internally and externally”, says Bernd Auten-

rieth, Head of the Corporate Development Department, explaining the purpose of a company’s corporate philosophy. “In the brochure accessible to every interested party on our homepage, we therefore state categorically who we are, how we regard ourselves as a company and what individual strategic objectives we pursue.”

Using corporate philosophy in everyday work

It was therefore obvious to the Board of Management of Messe Stuttgart that this corporate philosophy had to be updated after the move to the new Stuttgart trade fair centre, which is

twice as large as the old site. “After five years of experience on the Filder, we reviewed our corporate philosophy in 2012 and revised it where necessary”, says Ulrich Kromer, Managing Director of Messe Stuttgart. “Because”, Kromer adds, “a corporate philosophy is only a useful tool for dealing with customers and partners if it can be meaningfully implemented in business practice and is used specifically in the company on a day-to-day basis.” It is therefore natural for all new employees of Messe Stuttgart to become familiar with the corporate philosophy of their employer during their basic training. There is a very good reason for this: one guiding principle of corpo-



Guidance regarding the values, vision and mission of Messe Stuttgart.



The Green Statement sets standards in regard to ecology.

rate philosophy practised in everyday working life – transparency for example – has a direct influence on corporate culture and, thus, also ultimately business success.

One prime example of practised transparency is described by Roland Bleinroth, Managing Director of Messe Stuttgart: “We provide our customers, partners, trade associations and multipliers with all the relevant facts and figures regarding our own events. All this information is certified by the Society for the Voluntary Control of Fair and Exhibition Statistics (FKM).” Guest

events at the Stuttgart trade fair centre – for example the intralogistics trade fair LogiMAT or Composites Europe, European Trade Fair and Forum for Composites, Technology and Applications – are also verified by FKM. “Especially in times of digital information floods, trade fairs and exhibitions are the most efficient form of personal contact with customers for complex products and services”, says Bleinroth. Certified statistics are therefore vitally important so that exhibitors and visitors are able to ideally prepare for and use their attendance at a trade fair or ex-

hibition. Thanks to FKM certification of our events, our customers have a reliable basis for their plans. “Key figures are prepared on the basis of uniform standards. Independent auditors make sure that the certification guidelines are strictly observed.

Transparency in the interest of customers

The published statistics include, for example, exhibitor and visitor numbers, as well as gross and net exhibition areas at trade fairs and exhibitions reported for certification on a voluntary basis. The data currently available on the FKM homepage, in the FKM Annual Report “Certified trade fair and exhibition statistics” and in the online trade fair and exhibition database of the Association of the German Trade Fair Industry (AUMA) also contain detailed information on the origin of visitors and the quality of every reported event. “Nowadays, exhibitors and visitors will only decide to attend a trade



“A service company run in a modern way, for example Messe Stuttgart, must clearly communicate the guiding principles of its actions.”

Bernd Autenrieth, Head of the Corporate Development Department of Messe Stuttgart



Right from the very beginning, the new Stuttgart trade fair centre set standards for sustainable trade fair and congress business.

fair or exhibition if they can be sure that the key figures relating to the particular event have been recorded over the course of time according to standardised principles”, emphasises Roland Bleinroth, Managing Director of Messe Stuttgart. “This is the only way, for example, to carry out an objective analysis of competitors. Our FKM-certified events are therefore synonymous with maximum transparency. In the interest of our customers and partners.”

The commitment of Messe Stuttgart to ecology, for example, indicates how

immaterial values such as transparency or sustainability can specifically influence material success. “In particular, we anticipated the currently valid and customary sustainability criteria when planning and constructing the new trade fair centre on the Filder”, stresses Ulrich Kromer, Managing Director of Messe Stuttgart. “In 2010 we set a future-oriented standard for the trade fair and congress industry, and for our customers through our Green Statement.” Sustainable action, according to Kromer, has become a key topic in all areas

of society – and therefore also a criterion for exhibitors in choosing or rejecting an event venue.

Corporate responsibility

This was also the reason why Messe Stuttgart and the ICS International Congress Center Stuttgart committed themselves at the end of 2012 to the guidelines of corporate responsibility for sustainability in the organisation and implementation of events. The “rightandfair” industry code of conduct, which was initiated by the European Association of Event Centres and the German Convention Bureau, provides its supporters with practical orientation to enable them to fulfil their corporate responsibility. “Following our Green Statement, we regard support for “rightandfair” as another important step in this direction”, says Ulrich Kromer, Managing Director of Messe Stuttgart. “The commitment of Messe Stuttgart is therefore geared towards the future. 34,000 square me-



“Our FKM-certified events are synonymous with maximum transparency. In the interest of our customers and partners.”

Roland Bleinroth, Managing Director of Messe Stuttgart



Both pleasant and ecological: a great deal of sunlight also reduces energy consumption.

Sustainable: service partners such as ARAMARK operate according to ecological criteria.

tres of solar collectors on the roofs generate electricity for 1,350 four-person households every year while rainwater is returned to the natural water cycle via a retention basin.” Using cheap night-time electricity, Messe Stuttgart produces for its air-conditioning system ice which is reutilised during the day to cool the rooms. “And these are only three specific examples of the careful use of resources and environmentally-friendly behaviour in connection with our events”, emphasises Kromer. Ultimately, the record figures

of Messe Stuttgart are probably proof that value-oriented entrepreneurial activity is also reflected in specific company success. In 2012 Messe Stuttgart attained a total income of around €129 million and a double-digit profit before tax of approximately €14 million. These figures are the highest ever in the history of the company (please read page 4 in this respect). Other indicators include image analyses which Messe Stuttgart arranges to be carried out at regular intervals in Stuttgart and the surrounding region. “According

to the last analysis, 92 per cent of respondents – of whom around 70 per cent number among our visitors – regard Messe Stuttgart as an important economic factor for the region”, says businessdeveloper Autenrieth with regard to the results. “In 2012 Messe Stuttgart was also perceived as more successful and more in tune with nature than during the last survey conducted in 2008.”

Messe Stuttgart Managing Director Ulrich Kromer also attributes this external perception to the value-oriented actions of Messe Stuttgart and its employees: “People and, thus, of course our customers, have become far more sensitive in this area in the last few years.” He discovered this during numerous discussions. “People and customers pay attention to conformity between corporate values, talking about them and our specific actions. Nowadays, immaterial values are therefore important economic factors. But only if they are also honestly practised.”



“Nowadays, immaterial company values are important economic factors. But only if they are also honestly practised.”

Ulrich Kromer, Managing Director of Messe Stuttgart



Shortage of skilled workers, demographic change and internationalisation are three challenges facing the Stuttgart innovation region.

Actively shaping the future

Baden-Württemberg and the Stuttgart region are driving forces for innovation in the EU. What needs to be done to ensure that this situation continues in future?

The Stuttgart region and the Federal State of Baden-Württemberg have by far the highest innovation potential in Europe. But how can this leading international position be maintained in future? This question was examined at the Stuttgart trade fair centre during the Fourth Regional Conference of “bw-fairs”, the umbrella brand of the nine trade fair companies in Baden-

Württemberg for joint marketing of trade fairs and congresses at home and abroad. The event was held under the auspices of the Baden-Württemberg Ministry of Finance and Economics, Messe Stuttgart, the Chamber of Commerce and Industry of the Stuttgart Region and Wirtschaftsförderung Region Stuttgart GmbH.

According to Dr. Walter Rogg, Manag-

ing Director of Wirtschaftsförderung Region Stuttgart GmbH, the motor vehicle construction and mechanical engineering industries, i.e. the key industries in the region, are faced with the biggest challenges. “Alternative drive technologies are becoming more important due to climate change and the desire for sustainable mobility solutions”, said Rogg. “Industry can cope with this change by developing new products. More engineers from the areas of mechanical engineering, motor vehicle manufacturing and electrical engineering are needed to perform this work. However, there is already a shortage of these skilled workers.” “Industry, science and politicians with responsibility for economic policy must therefore cooperate more intensively in networks in order to resolve these challenges”,

Messe Stuttgart provides export-oriented companies with an important platform.



Three questions to:

Georg Fichtner

President of the Chamber of Commerce and Industry of the Stuttgart Region



1 You have been the new President of the Chamber of Commerce and Industry (CCI) of the Stuttgart Region since February 2013. Are there any key topics which you feel very strongly about?

Companies are preoccupied with the turnaround in energy policy, especially the specified speed, supply security and costs. The shortage of skilled workers is a current problem in many industries, and will remain so in future. We need an adequate number of academics, but also far more skilled workers with dual training and further training qualifications. This also applies to periods of weak economic activity. Our educational policy must also provide sufficient scope for vocational education and training. I will make every effort to achieve this objective. Other key topics include the maintenance of innovative capacity, tax policy, transport and infrastructure.

2 What are the special location advantages and the location problems in Stuttgart and the surrounding region?

The Stuttgart region is the leading industrial and innovation area in Germany. In order to maintain this leading position, however, we must again provide small and medium-sized enterprises with more support so that they can gain access to new technologies. The Greater Stuttgart

area has the highest purchasing power after Frankfurt and Munich. Customers all over the world value products and services from the Stuttgart region. Practically no other metropolitan region is as export-oriented as ours. A highly innovative and densely populated economic region depends on qualified skilled workers and a properly functioning infrastructure – and the great challenges of the future can also be found here.

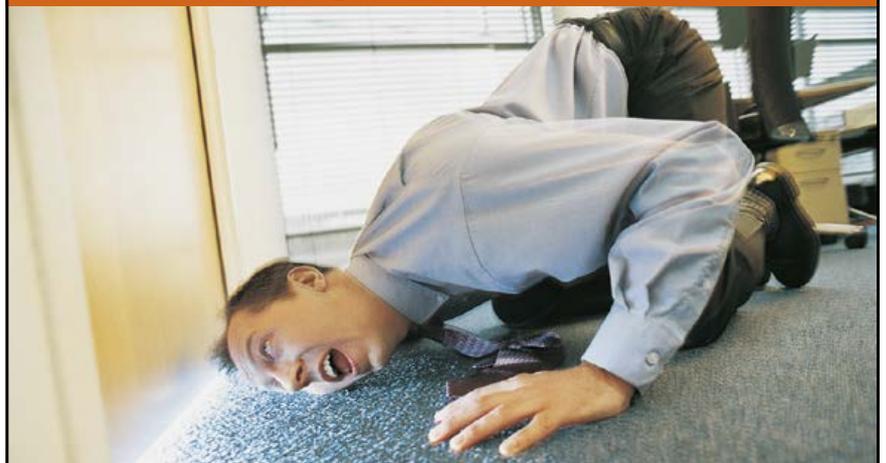
3 What role does Messe Stuttgart play as an information platform for industrial companies and small and medium-sized business enterprises?

Leading international trade fairs and exhibitions make a region extremely well-known. Trade fairs and exhibitions are some of the most important communication instruments of companies: a well-utilised trade fair centre gives companies in the region a showcase for their products and services. They can present innovations, forge business contacts and acquire new customers at these events. The region made a great leap forward with the Stuttgart trade fair centre next door to Stuttgart Airport.

emphasised Rogg. Dr. Michael Böhmer, an economic researcher at Prognos AG, explained the demographic challenges facing Baden-Württemberg. He predicted that Baden-Württemberg will have a manpower shortage of around 280,000 people in the working-age population by 2015. This figure will then increase to 500,000 by 2030. According to Böhmer, the key factors in closing this gap will be “more immigration, a higher participation rate in employment and education, longer weekly working hours and advanced training”. Ulrich Kromer, Managing Director of Messe Stuttgart, stressed the importance of his company for the internationalisation of the medium-sized business sector: “With around 60 events every year in Stuttgart, we provide highly export-oriented medium-sized enterprises in Baden-Württemberg with a gateway to world markets. Messe Stuttgart also supports companies from Baden-Württemberg outside Germany. Through subsidiaries in Turkey and China, as well as our activities in Russia, we are enabling exhibitors to gain access to new sales markets in important growth regions.”

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Stuttgart Faces: Frank M. Orel (Photographer)



Frank M. Orel, photographer

“Locally international”

People have often asked me: what actually keeps you in Stuttgart? Because, as a photographer; I could basically work and live anywhere in the world. That’s true. In the course of my professional career I have really seen a great deal of our planet. For example during the early years when we produced a large number of magazines with Neckermann-Reisen. Or nowadays when we present, for instance, the products of international automobile manufacturers or automotive component suppliers at the world’s most fantastic locations. But perhaps that’s the main reason why during all these decades I never seriously thought about moving away. Why should I open branches in London, New York or Paris? Working there for a certain period of time is one thing, but living there something else. I was born in Bad Cannstatt in 1948 and have consciously remained local, right from the start, in spite of my international clientèle. I have had my studio here for 40 years. First of all in the east end of Stuttgart and now in south Stuttgart in a former brickworks in Heslach close to the

Stuttgart Waterfalls (something which even many residents of Stuttgart are not aware of).

Stuttgart is a large city, but not a metropolis. The city now offers a wide range of cultural events. And then there is that kind of quality of life which is at least just as important to me and cannot be bought anywhere else for all the money in the world. Pretzels from my favourite baker Bosch in the west end of Stuttgart for example. Pretzels which still taste genuinely home-made and not like mass-produced items. Good genuine things which you now unfortunately have to look for more and more often. Like some beautiful aspects of Stuttgart. Its houses, for example, which I am photographing again specially for a publication. With modern technology, colourfully alienated, in order to also sharpen our perception of something apparently well-known. So that the steps up to the park of Villa Scheufelen look like those in Montmartre in Paris. Or that Stuttgart, thanks to its sloping landscape, looks like the streets of San Francisco in some places. In my opinion, Stuttgart is a beautiful city despite many architectural sins which have primarily been committed in the last few years. The city contains wonderful places and moods during every season of the year. A city whose substance and quality of life must definitely be preserved.

Stuttgart Bars:

“Schwarz Weiss Bar”

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

Knud Scheibelt loves experimenting. Guests at his Schwarz Weiss Bar should therefore not just concentrate on classic cocktails. Otherwise they would miss

something out of the ordinary: Scheibelt’s own creations with which he has already made a great impression in competitions and in his capacity as a

bar manager in Ciba Mato. For example his “Grapefruit Martini”, a refined mixture of grapefruit juice, vodka, lemon juice, sugar syrup, maraschino and grapefruit bitter syrup – everything covered with a grapefruit and aperol foam. However, Scheibelt also offers special bottled beers, wine/champagne and selected first-class spirits.

“Schwarz Weiss Bar” is a smoking bar – with cigars and spirits to match. The trained hotel manager lets soft jazz play in the background in order not to spoil the “feel-goodatmosphere”.

Before returning to Stuttgart, Scheibelt worked for several years as a bar manager in England near London in order to perfect the art of making cocktails. Address: Wilhelmstrasse 8A, 70182 Stuttgart, Opening hours: Sunday to Thursday, 19.00 to 03 00, Friday and Saturday, 19.00 to 05.00, closed Tuesday. Tel.: 0176/88246664, www.schwarz-weiss-bar.de



Imaginative cocktails, soft jazz: “Schwarz Weiss Bar” in the city centre.



Historical landmark in Ludwigsburg: the Residence Palace in the town centre.

Potential and projects

Many communities in the conurbation of Stuttgart are important business locations of Baden-Württemberg. In this issue: Ludwigsburg.

Baroque and modern – Ludwigsburg is both simultaneously. The Baroque palaces, especially the Residence Palace, are located in the town centre; the “Blooming Baroque” garden show, historical avenues, the well-known porcelain manufacturing company, the market square surrounded by arcades, and the spacious former barracks buildings. These are all the special characteristics of Ludwigsburg, which was founded as at the start of the 18th century.

Modern Ludwigsburg is no less attractive. Located in the middle of one of the strongest economic regions in Europe, the town is home to a large number of renowned companies: automotive component suppliers such as Borg Warner BERU Systems, Getrag and Mann + Hummel, mechanical engineering companies such as Gleason-Pfauter, finan-

cial services providers and software developers, as well as film and media enterprises. Companies from the future areas of energy efficiency and the “green industry” have also long been settling in the west end of the town.

As the leading film and media location in the Stuttgart region with successful companies from the sectors of film, post-production, advertising, event-marketing, music, printing and publishing, Ludwigsburg has enjoyed an excellent reputation for many years. This development began when the Baden-Württemberg Film Academy was set up in 1991. This was followed seven years later by the founding of the Film and Media Centre in which both well-established companies and a founder centre were accommodated on an area of 2,500 square metres.



BorgWarner BERU Systems is one of several important automotive component suppliers domiciled in Ludwigsburg.

Die clevere Alternative



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04.–05.05. | COSMETICA Stuttgart

04.–05.05. | GUT zu FUSS

05.–07.05. | GTM Germany Travel Mart

Largest incoming workshop for the holiday destination Germany

14. – 17.05. | Control

Int. trade fair for Quality Assurance

04.–05.06. | OFFICE-MANAGEMENT.de

Trade fair for Office Management, Administration & Assistance

04.–06.06. | Engine Expo

Int. trade fair for Engine Design, Components, Manufacturing, Test and Development

04.–06.06. | Vehicle Dynamics Expo

Int. trade fair and conference for Vehicle Dynamics Technologies and Components

04.–06.06. | Global Automotive Components and Suppliers Expo

04.– 06.06. | Automotive Testing Expo

Europe's Leading Automotive Test, Evaluation and Quality Engineering trade fair

04.–06.06. | Automotive Interiors Expo

Int. trade fair for Design, Development and Manufacture of Vehicle Interiors

05.06. | Engine of the Year Awards

11.–12.09. | ECR Conference 2013

Products. Processes. Profiles.

17.–19.09. | HYBRID Expo

Trade fair for Hybrid Materials, Components and Technologies

17.–19.09. | COMPOSITES EUROPE

8th European trade fair & forum for Composites, Technology and Applications

24.–26.09. | IT & Business

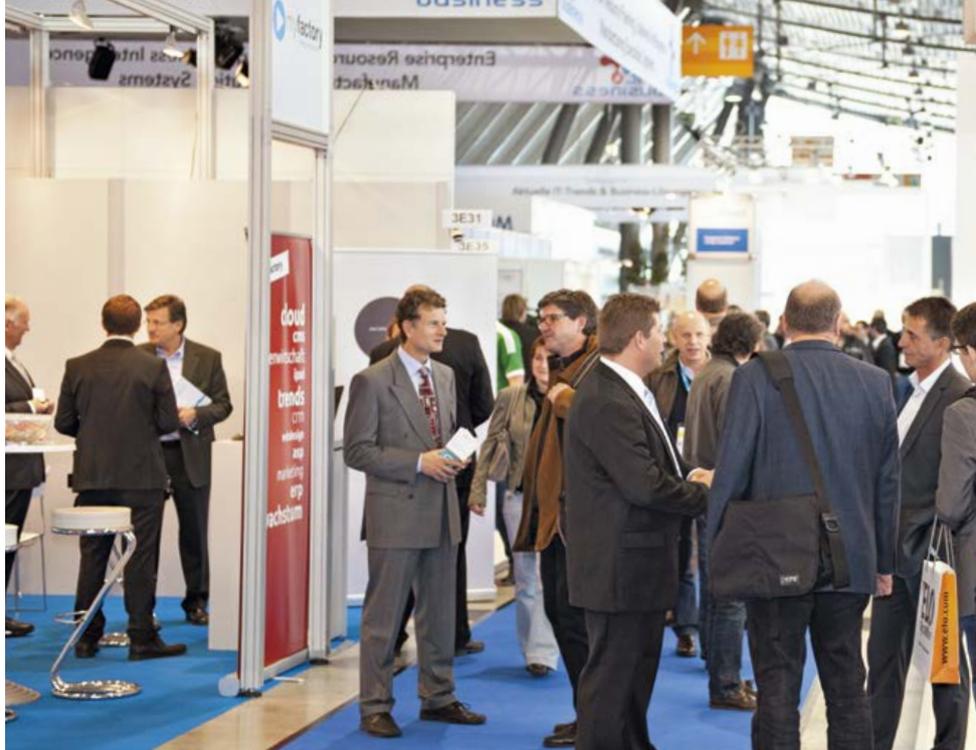
Trade fair for IT Solutions

24.–26.09. | DMS EXPO

Leading trade fair for Enterprise Content Management

24.–26.09. | CRM expo

Leading trade fair for Customer Relationship Management



Attractive trio: In the future the CRM expo, the leading trade fair for customer relationship management, will take place parallel to IT & Business and DMS EXPO in Stuttgart.

Three in one go

Three IT events at the same time under one roof: Messe Stuttgart offers exhibitors and visitors useful synergy effects.

All good things come in threes: In the future the CRM expo, the leading trade fair for customer relationship management, will take place parallel to IT & Business and DMS EXPO in Messe Stuttgart – under the common motto “Where IT works”, this year from 24 to 26 September. Together with the other core areas Enterprise Resource Planning (ERP) at IT & Business, as well as Enterprise Content Management (ECM) and Output Management within the framework of the DMS EXPO, the trade fair trio now covers the key aspects of business IT. “The CRM expo as an independent event optimally rounds off our portfolio in this market segment and gives exhibitors and visitors useful synergy effects”, is how Ulrich Kromer, Managing Director of Messe Stuttgart, summarises the advantages of the new IT trio.

All partners, who for years have been supporting IT & Business and DMS EXPO as professional and conceptual supporters, also consider the step to

combine all three trade fairs a positive thing. “IT & Business and DMS EXPO are the most important trade fairs for professional IT users in autumn”, explains BITKOM Managing Director Dr. Bernhard Rohleder. “With the simultaneous CRM expo the offer becomes even more interesting, primarily for IT managers from medium-sized companies.

Beyond system boundaries

Claus Oetter, Deputy Managing Director of the VDMA Software Group, highlights the advantages of the new trio: “With the relocation of the CRM expo to Stuttgart we are now also able to present customer relationship management to visitors as an integral element of the entire IT development. The combination under the common slogan “Where IT works” is precisely the right path. For visitors and exhibitors I am expecting completely new quality through the presentation beyond system boundaries.”



The German IT industry is optimistic about 2013. According to the industry association BITKOM, around 78 percent of companies are expecting an increase in sales.

Petra Greiffenhagen, Chairperson of the VOI – Association of Organisation and Information Systems, explains: “CRM solutions are among the most important core segments of successful business IT. The integration of the CRM expo in the trade fair combination is therefore a logical step. Synergy effects between CRM solutions and solutions from other segments, for example Enterprise Content Management, can be covered even more intensively than before.”

Visitors with multiple interests

The synergies are indeed obvious. Three IT trade fairs taking place at the same time under one roof provide visitors with a larger offering and an even more comprehensive professional exchange of information and ideas in the framework programme. The extensive presentation programme, which characterises IT & Business, DMS EXPO and CRM expo, is retained. The target groups of all three events are commercial decision-makers and IT managers of companies. The exhibitors also benefit from visitors with multiple interests. A visitor survey conducted during IT & Business and DMS EXPO in 2012 confirmed this.

The German IT industry is generally optimistic about 2013. This is highlighted in the current economic sur-

vey conducted by the high-tech association BITKOM. 78 percent of companies are expecting an increase in sales in 2013, only seven percent are anticipating a decline in sales. This is also associated with good news for the job market. More than every second company (57 percent) wants

to employ staff over the course of 2013, not even a tenth (nine percent) fears downsizing. BITKOM President Prof. Dieter Kempf is also expecting an excellent IT year. This confidence is primarily based on better business with service providers and the industry.

TRADE FAIR TICKER

12.–20.01. | CMT

CMT, the Stuttgart holiday exhibition, fulfilled its expectations in spite of the wintry weather conditions. In total, approximately 211,000 visitors came to the world's largest holiday trade fair for end users. The 1,931 exhibitors from 89 countries, as well as over 350 regions and cities, were almost without exception satisfied with the traditional event. The visitors also awarded the trade fair top marks for the information and advice provided at the stands.

25.–27.01. | MEDIZIN

Just under 8,000 doctors, medical professionals and students came to MEDIZIN and TheraPro in Stuttgart. MEDIZIN was above the level of the previous year with 148 exhibitors; TheraPro won over visitors at its première with almost 60 exhibitors.

07.–10.03. | Retro Classics

The 13th Stuttgart-based automobile trade fair Retro Classics took place for the

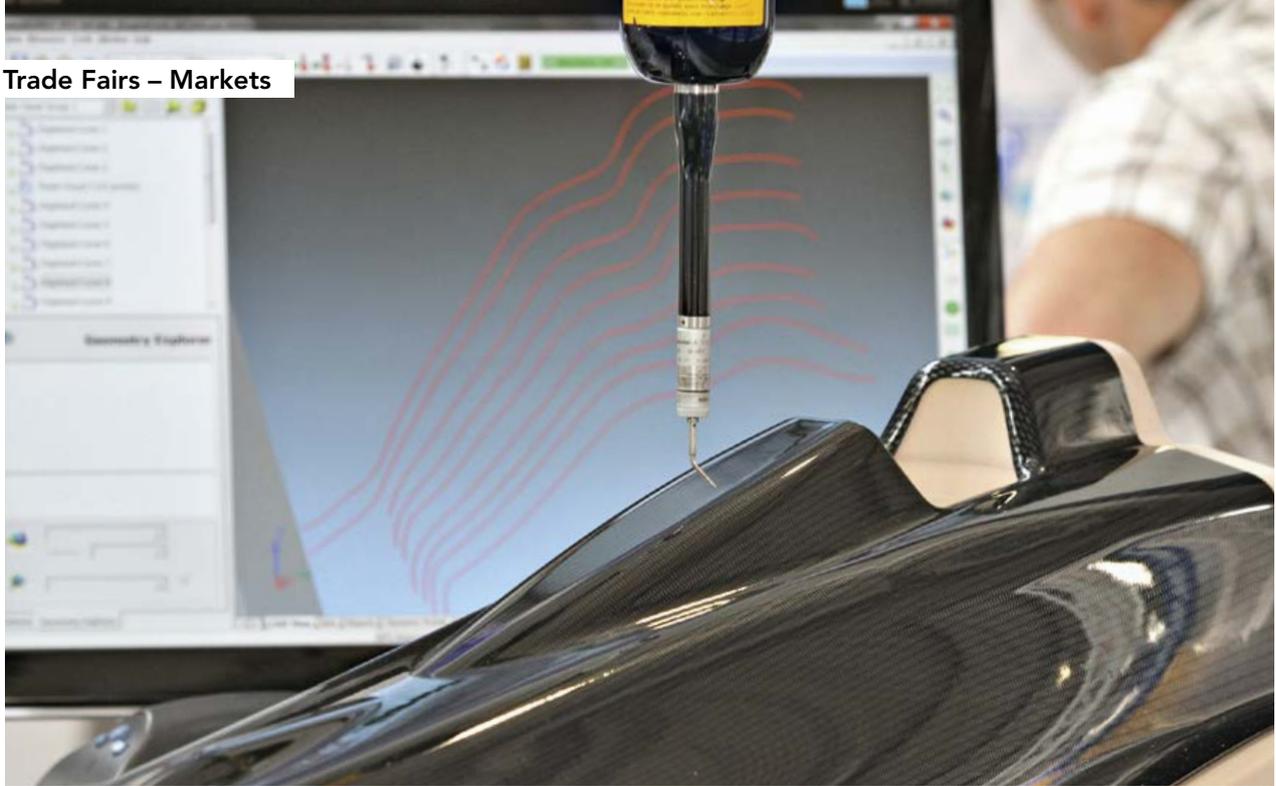


Full house at the Stuttgart holiday exhibition CMT.

sixth time at the trade fair grounds at Stuttgart Airport and achieved record figures. With around 77,000 visitors, the event managed to top last year's excellent figure by almost 20 percent.

20.–22.03. | eltefa

With almost 23,000 visitors, eltefa was able to further expand its position as the strongest regional trade fair for electrical technology and electronics. 461 exhibitors from home and abroad showcased their products and services.



The importance of quality assurance systems in industry countries is rising steadily due to increasing automation.

Control: Pure quality assurance

Focus on core business: Thanks to this philosophy, Control, implemented by trade fair organiser Paul E. Schall, is filling the trade fair halls in Stuttgart in 2013 again.

With approximately 900 exhibitors from over 30 countries and an exhibition area of 55,000 square metres, Control, the international trade fair for quality assurance, is once again setting standards from 14 to 17 May 2013 in Messe Stuttgart. Quality assurance (QA) in medical technology, measurement and test engineering for lightweight construction, amongst other things, as well as the increased



Approximately 25,000 visitors came to Stuttgart last year for Control.

use of machine vision systems, are some of the future-oriented trend topics at this year's event. Automation in quality assurance and the possible representation of quality assurance as a value-added process also play a central role.

Increasing interest in QA

The leading world trade fair for quality assurance stands out from similar trade fairs with this topic and other topics. "Other trade fairs have a more polytechnic character and also want to adorn themselves with the quality assurance label, in addition to various production, automation, sensor system and drive technology topics," is how Paul E. Schall, event organiser of Control, explains the difference. "It is exactly the opposite scenario with Control."

Attentive observers of the industry are registering a significant increase in the degree of automation year by year and classify it as an indicator for the increasing importance of quality

assurance in established and emergent industry countries. "The rising demands from customers in emerging countries for more functionality and quality also mean that producers in low-income countries are making more efforts in terms of quality assurance in order to be able to survive on the global market over the long term", states Schall knowingly. "On the other hand, the producers and suppliers in high-income countries have long since recognised that they always have opportunities with a high degree of automation and thus consistently high quality and can exist in all markets with high-quality products."

Both developments are viewed positively by the exhibitors of Control because more and more new prospective customers from low-income countries are becoming QA customers. An increasing interest, which is also reflected in the visitor figures of Control: Around 25,000 QA professionals from 88 countries came to last year's event in Messe Stuttgart.

Success story

Fachdental Südwest, the specialist exhibition of the southwest German dental industry, takes place on 11 and 12 October 2013 in Messe Stuttgart; Fachdental Leipzig precedes this event as a regional dental trade fair on 6 and 7 September 2013. Messe Stuttgart has been successfully organising both events for over 20 years in conjunction with the dental depots. "The dates are agreed with LDF GmbH, the organiser of the information days Dental-Fachhandel, so that the events do not overlap", explains Jürgen Thiele, spokesperson for the dental depots.

Important regional trade fairs

Fachdental Leipzig and Fachdental Südwest have been the most important regional dental events for the industry in Germany for many years. This is reflected not only in the increasing number of visitors in the past year, but also in the exhibitor registrations for



Dental digital: Digital image representation is used in modern dental practices.

the current year. "Fachdental Südwest and Fachdental Leipzig are almost fully booked. There are only a few stands remaining for exhibitors", states Andreas Wiesinger, responsible Area Manager at Messe Stuttgart.

"The market leaders from the industry and the dental depots have already registered", comments Wiesinger on the booking level. "This proves that we can also continue the success story of both dental events this year."

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Leinfelden-Echterdingen – where else.



A secret to the success of the Stuttgart holiday exhibition CMT is the special shows for golf, wellness, cycling and cruise holidays.

Special interest with individual profile

Public trade fairs have good future prospects. Messe Stuttgart shows how.

Socio-demographic change, multi-channel shopping, information overload and time stress: The environment for successful public trade fairs has become more difficult. This is the result of the recent study on “Perspectives, potentials and positioning of public trade fairs” carried out by the Association of the German Trade Fair Industry (AUMA). The study is a research project in which Messe Stuttgart is active-

ly involved within the framework of the AUMA work group on trade fair transparency. Bernd Autenrieth, Manager of the Corporate Development department at Messe Stuttgart, summarises the results of the study as follows: “Event organisers must emphasise the specific qualities of trade fairs as a medium more intensely than previously – in close cooperation with the exhibitors and taking full account of the requirements of the visitors.”

following a conscious individual brand strategy.” Specifically, this means that the umbrella brand “MesseHerbst” consists of ten individual trade fairs which, with their own marketing and individual trade fair worlds, aim precisely to cover the interests of their respective target groups. In times of diminishing national boundaries, the individual regions are becoming increasingly important for many people as a marker of identity. This trend too was identified early in Stuttgart. For example with the “The market for good taste – the Slow Food trade fair”, at which regionalism is part of the programme. “For other public trade fairs, we also actively involve associations or local businesses in the trade fair action,” explains von Vacano. “At GARTEN, fruit-grower and garden associations provide stands. During Familie & Heim, companies from the vicinity of Messe Stuttgart present themselves at the Leinfelden-Echterdingen business oasis. This is the only way that public trade fairs can be successful today.” And the feel-good atmosphere demanded by the AUMA study is provided in the bright trade fair halls in any case.



At Retro Classics everything revolves around historic and classic cars.

The key trends for successful public trade fairs as indicated in the AUMA study have long been the standard in Stuttgart. “General consumer trade fairs are having a difficult time. The future belongs to special-interest trade fairs with a clearly defined profile,” says Guido von Vacano, Manager of the Lifestyle & Leisure department, explaining a central principle of his work. “CMT, the world’s largest holiday exhibition for end consumers, or the historic and classic car trade fair Retro Classics, are special-interest events in themselves,” he continues, naming two classic trade fairs in the Stuttgart portfolio. “With our other public trade fairs in the spring and the events in the Stuttgarter MesseHerbst, we are also

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

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Trade Fairs – Markets

Composite components are being used more and more frequently in key industry sectors.

Growth market CFRP

At COMPOSITES EUROPE 2013 in Stuttgart everything revolves around innovative composites.

The composites industry proves how successful and effective it currently works at COMPOSITES EUROPE, the European trade fair and forum for composites, technologies and applications. This year the event, which is organised by Reed Exhibitions Deutschland GmbH, takes place from 17 to 19 September in Messe Stuttgart. At the same time, the new HYBRID Expo celebrates its première at the Stuttgart trade fair grounds (read more about this on page 26).

Differentiated European market

The composites industry is evolving into a key industry. Despite the increasing global demand, the European market currently looks different, however The market development for glass-fibre reinforced plastics, GRP for short, closely follows the overall economic development. The market report from AVK, the German Reinforced Plastics Association, published around the end of 2012 proves this.

Growing global production

The strongest growth of GRP production in Europe in 2012 was in Germany, Great Britain, as well as in individual Eastern European countries. "In comparison to other strong sales and user markets of composites,

Germany recorded good growth in the past year", explains AVK Managing Director Dr. Elmar Witten. Experts are expecting a significantly higher demand for carbon fibre reinforced plastics (CFRP), which currently only account for up to two percent of the entire composites market. "The global production volume of high-strength CFRP components will grow by 17 percent year by year by 2020", is how Ralph Lässig, partner in Roland Berger Strategy Consultants, explains the result of the study "Series production of high-strength composite components – Perspectives for German mechanical and plant engineering" by Roland Berger Strategy Consultants and the VDMA Forum Composite Technology.

Strong demand for CFRP

"Today large quantities of continuous fibre reinforced composites are being used in important industry sectors such as automotive, aviation and wind energy", states Lässig. "With the increasing importance of lightweight construction in different industry areas, the demand for these products will grow rapidly in the coming years, provided the manufacturing costs drop." Experts are expecting that this will be the case precisely. They are anticipating cost savings of approximately 30 percent.

Welcome to Germany



The GTM Germany Travel Mart is the purchasing trade fair for German tourism.

Forum for travel pros

At the ICS International Congress Center Stuttgart the German and international travel industries meet.

The German National Tourist Board (DZT) and Stuttgart Marketing GmbH will jointly stage the 39th GTM Germany Travel Mart at the ICS International Congress Center Stuttgart from 5 to 7 May 2013.

The GTM is a high-calibre forum at which German providers can meet key buyers from the international travel industry, making the GTM the most important international purchasing

trade fair for German tourism. Around 1,300 participants from roughly 45 countries are expected to attend the event in 2013.

The efficient purchasing and sales platform will also present the latest news and trends in German tourism to selected international media representatives whose reporting will also provide additional impetus for the German travel market.

R+T Turkey 2013:

Successful trade fair première

With R+T Turkey 2013 Messe Stuttgart is starting the fourth foreign satellite of the successful leading world trade fair for roller shutters, doors/gates and sun protection. The new trade fair takes place from 7 to 10 November for the first time in the CNR Expo – Istanbul Expo Center. In the future the key companies from the industry will meet there every two years.

“R+T Turkey is on the marketing agenda for many international companies”, states Roland Bleinroth, Managing Director of Messe Stuttgart GmbH. “Most key players in Turkey have also already registered for the event. The planned exhibition area is virtually booked up. We are seriously considering expanding the exhibition area based on the over 4,500 square metres which have already been sold.”



Messe Stuttgart also wants to conquer the Turkish market with R+T Turkey.

R+T Turkey is being organised by a subsidiary of Messe Stuttgart, i.e. Messe Stuttgart Ares Istanbul, which is also responsible for staging, for example, IBATECH Istanbul, the leading trade fair for the bakery and confectionery trades, in Eurasia. The leading international trade fair for carpets and flooring, DOMOTEX Middle East, is also taking place parallel to the première of R+T Turkey 2013 in the CNR Expo – Istanbul Expo Center.

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Top marks from guest event organisers

Messe Stuttgart and ICS International Congress Center Stuttgart are super.



Exhibitors, visitors and event organisers appreciate the top services of the business division "Guest Events" (Image: Motek).

In the past year 22 guest exhibitions, as well as several congresses and company events, took place at Messe Stuttgart and in the ICS International Congress Center Stuttgart, in addition to the 45 self-organised events – from product presentations to annual general meetings and company anniversaries: an important factor for the economic success of the location.

Excellent services

Messe Stuttgart impressed its guest event organisers and their visitors, above all, with the available services, the transport connections and the architecture. This was revealed in the

current 2012 customer survey conducted for the Guest Event Division. From detailed planning through to successful implementation of events, the 19 employees in the division provide the organisers of guest exhibitions, congresses and company events with support and extensive services, and satisfy individual requests and requirements right from the beginning either during the preparations or on the spot. Customers award top marks for this support and these services: 95 percent of customers said that they were satisfied or even very satisfied in this respect. 92 percent of customers said they would recommend the trade fair grounds at Stuttgart Airport at all times.

"We are proud that our service ideally complements the demands and needs of our customers", said Stefan Lohmert, Division Manager Guest Events. "The figures are a reflection of the fantastic work performed by our team – and are an incentive for us to continue along this path."

And the findings also confirm this opinion: All those surveyed stated they were satisfied or even very satisfied with their event. 97 percent can envisage implementing an event again at Messe Stuttgart or in the ICS. And the visitors to the guest events were also satisfied or even very satisfied. And in fact all the visitors surveyed shared this opinion!



AMB 2014:

Strong start to trade fair classic

A few weeks after the start of the exhibitor registration at the start of March 2013 and over 200 registrations have already been received for AMB 2014; including several market leaders. "A strong start for the international exhibition for metalwork-

ing, which will take place next year from 16 to 20 November", delights Gunnar Mey, Project Manager for Precision Tools and Peripheral Systems of AMB. 1,344 exhibitors and over 88,100 visitors came to the booked-out halls for AMB 2012.

AMB fills the entire exhibition space at Messe Stuttgart every two years.

Perfect entrance

GUT zu FUSS Stuttgart is dedicated to an industry with future potential.

On 4 and 5 May 2013 GUT zu FUSS Stuttgart, organised by KOSMETIK international Messe GmbH, takes place for the second time. At the trade fair especially for podologists and chiropodists, visitors can obtain information on the latest products and services in a separate trade fair hall with numerous exhibiting companies and brands.

Forums for footcare professionals

Another attraction is the comprehensive, modular congress programme with some certified presentations from renowned industry insiders with a wealth of background knowledge. Exclusive workshops in a small group of maximum ten participants also guarantee effective learning and working

for direct imitation and implementation in practice.

Professional visitors can expect an informative and complimentary programme with practical treatment demonstrations on the topic of feet at the "action point" of the same name – including an opportunity to exchange information and ideas among colleagues and experts.

The positive result from last year's GUT zu FUSS Stuttgart is proof enough: Foot-care and podology are industry segments with a future potential in Germany. All age groups are attaching increasing importance to healthy and well looked-after feet. The beauty trade fair COSMETICA Stuttgart takes place parallel to GUT zu FUSS Stuttgart in the Filder region.



Exclusive workshops in a small group are a special feature of GUT zu FUSS in Stuttgart.

VISION 2014:

New cycle

VISION is changing to a biennial cycle with immediate effect. The next leading world trade fair for the machine vision industry takes place from 4 to 6 November 2014 in the L-Bank Forum (Hall 1). "VISION is satisfying the request of many exhibitors. They want to offer trade fair visitors a genuine raft of innovations. The new cycle offers the best condition for this", states Patrick Schwarzkopf, Manager of the VDMA Department Industrial Machine Vision, which is a professional and conceptual supporter of VISION.



VISION takes place again in 2014.

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

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Glass-fibre-reinforced aluminium (Glare) is installed over a large area in the new Airbus 380.

Materials with a future

Hybrid materials have now become a standard feature in the automotive and aerospace industries. They are the focus of the new HYBRID Expo.

Hybrids: The layperson is generally familiar with the term from the automotive industry. But it also plays a central role in the future market of lightweight construction. Hybrid materials such as “Glare, glass-fibre-reinforced aluminium”, for example, which was developed especially for aircraft construction, combine various material properties, such as plastic, ceramics, composites and metal, and use the combined advantages of the respective materials.

The main customers of hybrid components are the automotive and electronics industries, as well as the aerospace industry. Using “Glare” as an example: Here the benefits compared to aluminium – to date the standard material used in aircraft construction – are improved burn-through and impact behaviour. The hybrid material also has another advantage over aluminium. Cracks are “bridged”, so to speak, by the glass fibre layers. Benefit: The crack speed decreases with an increasing crack length, while it rapidly increases in the case of aluminium components. “Glare” is therefore installed over a large area in the Airbus A380.



Hybrid materials are the focus of the new materials trade fair HYBRID Expo, which is organised by Reed Exhibitions Deutschland and takes place for the first time from 17 to 19 September 2013 in Stuttgart. “With the new HYBRID Expo we are offering the industry another first-class trade fair in a future market, which ideally complements our already existing materials trade fair COMPOSITES EUROPE, which takes place at the same time in Stuttgart”, is how Hans-Joachim Erbel, Managing Director of Reed Exhibitions Deutschland GmbH, explains the synergy effects.

Similar to COMPOSITES EUROPE, the focus during the Stuttgart-based trade fair HYBRID Expo is on the entire production and value-added chain: from the material research and techno-

logy through to production processes and processing, machines, systems and tools to the manufactured component. Reed Exhibitions is expecting approximately 150 exhibitors and around 6,000 visitors to the première of HYBRID Expo. A total of 5,000 square metres of exhibition space is available in Hall C 2 of Messe Stuttgart.

Stuttgart-Marketing/Region Stuttgart:

Maintaining top results

The tourism boom in Stuttgart and the region is unbroken. With 3,115,768 overnight stays in the capital of the federal state and 7,446,552 overnight stays in the region, the best result for tourism to date was achieved in the entire region in 2012. The figures for the overnight stays in 2011 were exceeded by 7.4 percent.

“The formidable result can be attributed to a successful interaction of the excellent offering of trade fairs and congresses and increased contact with leisure-oriented guests”, states Armin Dellnitz, Managing Director of Stuttgart-Marketing GmbH/Regio Stuttgart-Marketing und Tourismus GmbH. “In 2013 we aim to maintain this above-average level.” In addition to classic events such as the Cannstatter Volksfest (folk festival and funfair) and jazz-open Stuttgart, other important events include the 39th GTM Germany Travel Mart for tourists from all over the world and the official celebrations to mark the anniversary of German unification.

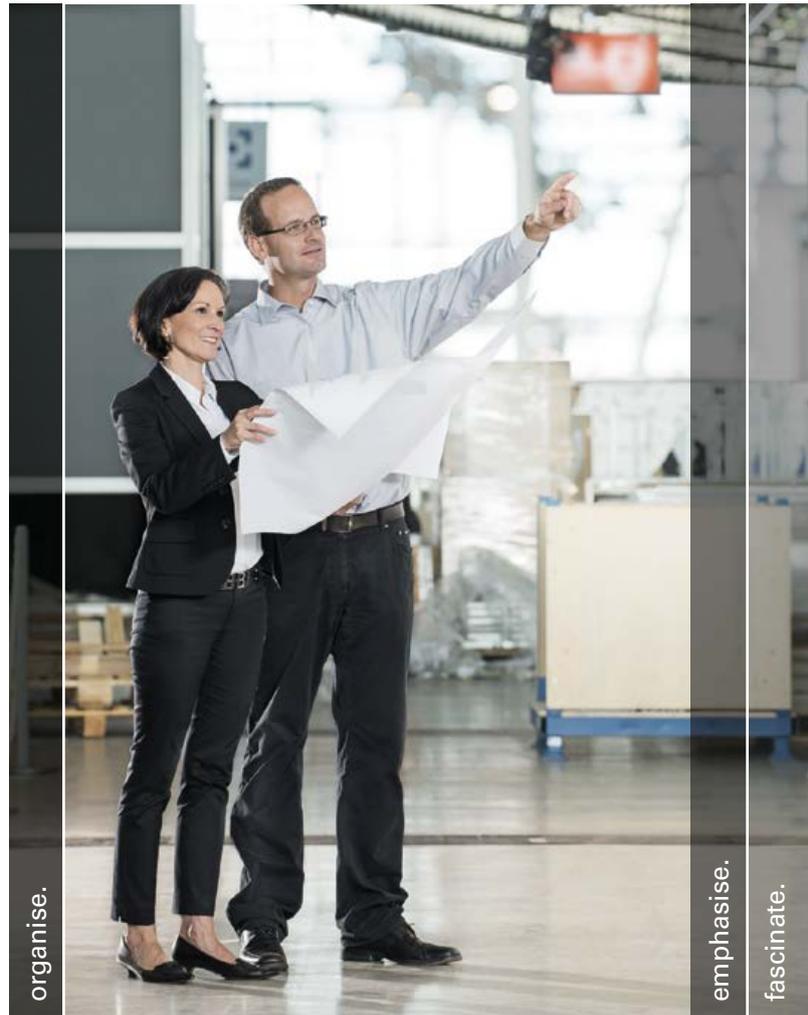
Vehicle Dynamics Expo 2013:

Dynamic developments

Vehicle Dynamics Expo 2013, Europe’s only international trade fair for technologies, components, development and coordination tools in the area of vehicle dynamics, is the showcase for the industry. The exhibitors are key component suppliers of the automotive industry, as well as development and inspection companies. The visitors to the trade fair organised by UKIP Media & Events Ltd. from 4 to 6 June 2013 include employees in vehicle dynamics development teams from car manufacturers and supplier companies, amongst others. In comparison to public trade fairs or general motor vehicle trade fairs, Vehicle Dynamics Expo also brings together OEMs and leading companies from the vehicle dynamics segment.



Development teams from leading vehicle manufacturers and supplier companies meet at Vehicle Dynamics Expo.



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Trade fair people: "Do you know ...?"

Martina Bühl

Take: Sufficient life experience, a very diplomatic style when dealing with people, a pinch of positive attitude to life and – last but not least – a good sense of Rhineland humour. Martina Bühl, Project Assistant in Stuttgart Messe Service (SMS), has precisely this mix and is thus the ideal choice for her job. "I am a born service provider", laughs the Düsseldorf-born woman. "Ultimately I am also a customer outside of my job at Messe Stuttgart and know how I would like to be treated."

In terms of complaint management, the qualified office clerk has close contact with customers, in this case with visitors. "After 17 years in the trade fair business, one knows what to expect in a normal situation", states Bühl. "In spite of this, or because of it, one has to take every problem seriously and look for the best solution for all concerned." Direct visitor requests, for example regarding opening times or admission prices, are just as much part of Bühl's activities within the framework of the visitor service as is the planning of hiring hostesses, applying for licences for each individual trade fair from the Office of Public Order, cooperating with the church-related agencies on the trade fair grounds and lots, lots more.

In addition, Bühl provides support to her SMS colleagues in the exhibitor service, for example in processing incoming orders or – during the setup and dismantling stages, as well as during the trade fair – in the local Service Center, where the urgent orders are forwarded to the responsible teams of Messe Stuttgart or the contracting partner. An important interface function. "As it can sometimes happen that someone orders a complete stand package twelve hours before the start of the trade fair, because his colleague simply forgot to do so in advance", is how Bühl describes an extreme situation. "Then we also make this possible. And whoever is familiar with the trade fair business, knows: Somehow it all works out when one always has the welfare of the customer in sight." And when someone like Bühl "has caught the trade fair virus". She contracted the virus 17 years ago at Messe Düsseldorf, she has been working at Messe Stuttgart in the trade fair service since January 2002 – and an end to the "disease" is not in sight.

In her spare time Martina Bühl enjoys – small surprise – peace and calm, she likes to cook (Asian and Mediterranean) and to spend time with her husband and three grown-up children. And for 15 years she has been singing English pop songs from Abba to Robbie Williams to music playbacks. And on a professional level in front of audiences, for example at weddings of colleagues or at the work Christmas party.

EMV 2013

EMV ends on successful note with trade fair and workshops

After three successful trade fair days a positive result can be reported for EMV 2013, the international trade fair with workshops on electromagnetic compatibility: Over 2,600 visitors obtained information from 5 to 7 March from 113 exhibitors on the



Over 2,600 visitors came to EMV 2013 in Messe Stuttgart.

latest developments and trends in the area of electromagnetic compatibility. The accompanying 39 workshops were also able to record success with approximately 1,000 bookings. The interest of the participants was primarily in specific topics such as electric mobility, in addition to the standard workshops.

Electric mobility also attracted attention in the exhibition area with the special promotion platform "e-Mobility Special". Together with partners from science and companies, the EMC Test NRW presented the latest developments and the current state of electromagnetic compatibility of electric vehicles and their infrastructure.

Topical and sensitive EMC topics were presented in keynote speeches. Using exhibits, such as an electric vehicle, electric bike or an electric go-kart, connections, problems and questions were explained in detail.

The exhibitors appeared very satisfied with EMV 2013 and this was reflected in the results: "Over 350 contacts at the trade fair stand, a tutorial with 33 participants and interesting discussions on the topic of EMC-compatible switching regulator design: EMV offers us an excellent opportunity to network in the electronics industry", states Stefan Klein from Würth Elektronik eiSOS. Oliver Kalme, Sales and Marketing Manager of RST GmbH in Wallenhorst, also shared a similarly positive opinion of the EMV: "This was the first time we were represented as an exhibitor at EMV and we are impressed with the good feedback and the quality of the visitors and discussions. We will definitely be back again at the next EMV in Stuttgart." EMV, the international trade fair with workshops for electromagnetic compatibility, is organised by Messago Messe Frankfurt GmbH.

International Engine of the Year Awards 2013:

The best engines in the world

Normally there are awards for “complete” cars. In contrast, at the International Engine of the Year Awards (IEOTYA) the experts focus on the performances of the engine developers. As is tradition, the award-winning and influential presentation takes place live on the second day of the Stuttgart-based trade fair Engine Expo (5 June 2013), organised by UKIP Media & Events Ltd. It is one of the most coveted awards of the automotive industry and is frequently used by the winners for TV and advertising campaigns. High-ranking managers from the automotive industry, VIPs and journalists from all over the world are in Stuttgart for the presentation of the awards. For the exhibitors of the automotive trade fairs taking place at the same time, it is an ideal opportunity to establish direct contact with some of the most influential people in the industry.

The winners are selected by 76 motoring journalists from 35 countries. Driveability, smoothness, efficiency and environmental compatibility, amongst other things, play a central role in achieving a good ranking in the awards. The awards are presented in different displacement classes, as well as in the categories “Green Engine of the Year”, “Best Performance Engine” and “Best New Engine of the Year”. Last year the sought-after award “International Engine of the Year 2012” went to the 1.0 litre EcoBoost petrol engine from Ford, which is installed, for example, in the Ford Focus 1.0 EcoBoost. The economical, low-emissions, and yet powerful three-cylinder engine received the rating “exceptional” from the international journalists. It also won in the class below 1.0 litre displacement and in the category “Best New Engine of the Year”.



Engine Oscar: The International Engine of the Year Award is presented in Stuttgart.

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Hall 9 at Messe Stuttgart was renamed the Alfred Kärcher Hall at the end of 2012. The marketing partnership will run for ten years.

New marketing partnership

Messe Stuttgart and Alfred Kärcher GmbH & Co. KG bind for ten years.

Since the end of 2012, the 10,500 square metre Hall 9 of the Stuttgart trade fair centre has borne the name Alfred Kärcher Hall. The marketing partnership between Landesmesse Stuttgart GmbH and the Swabian world market leader for cleaning systems, Alfred Kärcher GmbH & Co. KG, will run for a period of ten years. Among other things, it will allow the company, which was founded in Stuttgart/Bad Cannstatt in 1935, to present itself with its lettering and company logo on



The Swabian family-owned company Kärcher employs almost 9,700 people in 100 companies in 60 countries.

the Alfred Kärcher Hall (Hall 9) to the around 1.27 million trade fair visitors and over 20,600 exhibitors each year. “With Kärcher, we have again been able to gain a reputable marketing partner from the row of companies that have made Baden-Württemberg the showcase location in Germany,” says Ulrich Kromer, Spokesman for the Management of Messe Stuttgart, describing the takeover of the name rights by the medium-sized Swabian company. “Both of our companies stand for innovative power and future-oriented themes. Messe Stuttgart as the organiser of leading technology, industry and public trade fairs; Kärcher as the world’s leading manufacturer of cleaning systems.” Hartmut Jenner, Chairman of the Board of Management at Alfred Kärcher GmbH & Co. KG, also emphasises the benefits of the marketing alliance: “Messe Stuttgart is an important hub for the strongly export-oriented economy of Baden-Württemberg. We are using this platform for the presentation of our name and our innovations. In addition, we will use the Alfred Kärcher Hall to hold our own events.”

The family-owned company Kärcher is the world’s leading provider of cleaning technology and, with its high-pressure cleaners, aspirators and steam cleaners, pumps for home and garden, sweeping and scrubbing machines, car-wash systems, detergents, dry-ice blasting units, drinking water and sewage treatment plants and water dispensers, offers innovative problem solutions. This also includes coordinated products, detergents and accessories, as well as consultation and service.

At home around the world

Kärcher employs 9,676 people in 100 companies in 60 countries. Over 50,000 service points ensure that customer requirements are met worldwide. Innovation is the most important growth factor for the company: About 87 per cent of all products are less than five years old. Over 650 engineers and technicians work on creating new problem solutions in the cleaning equipment manufacturer’s development centres.

2013



12. Control Italy
Internationale Fachmesse
für Qualitätssicherung
21.-23.03.2013 Messe Parma / Italien



12. Motek Italy
Internationale Fachmesse für
Produktions- und Montageautomatisierung
21.-23.03.2013 Messe Parma / Italien



Faszination Modelltech
Internationale Messe für
Flugmodelle, Cars & Trucks
22.-24.03.2013 Messe Sinsheim



15. Agri Historica
Traktoren – Teilemarkt – Vorführungen
20.+21.04.2013 Messe Sinsheim



27. Control
Internationale Fachmesse
für Qualitätssicherung
14.-17.05.2013 Messe Stuttgart



4. Control China
Internationale Fachmesse
für Qualitätssicherung
20.-22.08.2013 SNIEC Shanghai / China



32. Motek
Internationale Fachmesse für
Produktions- und Montageautomatisierung
07.-10.10.2013 Messe Stuttgart



7. Bondexpo
Internationale Fachmesse
für Klebtechnologie
07.-10.10.2013 Messe Stuttgart



6. Microsys
Technologiepark für Mikro-
und Nanotechnologie
07.-10.10.2013 Messe Stuttgart



19. Druck+Form
Internationale Fachmesse
für die grafische Industrie
09.-12.10.2013 Messe Sinsheim



12. Faszination Modellbau
FRIEDRICHSHAFEN
Ausstellung für Modellbahnen und Modellsport
01.-03.11.2013 Messe Friedrichshafen



11. Blechexpo
Internationale Fachmesse
für Blechbearbeitung
05.-08.11.2013 Messe Stuttgart

2014



4. Schweisstec
Internationale Fachmesse
für Fügetechnologie
05.-08.11.2013 Messe Stuttgart



1. Coilex
Technologiepark für elektronische
Komponenten in der Produktion
05.-08.11.2013 Messe Stuttgart



18. Echtdampf-Hallentreffen
Ausstellung – Fahrbetrieb – Verkauf
10.-12.01.2014 Messe Karlsruhe



Faszination Modellbahn
Internationale Messe für Modell-
eisenbahnen, Specials & Zubehör
07.-09.03.2014 Messe Sinsheim



28. Control
Internationale Fachmesse
für Qualitätssicherung
06.-09.05.2014 Messe Stuttgart



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



4. Stanztec
Fachmesse
für Stanztechnik
03.-05.06.2014 CongressCentrum Pforzheim



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



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



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



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



30. Modellbahn
Internationale Modellbahn-Ausstellung
20.-23.11.2014 Messegelände Köln





Digital processes

DMS EXPO, leading trade fair for enterprise content management, deals with information logistics.

Abbreviations, mostly in English, are standard in the computer industry. For example DMS EXPO: At the Stuttgart specialist trade fair from 24 to 26.09.2013, everything will revolve around digital document management, in brief DMS, business process

management (BPM) and output management, as well as electronic letter post and long-term archiving. Under the claim “Where IT works”, DMS EXPO, together with IT & Business, the trade fair for IT solutions, and the new CRM-expo, the leading trade fair

DMS EXPO, the trade fair for digital document management, is one of three specialist events on the theme of corporate software.

for customer relationship management, which are to take place concurrently, will cover the entire spectrum of corporate software (see also pages 16-17).

Social media meets DMS

One of the top trends in 2013 is “mobile government”. An increasing number of public administration bodies in Germany are investing in this area. According to the “2012 Guide to Public Services” by Steria Mummert and the F.A.Z. Institute, 42 per cent of decision makers from federal, state and municipal administrations who have been consulted have already initiated numerous projects for the development of smartphone applications. The inclusion of social media in DMS processes is also high on the agenda. Platforms such as Wikis or social networks provide a great deal of valuable information. Virtual folders thus contain not only documents, but also contents from collaboration and knowledge platforms. Example: The inclusion of social media in complaint management. Companies are increasingly analysing contents from Twitter and Facebook in order to gain an overall picture of customer opinions on product and service quality.



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More value without deadline stress

The new date for LASYS at the end of June guarantees useful synergies with UKIP automotive trade fairs.

Contrary to initial announcements, LASYS 2014, the international trade fair for laser material processing, will now take place from 24 to 26 June - three weeks later than originally planned. The background is the new dates for the automotive trade fairs Engine Expo, Vehicle Dynamics Expo, Global Automotive Components and Suppliers, Automotive Testing Expo and Automotive Interiors Expo to be held by the British event organiser UKIP Media & Events Ltd.



State-of-the-art laser technology is considered standard in many branches of industry.

LASYS three weeks later

“Owing to the new date, we can guarantee the unique synergy situation experienced at LASYS 2012, which unanimously received very positive reviews from both exhibitors and visitors, again for 2014,” says Project Manager Meike Mayer, expressing her delight that the events will again be held in parallel. “The visitors will be able to plan their trade fair visits in a targeted manner, and at the same time obtain information on themes relevant to them at a single trade fair location.

For the exhibitors, this means even more specialist visitors from industries important to them.”

A calculation that already bore fruit at LASYS 2012, for with a total of 5,293 visitors Messe Stuttgart was able to achieve a 37 per cent increase in visitors, and thus a new record. Interest primarily came from industry (76 per cent), above all from the sectors of mechanical engineering, automobile production, electrical and electronics, metal working and processing,

systems and equipment construction, optics, but also from many other sectors.

LASYS 2014 will take place in Hall 4 at the Stuttgart trade fair centre. The congress “Stuttgart Laser Technology Forum” held by Stuttgart University will again take place parallel to LASYS. A combination that in the past too has proved to be very advantageous, as it provides an excellent platform for the exchange of specialist ideas between experts and users.

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Consense, the international trade fair and congress for sustainable building, will be taking place every two years from now on.

Consense takes on new rhythm

Next trade fair and congress for sustainable building held on 1 and 2 July 2014.

Consense, the international trade fair and congress for sustainable building, investment, operations and maintenance, will be starting in the new year with a new rhythm: from now on, the event will be held every two years, the next one taking place on 1 and 2 July 2014. “We have come to the conclusion that this is another market that would benefit from more time to develop trends,” explains Thomas Walter, Head of Industrial Solutions at Messe Stuttgart, in relation to the new schedule. “We will thus be in a position to accommodate the industry, and our exhibitors

will have a wider selection of new products to present to guests. This is also in the interest of the many trade visitors.” The theme of sustainability will still be a topic featured in Stuttgart in 2013: Messe Stuttgart and the German Sustainable Building Council (DGNB) will be hosting the DGNB Members’ Day on 18 June 2013, previously held at every Consense event. This multidisciplinary platform helps establish new networks and expand existing ones – also beyond the individual specialist area. “We are looking to further integrate the expertise of our members and

their exciting projects, for example with best-practice examples from the area of sustainable building,” explains Dr. Christine Lemaitre, Managing Director of DGNB. “Irrespective of certification, there are a number of fantastic ideas here.”

The meeting will come to a close with a special evening event, jointly hosted by Messe Stuttgart and DGNB. In addition to those participating in the DGNB Members’ Day, all Consense visitors and exhibitors are invited to attend and turn their focus to the next big event, namely Consense 2014.

e-mobil BW TECHNOLOGIETAG 2013:

Developments in electro mobility

The e-mobil BW TECHNOLOGIETAG on 2 October 2013 is an important get-together and discussion forum for experts and decision-makers from the worlds of politics, business and science. Every year more than 400 participants use the conference and accompanying trade fair to gather first-hand information about new products and developments in electric mobility. Taking a look at “Future Mobility Solutions”, this year’s congress programme will be providing current information and trends on tomorrow’s mobility solutions and presenting technological developments in an economic context at a national and international level.



News from the world of electro mobility is the focus of e-mobil BW TECHNOLOGIETAG 2013.

Engine Expo 2013:

Drives and more

Engine Expo, Europe’s most important trade fair for power train construction, production, components and technologies, will be celebrating its 15th anniversary in Stuttgart from 4 to 6 June 2013. At the trade fair organised by UKIP Media & Events Ltd., leading companies from all over the world will be presenting the latest engine components, materials and production technologies. Taking place at the same time will be the Open Technology Forum, to which admission is free. There will also be a pavilion dedicated specifically to the next generation of battery-electric hybrid and fuel cell drive technology.



BATTERY+STORAGE taking a more international focus in 2013.

Energy in reserve

The BATTERY+STORAGE trade fair continues to grow in its second year.

BATTERY+STORAGE exceeded all expectations when first held in 2012. Well over 3,000 visitors from 23 different countries visited the trade fair, as well as the parallel events of the 'f-cell' Fuel Cell Forum and e-mobil BW TECHNOLOGIETAG. From 30.09.2013 to 2.10.2013, the international trade fair for battery and energy storage technology will be taking it one step further and increasing the size of the event together with its partners.

Furthermore, there will be a greater international focus at BATTERY+STORAGE this year. BATTERY+STORAGE, the 'f-cell' Fuel Cell Forum and e-mobil BW TECHNOLOGIETAG will be coming together in 2013 for the second time – and for the first time to promote a "World of Energy Solutions". This new claim reflects the comprehensive portfolio of products and services on offer as part of the trade fair and conference.

OFFICE-MANAGEMENT.de:

Trade fair for the managers' managers

Assistants and secretaries are the multitaskers in a company: they may work in the background, however know how to keep things together, designing processes, taking responsibility for company-wide projects, making the necessary preparations for purchasing new products and services and exercising a strong influence on how the company is run.

For the first time in Stuttgart

For all this to be possible, experts in assistance and secretarial duties are needed now more than ever. They are expected to gain a comprehensive market

overview and keep constantly "up to date". The right platform for this is now being offered by OFFICE-MANAGEMENT.de, the trade fair for secretarial and management assistance, taking place for the first time on 4 and 5 June 2013 in Stuttgart. Here, exhibitors will be representing the areas of office technology and communication, office logistics, business trips, corporate events, recruiting, further training, consultation and services. Also taking place at the same time will be target-oriented further training workshops and a practical forum with a comprehensive programme of talks.

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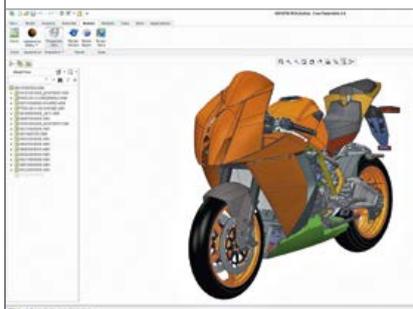
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Company portrait: PTC GmbH



The American company currently employs a staff of around 6,000 people.



PTC supports companies during the development and maintenance processes.

Globalised production

Technology solutions from PTC are optimising the way in which products are manufactured and maintained across their entire life cycle.

PTC is helping manufacturing companies optimise their development and maintenance processes across the entire product life cycle – from design to development, from procurement to servicing and maintenance. Founded in 1985, the company with its headquarters in Boston-Needham (USA) currently employs a staff of approximately 6,000 in its subsidiaries around the world. It serves over 27,000 customers, companies who represent the sectors of plant engineering and construction, automobiles, high technology and electronics, aeronautics, retail, consumer goods and medical technology. PTC currently offers a range of solutions aimed at helping the manufacturing industry face today's most important challenges. These include globalisation, digitalisation, greater variety of choice, international regulations, growing service requirements and networked machinery. "Thanks to PTC, companies can improve the collaboration of its teams around the world," explains Michael Sauter, Country Manager and Senior Vice President of Sales at PTC. "At the same time, we are helping them effectively monitor the growing software requirements in manufacturing and in products, as well as supply products that are more suited to the requirements of individual markets and customers. Furthermore, PTC supports companies in meeting all statutory regulations as early on as the product development process and when drawing up a service and maintenance offer directly following product manufacture."

Trade Fair Partner: Neumann & Müller

Full service at the highest standard

For 30 years, Neumann & Müller has been one of the leading companies in the events industry – and a partner of Messe Stuttgart since 2007.

Whether for a presentation in the small conference room or technical support for a large medical congress, annual general meeting or trade fair opening gala – Neumann & Müller (N&M) is there to make sure everything runs smoothly at Messe Stuttgart and the ICS International Congress Center Stuttgart. Ever since the new trade fair grounds opened, the service partner of Landesmesse Stuttgart GmbH, founded in 1981 by Jürgen Neumann

and Eberhard Müller, has been directly on site with its team of technical project managers and specialist planners. The company has its roots in sound engineering, however has long been involved in assembly, lighting, video, conference technology, rigging, suspension, stage building and production. In other words, setting the scene for presentations, demonstrations and charts is all part of the extensive company portfolio.

At Messe Stuttgart, the N&M team works together with the trade fair's own marketing, sales and technology departments, as well as with other contractual partners of Messe Stuttgart. N&M takes particular pride in quality assurance. "We are part of that small group of companies certified in accordance with the testing and certification regulation of the German inspection body for event technology (DPVT)," explains team manager Philip Belz.



Exhibitor evening at AMB: with technology from Neumann & Müller (far left). The team from Neumann & Müller on location.

COSMETICA Stuttgart 2013:

Beauty is booming

Innovative treatments, new products, cosmetic trends, manicures/pedicures and wellness: all that and much more awaits trade visitors at COSMETICA Stuttgart on 4 and 5 May 2013.

All in the name of beauty

On around 21,000 square metres of exhibition and promotional space, spread across two halls of Messe Stuttgart, the beauty industry will be presenting the A to Z of cosmetics – everything from anti-aging to cell renewal. Also taking place at the same time as COSMETICA Stuttgart is the trade fair for chiropody GUT zu FUSS Stuttgart (read more about this on page 25).

18,910 trade visitors attended the beauty events organised 2012 by KOSMETIK International Messe GmbH and gathered information on the latest



Trade visitors at COSMETICA Stuttgart finding out about the latest trends.

trends in foot care, nails, permanent make-up, wellness and numerous other areas of professional cosmetics.

Ask the experts

Not only were visitors able to purchase items directly at the fair, they also had the opportunity to ask the experts or

to place orders. The successful concept of COSMETICA Stuttgart and GUT zu FUSS Stuttgart also includes an accompanying trade congress with workshops and partly rated presentations. At the “promotional highlights” of COSMETICA Stuttgart, well-known faces from the media world also share their expertise.

R+T 2015:

Major interest

50 years of R+T: from 24 to 28.2.2015, Stuttgart's leading world trade fair for roller shutters, doors/gates and sun protection systems will be celebrating a very special anniversary. There is major demand for stand space, some halls were even almost full by the time registration documents were sent out. R+T exhibitors have the chance to benefit from an early-booking discount up until the end of June 2013.

R+T has long been the world's largest platform for this global industry and the “most international” of the Stuttgart trade fair events. Every three years, visitors are provided with a comprehensive overview of what this industry has to offer, demonstrating the latest trends for roller shutters, awnings, Venetian blinds, roller blinds, stores and vertical Venetian blinds, as well as doors, gates, grilles, fencing, window shutters and control technology. Exhibitor figures have been steadily increasing over the years – by more than nine percent in 2012 alone.

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WILLKOMMEN IN NÜRTINGEN



Trade Fairs – Markets

Clearly arranged: The themed halls of Motek 2013.

Motek setting standards

More comprehensive, greater focus: slight changes made to this year's leading international trade fair.

Motek, the international trade fair for assembly and handling technology, will be taking place in conjunction with the 7th Bondexpo from 7 to 10 October 2013, once again attracting well over 1,000 exhibitors and more than 35,000 trade visitors to Messe Stuttgart.

Things are looking good for this pairing. "1,062 exhibitors, 122 of whom participated in Bondexpo, as well as an increase in guests from outside Germany with exhibitors representing 20 different nations and visitors from 93 countries, were impressive enough figures in 2012," explains trade fair organiser Paul E. Schall. "However, we have no intention of sitting back on our laurels in 2013."

Consequently, there have been some careful changes made to this year's Motek. There is now a greater focus on system solutions and applications, however without neglecting the interests of designers, special machinery operators and system integrators when it comes to the presentation of components, assemblies or subsystems. The trade fair halls have also been arranged thematically. "This will allow us to meet the requirements of the markets and users when it comes to acquiring information faster," says Schall. A comprehensive programme of accompanying events with an exhibitor forum and special shows will round off Motek 2013.

ECR Day 2013:

Optimising value creation chains

Covering the process of product to profile, from the manufacturer to the point of sale – the power of information influences today the entire value creation chain.

For industry and trade, this means drastic changes to internal and cross-company processes. Constant data availability, increasing demands on the complexity and quality of data, stricter legal conditions, as well as the changing information and purchasing behaviour of consumers, requires new business

models. This is not just a case of companies collecting and evaluating as much detailed information as possible about their target customer groups – the customers too are increasingly demanding more transparency when it comes to companies and what they have to offer.

This and a number of other issues will be addressed at ECR Day, the leading congress for Efficient Consumer Response, on 11 and 12 September 2013 in Stuttgart.



The f-cell Fuel Cell Forum is part of the WORLD OF ENERGY SOLUTIONS.

New collaboration

Three specialist events, one innovative theme: All about energy at the "WORLD OF ENERGY SOLUTIONS".

Combining various energy sources, as well as the different conversion and storage technologies, to form a worthwhile power supply system is one of the biggest challenges for economics, science and politics today. The exchange of information and experience among experts from the various disciplines, as well as a consolidated cooperation among companies and institutes, is essential here.

With the combination of the established f-cell Fuel Cell Forum, the trade fair BATTERY+STORAGE and the e-mobil BW TECHNOLOGIETAG, there has been a trade fair and conference event that meets these requirements since 2012. Under the

new heading "WORLD OF ENERGY SOLUTIONS", this joint event will be providing visitors with the ideal podium to exchange expert knowledge, discuss the overall context of energy solutions and establish insider networks from 30 September to 2 October 2013.

Cross-sector forums

The all-in-one motto and conference programme in Stuttgart shows just how closely the themes of hydrogen, fuel cells, batteries and electro mobility are connected to each other, with cross-sector forums thus often linking the themed areas.

R+T Russia 2013:

Round two for the Russian R+T

R+T Russia, the international offshoot of Stuttgart's leading world trade fair for roller shutters, doors/gates and sun protection systems, has steadily grown since its successful debut last year. The event will be taking place from 25 to 27 September 2013 in Moscow's IEC Crocus Expo Center. Exhibitors here will include the most important Russian and international companies. In 2012, around 54 percent of exhibitors came from abroad.



Positive growth prospects for Moscow's R+T Russia in 2013.

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MESSAGE PORTRAIT



“Focus on the international objectives”

Message portrait: Steve Lindsey, Representative of Messe Stuttgart for the United Kingdom of Great Britain and the Republic of Ireland

Our “agent” in Great Britain is called Lindsey, Steve Lindsey – although not quite 007. But with his Lincoln West consultancy, Lindsey is certainly as determined and distinguished as the famous secret agent. In early 2007, Lindsey became the representative for a few of the trade fairs in the Messe Stuttgart portfolio. With the official opening of the new Stuttgart trade fair centre in October 2007, Lincoln West then became the exclusive representative for all of Messe Stuttgart’s own events for the United Kingdom of Great Britain and the Republic of Ireland. Furthermore, he also recently helped the ICS International Congress Center Stuttgart tap into the British event market (read all about that on page 43). “We are focusing on the international objectives of Messe Stuttgart,” explains Lindsey. Indeed, in the last six years Lincoln West has succeeded in attracting increasingly more exhibitors and visitors to Stuttgart from the UK and Ireland.

Two full-time and two part-time employees work with Lindsey at Lincoln West. The tasks they fulfil are varied. First and foremost is the acquisition of exhibitors and visitors. In this context, they may apply for assistance from the British Department of Trade and Industry (UKTI) for key events, whereby eligible exhibitors receive government subsidies for their trade fair participation. Throughout the trade fair experience, Lincoln West provides exhibitors with pre-show and on-site support in Stuttgart. Further tasks include trade fair advertising for exhibitors and visitors, mailing campaigns, telemarketing, fair visits, social media, ad placements in the specialist press and internet portals, as well as maintaining contacts with the British media.

Developing networks

Furthermore, a primary objective for Lincoln West is the continued development of the Messe Stuttgart network in the UK and Ireland, improving relationships with in-

dustry and business associations, the media and other trade fair organisers. “Our face-to-face networking, combined with our targeted telephone, social media and email marketing campaigns, have significantly enhanced the value proposition and the attention of Messe Stuttgart in the UK and Ireland,” is how Lindsey summarised the key to their results. Lindsey stressed that it is his colleagues who have played a major role and deserve the most credit; “without question, our success is down to the integrity, dedication, transparency and knowledge of the whole team, with a special mention to Chloe Watts.” Lindsey, who also has a BA (Hons) in Business Management, entered the trade fair world for the first time in 2002. He initially organised UK joint stands around the globe for government agencies. He was responsible, for instance, for trade fair participation in Egypt, Algeria, Dubai, Europe, Libya, India, Nigeria, South Africa, Asia and North America.

“As a company, we understand and value the concept of trade fairs, and as a team we enjoy what we do,” is how Lindsey summarises the reasons why the Lincoln West team is fundamental to their success. What does he think is still missing from the trade fair portfolio? “It would be great if Messe Stuttgart were to organise a chocolate, cake or toy trade fair,” he says with a wink, demonstrating his British humour while at the same time revealing his personal preferences.

Sport is a recreational passion of the 34-year old. He plays football for his home club Pembury FC, enjoys golf, the gym and recently even ventured onto skis for the first time during a skiing weekend in the Alps with colleagues from Messe Stuttgart. And he certainly doesn’t lack courage. He has already been Great White shark cage diving, parachuted over Florida and bungee jumped from the over 200-metre high Bloukrans Bridge in South Africa. James Bond would take a liking to our agent Steve Lindsey.

LMS Internal

There are a number of personal changes to report at Messe Stuttgart. Since the start of the year, **Dr. Reinhard Schlossnikel** has been lending his support to the department of Corporate Development. From his previous role as city director (of Stuttgart), Dr. Schlossnikel has long-standing contacts with the cluster initiatives of Baden-Württemberg, with the industrial associations and with the key customers of Messe Stuttgart. One of his main areas of responsibility is the development of new products.

Bernhard Müller, division head of Messe Stuttgart International (MSI), has been granted commercial power of representation by Messe Stuttgart. We wish to extend our congratulations to Mr. Müller and look forward to the continued collaboration. His department has enjoyed the support of Ms. **Lei Ren** since March of this year.

Andreas Wallbillich has been the Communications team leader in the M+A Recreation & Lifestyle division since the start of this year. **Ralf Becker** has also taken on a new role – as deputy commander of the plant fire brigade.

ICS International Congress Center Stuttgart:

Everything always on display

A number of new displays are now providing visitors with quicker assistance in the ICS International Congress Center Stuttgart. 13 largely reflection-free hall displays have been permanently installed in the conference area C3–C8 above the hall doors. The 24-inch screens in 16:9 format can be read from both sides.

The previous displays had been installed directly beside the hall door behind glass. If a visitor stood in front of it, the screen was completely or partially blocked to others. In the ICS foyer, there have also been new 42-inch screens set up. Three screens have

been installed on each side high above the information counter, providing visitors with information about dates and events.

Individual screenings

The advantages for ICS customers: they can now decide what will be shown on the screens, displayed at any time of the day or night – organised simply and conveniently online, via password-protected access. Text, company logos, photos and videos can be displayed, for example in the file formats mpeg, mp4 or Adobe Flash Video Encoder.



New screens for an even greater overview: ICS Info counter with three permanently installed screens on each side (left). Screens in the ICS conference area C3–C8 (right).



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Top acts in the city: The main stage for jazzopen stuttgart is the Court of Honour in Stuttgart's Neues Schloss.

International festival atmosphere

jazzopen stuttgart showcases world-renowned stars from the jazz, blues, soul and pop scene. It will be taking place for the 20th time in 2013.

From 4 to 11 July 2013, the international jazz, blues, soul and pop scene will be meeting at jazzopen stuttgart. The festival anniversary will kick off on 4 July on the main stage at the Court of Honour in Stuttgart's Neues Schloss. After four days of music in the heart of the city, the bands will continue playing on the open-air stage at the Mercedes-Benz Museum. There will be four intimate concert evenings taking place here until 10 July, set against the futuristic backdrop of the

car museum. During the entire festival, the club stage in BIX Jazzclub will be presenting one or two selected artists each evening. And on 11 July, the German Jazz Trophy will be awarded at the new venue, the "SpardaWelt" event centre.

There will be exceptional projects presented once again this year at the jazz open, organised exclusively for the festival. One programme highlight on 5 July is the appearance of Steve Winwood (Spencer Davis Group,

Traffic, Blind Faith), as well as the American blues/country singer and guitarist Bonnie Raitt, no doubt unmissable performances for many a blues and rock fan. On 6 July 2013, Roger Hodgson, legendary singer from Supertramp, and his band will take to the festival stage at Schlossplatz together with the Stuttgart Philharmonic Orchestra.

When classic meets jazz

A symbiosis of jazz and classical music will be presented on 7 July. The Chinese pianist Lang Lang will be sharing the stage with US jazz legend Dee Dee Bridgewater and the Radio Symphony Orchestra Stuttgart (RSO) as part of a joint project specially organised for this evening. Lang Lang will be playing pieces from Gershwin and Chopin, among others. Dee Dee Bridgewater will open the evening with the Ramsey Lewis Band, later playing together with Lang Lang. Further information available from www.jazzopen.com



Blues and country are the specialty of singer and guitarist Bonnie Raitt.



Rock legend Steve Winwood is among the highlights of jazzopen stuttgart 2013.

ICS International Congress Centre Stuttgart:

ICS expanding its international activities

The ICS International Congress Center Stuttgart will be attending the IMEX Frankfurt from 21 to 23 May 2013, the world's largest trade fair for the congress, event and incentive industry. By attending the trade fair, the ICS is primarily aiming to further promote its international activities. After the focus of the business operations lay on the German events market in the first five business years, foreign markets are to be conquered more intensively in the future.

Targeted market cultivation

The foreign subsidiary of Messe Stuttgart in Great Britain (see page 40) will support the ICS in the process. Trade fair consultancy firm Lincoln West in Kent (UK) has already paved the way for Messe Stuttgart in the past regarding other projects in Great Britain. Since the beginning of the year, it has assumed the targeted market development for the ICS. The main tasks here include market monitoring and analysis, sales, as well as the promotion of the ICS on the British and Irish event market. "We are

expecting to identify and secure potential customers, however also to further expand existing relationships. What is more, customers now have a direct contact partner on site," says Steve Lindsey, Managing Director of Lincoln West. For him one thing is definite: "The British market offers huge potential for Messe Stuttgart. The presentation of the ICS at IMEX is an important step to exploit this potential."

The trade fair provides the perfect platform here. Event and incentive travel organisers from all over the world meet with over 3,500 leading exhibitors from 157 countries: National and regional convention and tourist centres, hotels, congress centres, airlines, event agencies, associations, as well as press representatives. The ICS will also be appearing once again together with Destination Stuttgart. The stand, which bears the number F020, is part of the Germany stand. As this year the Stuttgart Convention Bureau is the "Preferred Partner" of the German Convention Bureau in the category Destination, it is receiving special support.

ICS/CONGRESSES 2013

05.–07.05.2013

GTM Germany Travel Mart

Organiser: Deutsche Zentrale für Tourismus e. V.

19.07.2013

10th Forum for Medium-sized Businesses Baden-Württemberg

Organiser: ConVent Kongresse GmbH

11.–12.09.2013

ECR Day 2013

Organiser: GS1 Germany GmbH

09.–12.10.2013

37th Joint Meeting of DEGUM, SGUM, ÖGUM/ 25th Congress of the European Federation of Societies

for Ultrasound in Medicine and Biology (EFSUMB)

Organiser: Deutsche Gesellschaft für Ultraschallmedizin e. V. (German Society of Ultrasound in Medicine)

19.10.2013 Celebration of Trade 2013

Organiser: Chamber of Crafts Stuttgart Region

12.–13.11.2013

PTC Live Stuttgart

Organiser: PARAMETRIC TECHNOLOGY GMBH

20.–21.11.2013

7th Stuttgart Fire Protection Days

Organiser: Beton Marketing Süd GmbH



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Sightseeing tip: Fashion Museum in Ludwigsburg Residence Palace



The exhibits at the fashion museum in Ludwigsburg Residence Palace come from the period 1750 to 1970.

History of haute couture

The fashion museum in Ludwigsburg Residence Palace showcases European clothing and accessories spanning more than 2 centuries.

Clothes make the man – and not just today, in these times of fast fashion trends and dedicated brand loyalty. Anyone looking to make a particular impression among peers, certainly pays attention to what

they are wearing. The fashion museum in Ludwigsburg Residence Palace takes visitors on a journey through the comprehensive history of European fashion, with around 600 exhibits from the peri-

od 1750 to 1970 on approx. 850 square metres of exhibition space. Everything from the clothing of the ancien régime to the bourgeois fashion of the 19th century to present-day trends.

One particular highlight of the Ludwigsburg “fashion show” are the courtly garments from the 18th century. More recent haute couture and designer pieces are among the creations from renowned fashion houses such as Chanel, Dior, Courrèges or Yamamoto. Further information can be found at www.schloss-ludwigsburg.de. Exhibition opening times: daily from 10 am to 5 pm. Guided tours: +49 (0)7141/18-2004.



The magician Topas has been appearing at Friedrichsbau Varieté since 1996.



The ARTISTOKRATEN perform music, tightrope walking and acrobatics.

The show must go on

Friedrichsbau Varieté has been a firm feature of Stuttgart for many years now, along with the Wilhelma zoo. Many stars have taken to its stage.

The programme for 2013 at Friedrichsbau Varieté is in place – and as entertaining as ever. The performing artists group ARTISTOKRATEN is keeping audiences entertained until 16 June 2013 with its impressive music, tightrope and acrobatic acts, as well as plenty of other daring feats. It is taking the public on a journey through the world of baroque, with a spectacular programme of high-spirited opulence, astonishing feats and witty humour. Stories are told through artistic performances encompassing all genres. At the heart of the production is Martin van Bracht, co-founder of the legendary Circus GOSH. As a self-styled prince, he presides over a truly warped royal household. A musical curiosity, a princess, more or less legitimate royal children and lofty court ladies in white costumes transform the stage into their aristocratic garden of pleasure.

From 19 June to 14 July this year, a world-renowned magician will take to the Friedrichsbau Varieté stage in Stuttgart: Topas, together with his partner Roxanne. Visitors can expect to enjoy a captivating show, full of magic, comedy and illusions.

These two international stars have already appeared on stages around the world – individually and as a team, featuring in their own magic shows or those of others.

Topas comes from Stuttgart, appearing in the Friedrichsbau Varieté for the first time in 1996 with his “Magical Metamorphosis” show and participating in nine productions altogether – always with great success.

From 17 to 28 July 2013, there will be promising young talent on display at the Friedrichsbau Varieté: graduates of Berlin’s School of Performing Arts with their lively and exciting new show.

HIGHLIGHTS 2013

31.05.–02.06.

Retro Classic meets Baroque

Blühendes Barock, Ludwigsburg

04.–10.07.

jazzopen stuttgart

Neues Schloss, Open air stage
Mercedes-Benz Museum, BIX Jazzclub

06.07.–06.10.

Edvard Munch: From the first kiss to death

Stuttgart State Gallery



11.–21.07.

Stuttgart Fish Market

Karlsplatz, Stuttgart

01.–04.08.

Stuttgart Summer Festival

Stuttgart city centre

28.08.–08.09.

Stuttgart Stuttgart Wine Festival

Stuttgart city centre

Restaurant tip: Hochparterre (Stuttgart-West)

Small and superior

From wine taverns to distinguished gourmet restaurants: The region of Stuttgart has it all.

Open from 5.30 pm, lunch for groups of ten or more only with reservation, seating capacity for 32: For Jörg Zelmer, Head of "Hochparterre", it is a case of quality over quantity. The cuisine is up-market Italian with a menu that changes from week to week, and includes dishes such as Catfish Saltimbocca on a red-wine risotto, breast of Barbary duck with apples in a green pepper sauce or medaglioni filled with artichokes on a creamy herb sauce. Responsible for these dishes is Rodolfo Platania – an Italian. To accompany the meals, Zelmer serves "choice Italian wines from personally known wineries". Further information and reservations: +49 (0)711/12163212, www.hochparterre-restaurant.de



Quality over quantity: Jörg Zelmer (top right) and his "Hochparterre".

Hotel tip: B&B Hotel Stuttgart-City

Brand hotels for price-conscious guests

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

Anyone who has visited Great Britain knows what "B&B" stands for: "Bed & Breakfast", no further explanation required. This is also the approach that has been taken by B&B Hotel Stuttgart-City. Based on the principle of being "individual, convenient and inexpensive", this group of hotels offers trade fair visitors, business travellers, tourists and families "affordable prices without cutting corners on comfort". A generous breakfast buffet is optionally available in the Stuttgart hotel for €7.50 per person from 6.30 to 10.00, on weekends and public holidays from 7.30 to 10.30. There is no in-house restaurant, the owners have instead decided to focus on providing "modern furnishings and a fresh, appealing design". "We save on the frills, you save on the price," is how B&B Hotels GmbH sums up its business model.

The B&B Hotel Stuttgart-City has a total of 88 rooms with 172 beds across four floors – among them seven single rooms (from €52), 21 double rooms and 28 French bed rooms (from €62), which include a bath, shower, WC, desk, LCD TV (with Sky free of charge), free cable WLAN/Internet connection, as well as free parking directly at the hotel. It is also boasts superb public transport connections: 200 metres by foot to the bus, tram and train stops. Trade fair, airport and main train station are all easily accessible, as is Stuttgart's city centre five kilometres away. Address: B&B Hotel Stuttgart-City, Siemensstrasse 58, 70469 Stuttgart, Tel. +49 (0)711/62767-0, www.hotelbb.de



B&B Hotel Stuttgart-City offers comfort at affordable prices.



Modern design: Typical two-bed room (from €62).



“Key to markets” is more than just a slogan. “Key to markets” is for Messe Stuttgart the fundamental principle and objective. Stuttgart is the engine for the economy in all of Baden-Württemberg. The location of Stuttgart is – like its region – characterised by medium-sized businesses. Accordingly, for me it is important to be able to offer the compa-



Fritz Kuhn, Lord Mayor of Stuttgart,
state capital of Baden-Württemberg

nies situated here, which are often successful on a global level, a forum – for the exchange of ideas and for maintaining and developing contacts. Not only in a regional, but also a national, and even international context. Landesmesse Stuttgart is precisely the right platform for this. In my eyes, the trade fair is an exchange for communication, information and contact between industries. Its offers are aimed at entrepreneurs and decision makers from industry, production, manual trades and company-related services. But they are also aimed at consumers. For whoever wants to be successful as an entrepreneur or service provider in his sector and in his markets, must seek an exchange of ideas and maintain contacts with consumers. Also for this purpose, the Stuttgart trade fair is the right address.

“The fundamental principle”

Landesmesse Stuttgart is one of the most successful trade fair centres in Germany. With justification, as it offers an extremely attractive trade fair portfolio. Also on the international level, the competences of the trade fair organisers at Stuttgart Messe are very much in demand. It is active in over 50 countries and has its own subsidiaries in China and Turkey. This highlights the international character and networking of Messe Stuttgart. Its events abroad play an important ambassadorial role for Stuttgart, the region and Baden-Württemberg. As a subsidiary of the state capital of Stuttgart, Messe Stuttgart is involved in the ecological structural change process. It will follow this path with industry-specific congresses and trade fairs. Hopefully, this will also lead to the impulses we need in order to use green ideas to be in the black in the future. For this reason, Messe Stuttgart is for me the business partner that provides the “Key to markets”.

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