



# Message

TRADE FAIRS | CONGRESSES | EVENTS

03 | 2019



## Naturally sustainable

The corporate strategy of Messe Stuttgart

**TC Leipzig**  
Tourism, Caravanning,  
Outdoors, Cuisine

**IN.STAND**  
New trade fair platform  
for maintenance

**Familie & Heim**  
Stuttgart's autumn trade  
fairs in compact form



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Dr. Nicole Hoffmeister-Kraut, Baden-Württemberg Minister of Economic Affairs, Labour and Housing and Deputy Chairperson of the Supervisory Board, and Stuttgart's Financial Mayor and Supervisory Board Chairperson Thomas Fuhrmann (right) congratulate the future President Stefan Lohnert.

## Future President appointed

*The Supervisory Board of Landesmesse Stuttgart GmbH appoints Stefan Lohnert, Head of the ICS International Congress Center Stuttgart, as the successor to Ulrich Kromer.*

The Supervisory Board of Landesmesse Stuttgart GmbH (LMS) appointed Stefan Lohnert as the future President of the company during its meeting on 16 July 2019. The 55-year-old Lohnert will succeed Ulrich Kromer (66) who is retiring at the end of January 2020 after 18 years heading Messe Stuttgart. Lohnert will manage Messe Stuttgart in future in tandem with Roland Bleinroth. The latter has held the post of President of Landesmesse Stuttgart GmbH since 2006 and will be CEO of the company in future.

### FIRST-RATE EXPERTISE

Lohnert was born in Stuttgart, is a trained musician and holds a Master of Arts in cultural and event management. His professional career includes positions as Head of the Cultural Office of the Municipality of Tamm and Managing Director of Tourismus GmbH Bad Saulgau and the Böblingen Congress Centre. In his capacity as a member of the Board of Management of Messe Stuttgart, Lohnert has been Head of the ICS International Congress Center Stuttgart since 2006 and is responsible for the guest events of LMS.

"Stefan Lohnert has extensive and solid experience in the trade fair and congress business. For thirteen years, he has

been working successfully in a responsible position at Messe Stuttgart," says Thomas Fuhrmann, Chairperson of the Supervisory Board of Landesmesse Stuttgart GmbH and Stuttgart's Financial Mayor, explaining the reasons for the decision by the Supervisory Board. "With his thoughts on how Messe Stuttgart will develop in future, he has shown conclusively that he 'lives for the company' and will contribute his first-class expertise and great dedication to his new task."

"Messe Stuttgart has been a success story ever since it moved to the Filder. I have played a small part in this success together with the large number of highly motivated colleagues," says Lohnert. "It is a real challenge to continue developing Messe Stuttgart so that it is sustainable in future. The change in society, technology and, ultimately, also global politics pose a new challenge every day – agility is the formula for a stable future," says Lohnert describing his motivation. "Together with the highly networked team, I would like to systematically optimise the event portfolio of Messe Stuttgart. I would like to say thank you for the trust placed in me and am well aware of the responsibility in my new management position."



More info: [www.messe-stuttgart.de](http://www.messe-stuttgart.de)  
#MesseStuttgart

## Top employer

According to a survey in the online portal *statista*, Messe Stuttgart ranks among the 25 most attractive employers in the Stuttgart region. In the category "Impression of the business location" Messe Stuttgart even scored points as one of the "most attractive city employers".

The "most attractive city employers in 2019" is a List of the Best for 38 of the most populous cities in Germany. The List honours local companies which, in the opinion of locally surveyed employees, are highly committed to the region, accept social responsibility, actively influence the business location and are recommended to other people as an attractive employer.



More info: [www.messe-stuttgart.de](http://www.messe-stuttgart.de)  
#MesseStuttgart



SÜFFA will be held at the start of November with effect from next year.

## New date

SÜFFA, Trade Fair for the Meat Industry, is moving to November and will take place from 7 to 9 November 2020. The length of the event will stay the same while the opening hours on Saturday will remain unchanged, i.e. from 13.00 to 20.00. SÜFFA will be open from 10.00 to 18.00 on Sunday and Monday. "By moving the date of the trade fair, we are offering exhibitors and visitors an ideal time window in the tight event calendar in autumn," says Andreas Wiesinger, a member of the Board of Management of Messe Stuttgart.



More info: [www.sueffa.de](http://www.sueffa.de)  
#Sueffa



Ulrich Kromer, President/CEO  
of Landesmesse Stuttgart GmbH.

## Optimistic mood required

*It is indeed remarkable that, after Baselworld (world's leading event for watches and jewellery) and CEBIT, the media are now also sounding the death knell – or at least questioning the existence – of the International Motor Show (IAA). Every trade fair or exhibition naturally has its own story, and there are certainly good reasons for the changes in the particular industry. The responsible organisers must also perhaps take a good look at themselves in regard to the circumstances which ultimately led to the decreased importance of Baselworld and the end of CEBIT.*

*All three events seem to have one thing in common, i.e. that the support and consensus – or rather the shared willingness – for a strong platform of the affected industry appear to be missing. A trade fair or exhibition is successful whenever the protagonists in the particular industry stand up for their event and pull in the same direction with the organiser. Especially in the case of the IAA, the automotive industry would have an urgent need for a platform where the future of mobility is presented and discussed. There is no discussion whatsoever about the advantages and disadvantages of electric mobility and its alternatives (e.g. fuel cells, hydrogen drives, synthetic fuels). In the context of the diesel scandal both politicians and the media – naturally also through the high shared responsibility of the vehicle manufacturers – have managed to pillory a key industry. This also affects the entire supply sector and mechanical engineering which are other strong pillars of our industry. Various economic and political factors in many countries are also naturally contributing to the status quo.*

*Especially in such a moment, everyone involved should look ahead, focus actively and openly on system improvements, new technologies and new concepts, announce and present them, and therefore project an optimistic mood. In Germany, what is better suited for that purpose than the platform of a trade fair with its enormous media presence? I have nothing against climate activists who want to shake things up or demand a new way of thinking. However, leaving the media platform solely to these people is not the ideal solution either.*

*In a country where we enact a "Business Secrets Act" and cannot provide a comprehensive mobile phone network, where a superordinate control authority wants minutes of Supervisory Board meetings for a period of ten years as hard copies rather than in digital form and where a building permit for a 260 room hotel at an airport prescribes 180 covered bicycle stands, it is certainly hard to create a spirit of optimism.*

*The course for the future has been set at Messe Stuttgart. Since I am "actively retiring" at the end of January 2020, the Supervisory Board has appointed my colleagues Roland Bleinroth as CEO and Stefan Lohnert as President with effect from 1 February 2020. I would like to wish them both much success, forward thinking, entrepreneurial spirit and the necessary luck. I am looking forward to our next meeting.*

## Messe Stuttgart



AMB, International Exhibition for Metal Working, has been attracting exhibitors and trade visitors to Messe Stuttgart since 1982.

## Messe Stuttgart expecting a full house at the 20th AMB

AMB, International Exhibition for Metal Working, will celebrate its 20th anniversary in Stuttgart from 15 to 19 September 2020. Over a period of five days, every renowned exhibitor will present their innovations and further developments for the metal working and processing industry. This unique exhibition platform was established in Stuttgart in 1982 in close cooperation with the industry and has been systematically developed ever since then.

AMB set new records in 2018. More exhibition space than ever before was occupied (125,800 square metres) at the Stuttgart Trade Fair Centre while the number of exhibitors (1,553) and visitors (91,016 from 83 countries) reached new heights. "With the new Paul Horn Hall (Hall 10), we also man-

aged to take an important step in the further development of AMB, i.e. the urgently required increase in the amount of exhibition space," explains Ulrich Kromer, CEO of Messe Stuttgart. The CEO of Messe Stuttgart expects the trade fair grounds to be fully occupied again at AMB 2020. "The increase in the amount of exhibition space has enabled us to restructure the halls according to topics. Since this new structure has proved very popular, we will only need to finely adjust it in 2020," adds Kromer. The more than 90,000 expected visitors will find solutions and concepts for future production and will meet existing and potential partners at AMB 2020.



More info: [www.messe-stuttgart.de/amb](http://www.messe-stuttgart.de/amb)  
#AMB20

## Messe Stuttgart

## This is where the music is



The new exhibition for brass and woodwind players will present the totally fascinating world of brass and woodwind music on 7 and 8 March 2020.

The new brass orchestra exhibition BRAWO – the abbreviation stands for brass and woodwind – will present the entire spectrum of woodwind and brass music in the ICS International Congress Center Stuttgart on 7 and 8 March 2020. Visitors to the event will find new instruments, accessories and offers from small and large publishing companies. Visitors can also look forward to workshops, competitions, auditions and community concerts. Presinger, the artist and concert management agency, will stage two concert evenings concurrently with BRAWO. "Blechschaten" will perform on 7 March 2020 and "The Original Woodstock Musicians" on 8 March 2020. Messe Stuttgart developed BRAWO together with the Baden-Württemberg Wind Music Association (BVBW).



More info: [www.messe-stuttgart.de/brawo](http://www.messe-stuttgart.de/brawo)



Ernst-Martin Schaible, founder of the buying group DER KREIS.



Grand stage for the anniversary annual congress in the ICS.

## DER KREIS celebrates its 40th anniversary

Around 1,800 participants experienced at Messe Stuttgart an informative and, at times, emotional annual congress on the occasion of the 40th anniversary of DER KREIS, the Leonberg-based buying group of leading kitchen specialists in Europe. This system network is one of the most important buying and service groups for kitchen specialists, bathroom specialists (sanitary, heating and air-conditioning companies), joineries and interior fitters in Europe. It operates successfully in 17 European countries with over 3,400 members and partners, and exhibits at the consumer show Familie & Heim in Stuttgart. Another important element of the annual congress was the integrated international industry and service partner exhibition with around 60 exhibitors. The exhibition

stands were well-attended and represented the extensive portfolio of the buying group.

Ernst-Martin Schaible, founder and managing shareholder in the buying group DER KREIS, reminisced about the origins of the company during his speech: "After the founding of DER KREIS in 1979, I was able to count the number of guests at an annual general meeting on just a few hands. Today, we are celebrating our anniversary with 1,800 guests." The prominent guest speakers included Günther Oettinger, the German EU Commissioner and former Minister-President of Baden-Württemberg, and the future researcher Matthias Horx.



More info: [www.messe-stuttgart.de/veranstalter](http://www.messe-stuttgart.de/veranstalter)

## opti moving to Stuttgart

Opti, International Trade Fair for Optics and Design, one of the most important events for the optical industry, is moving to Messe Stuttgart with effect from January 2021. The organiser GHM Gesellschaft für Handwerksmessen mbH has also announced its intention to hold opti in Stuttgart in 2023 and 2025. "We are delighted to welcome this renowned trade fair to Stuttgart," says Stefan Lohnert, Vice President of Guest Events. "With Messe Stuttgart we have found a venue which provides us with the best possible scope to develop," explains Dieter Dohr, CEO of GHM.



Trade fair for a better view: opti, International Trade Fair for Optics and Design, will be held at Messe Stuttgart with effect from January 2021.



More info: [www.opti.de](http://www.opti.de)

# Naturally sustainable

*Ecological, economic and social sustainability are key elements in the corporate strategy of Messe Stuttgart. A specific mission with definite consequences for resource efficiency, employees' well-being and the event portfolio.*



Exemplary:  
Photovoltaic systems  
on every exhibition  
hall, the BOSCH  
multi-storey car park  
and the roof of  
the ICS of Messe  
Stuttgart.



Green lung:  
Rothaus Park at  
Messe Stuttgart  
(at the far left).  
A must right from  
the start: environ-  
mentally-friendly  
building tech-  
nology (left).



**T**here is no doubt that sustainability is the leitmotif of the 21st century, a key factor in the brand value of a company among customers and employees, and a competitive advantage on keenly contested markets. Messe Stuttgart was aware of this social megatrend at an early stage. "We therefore relied on the most up-to-date and most environmentally-friendly technology during the construction of the new trade fair centre in 2007," says Ulrich Kromer, CEO of Messe Stuttgart. In concrete terms, this means photovoltaic systems on the hall roofs, on the roof of the ICS and also since 2009, on the two roofs of the BOSCH multi-storey car park over the A8 motorway. Use of an energy-conserving layer ventilation system in the exhibition halls, systematic use of natural daylight in halls and rooms in the ICS, intelligent heat recovery, highly efficient gas-fired condensing heat technology and collection of rainwater in retention basins. The list could go on and on.

In the following years Messe Stuttgart set standards with a large number of additional sustainability initiatives. "Messe Stuttgart established a forward-looking standard for the entire industry in 2010 with its Green Statement," says Stefan Lohnert, Vice President and a member of the Board of Management of Messe Stuttgart. This was followed in 2012 by accession to the industry code "fairpflichtet", which was established by the European Association of Event Centres and the German Convention Bureau. 2015 saw the next milestone in the area of sustainability: Messe Stuttgart signed the WIN Charter and clearly demonstrated its voluntary commitment towards sustainable management within the framework of the Baden-Württemberg Business Initiative (WIN). The first WIN Charter Sustainability Report of Messe Stuttgart was published in 2017 with an extensive overview of the sustainability activities and goals of the company in accordance with the twelve guiding principles

of the WIN Charter. Updated editions are issued annually. They are produced and published by the Corporate Development Department of Messe Stuttgart.

"According to the WIN Charter, the fulfilment criteria include prompt submission of the WIN Report, the implementation of a WIN project and meticulous documentation of sustainability activities," says Kim Laber, Corporate Development Consultant and Sustainability Officer at Messe Stuttgart. "Anyone who does not fulfil the criteria receives a warning and, as a last resort, is excluded from taking part in the WIN Charter." At present, Messe Stuttgart is primarily concentrating on three of the twelve key topics in the WIN Charter: the second guiding principle "Employees' well-being", the fifth guiding principle "Energy and emissions", and the twelfth guiding

**"WE ALREADY RELIED ON THE MOST UP-TO-DATE AND MOST ENVIRONMENTALLY-FRIENDLY TECHNOLOGY DURING THE CONSTRUCTION OF THE NEW TRADE FAIR CENTRE IN 2007."**

Ulrich Kromer, CEO of Messe Stuttgart.

principle "Incentives for a change in thinking" – without actually ignoring the other nine sustainability criteria of the WIN Charter.

The fifth guiding principle stipulates, for example, the use of renewable energies, increased energy efficiency, lower greenhouse gas emissions or their climate-neutral compensation. "Messe Stuttgart, which can undoubtedly be classified as belonging to a comparatively resource-intensive industry, is setting priorities in these areas in order to find and implement potential for improvements in the company," says Bernd Autenrieth, Head of Corporate Development at Messe Stuttgart. "Namely with our employees, exhibitors and visitors, but also with a wide public. We want to set a good example by ▶

**COVER STORY**

Everything revolves around healthy nutrition at the Market for Good Taste. i-Mobility (on the far right) presents solutions for future mobility.



Globally responsible management is the focal point of FairHandeln.

making our CO<sub>2</sub> emissions and our resource consumption transparent, and then also communicating them to the general public." In specific terms this means, for example, that a photovoltaic system with an area of around 3,400 square metres will be installed in 2019 on the roof of the new Paul Horn Hall (Hall 10) with its improved layer ventilation system. Photovoltaic systems will also be consistently installed on future buildings at Messe Stuttgart.

## CO<sub>2</sub>-NEUTRAL ELECTRICITY CONSUMPTION

Since 2014, Messe Stuttgart has only been purchasing electricity generated by hydroelectric power. The company's electricity consumption is therefore CO<sub>2</sub>-neutral. The roof frame of the new Paul Horn Hall is made of wood, a regrowing raw material that is also CO<sub>2</sub>-neutral. In the energy sector Messe Stuttgart is also introducing additional energy-saving measures. These measures include the gradual conversion to energy-conserving LED technology, for example in the Paul Horn Hall (Hall 10), and increased use of motion detectors to control lights in corridors and on staircases.

Many sustainability measures, which may seem "minor" at first glance, also add up to considerable resource savings when analysed in more detail. Two prime examples should be mentioned here: since 2019, Messe Stuttgart has been using new ballpoint pens made of recycled PET drinking bottles in its advertising media shop. It is fitting that at Messe Stuttgart's autumn line-up in 2016 exhibitors were able for the first time to stock up on paper "trade fair bags" produced in an environmentally-friendly manner. The ambitious goal: public exhibitions without plastic bags.

Back to the sustainability measures on a larger scale: based on the provisions of the "Greenhouse Gas Protocol Corporate Accounting and Reporting Standard" for recognising greenhouse gas emissions and the related reporting system for companies, Messe Stuttgart produced its corporate carbon footprint for the first time for the 2017 financial year. "In cooperation with ClimatePartner GmbH our objective was to record in detail the volume of emissions from specific areas of Messe Stuttgart such as facility management, personnel, IT and purchasing," says Bernd Autenrieth, Head of Corporate Development, describing the procedure. "By calculating the CO<sub>2</sub> footprint and through the subsequent calculation for future financial years, we are now able to determine potential savings by means of a comparison and act accordingly."

The calculation of the footprint was preceded, for example, by a detailed analysis of the mobility

behaviour of our employees, including their travel to and from work, the implementation of meetings with customers, a closer analysis of the existing vehicle pool of Messe Stuttgart and the resulting CO<sub>2</sub> emissions, and any possible reduction in the pool costs through alternative mobility concepts.

Messe Stuttgart is also taking some steps to comply with the second guiding principle of the WIN Charter. "Our objective in regard to employees' well-being is to make employees aware of sustainable development and train them in this area," says Bernd Autenrieth, Head of Corporate Development. "We also want to increase their skills in communicating the sustainability activities of Messe Stuttgart to third parties." The company is also immediately putting together a whole raft of specific measures for this purpose.

Re item 1: the creation of a working party on the topic of sustainability for permanent and interdepartmental exchanges. "The working party comprises representatives from every department of the company and meets two to four times a year,"

## "BY CALCULATING THE CO<sub>2</sub> FOOTPRINT, WE ARE ABLE TO DETERMINE SPECIFIC POTENTIAL SAVINGS AND ACT ACCORDINGLY."

Bernd Autenrieth, Head of Corporate Development at Messe Stuttgart.

says the Sustainability Officer Laber. "The working party provides advice on the latest developments and discusses other possible measures within the framework of the WIN Charter sustainability strategy."

Re item 2: a training course for employees on the topic of "sustainable event management". It was held in February 2019 under the direction of the Stuttgart communication office Ulmer GmbH. "One of the objectives of the event was to obtain a common general understanding of sustainable development and the specific possibilities in the daily trade fair routine," says Laber. "Another seminar is already being planned."

Re item 3: an online survey on the topic of employees' well-being. "The satisfaction and motivation of our employees and the existence of attractive working and advancement conditions are key factors for sustainable company success," says Roland Bleinroth, President of Messe Stuttgart. "During the employee survey topics such as satisfaction with workplace equipment, inclusion in creative processes, the promotion of self-initiative and self-responsibility were therefore queried," says Laber stipulating the important aspects of the ►



By signing the WIN Charter in 2015, Messe Stuttgart demonstrated its voluntary commitment towards sustainable management.



Sustainability contribution for the region: Messe Stuttgart is supporting the children's charity "Herzessache".



Anyone travelling by bike to Messe Stuttgart's spring line-up can purchase a cheaper admission ticket.

online survey. The results speak for themselves. "The response rate was a very high 80 per cent and over three quarters of the answers were positive," says Laber. "The Personnel Department formulated solutions regarding aspects where there is a need for specific action."

Sustainability is also a focal point of numerous trade fairs and exhibitions on the Filder. It is, for example, a key topic at public events such as FairHandeln, the Market for Good Taste – the Slow Food Trade Fair, i-Mobility and the Haus, Holz, Energie trade fair. "Messe Stuttgart's spring line-up provides visitors with an ideal platform to obtain information about the various aspects relating to the topics of healthy and conscious living, sustainability and mindfulness," emphasises Messe Stuttgart's President Roland Bleinroth. "The unique combination of ten exhibitions makes Messe Stuttgart's spring line-up Germany's largest group of events on the topic of sustainability."

**"MESSE STUTTGART'S SPRING LINE-UP IS GERMANY'S LARGEST GROUP OF EVENTS ON THE TOPIC OF SUSTAINABILITY."**

Roland Bleinroth, President of Messe Stuttgart.

In order to fulfil its social role as a multiplier in sustainability awareness, Messe Stuttgart provides its visitors with a range of attractive offers. Visitors to Messe Stuttgart's spring line-up were able to purchase a cheaper admission ticket for the first time in 2019. The precondition: travelling to the Stuttgart Trade Fair Centre by bike. Visitors also had the opportunity during Messe Stuttgart's spring line-up to donate their old mobile phones. The proceeds from this action – a partnership between Messe Stuttgart, the "missio" aid organisation and the campaign "Handy-Aktion Baden-Württemberg" – are being used in sustainable development projects in African countries. Around 300 kilogrammes of clothes were donated during a collection of old clothes by "Aktion Hoffnung". Even with events which do not primarily involve sustainability – for example AMB, R+T or eltefa – the topic is present as a subsaspect of energy efficiency in the exhibition halls. For example, companies in the European plant construction industry present innovations under the motto "Blue Competence" at AMB, International Exhibition for Metal Working. And these innovations are naturally sustainable.

 More info: [www.messe-stuttgart.de](http://www.messe-stuttgart.de)  
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**In the phrase „service partner“ there are two words that we are particularly fond of: „service“ and „partner“**



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



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Kärcher – Marketing partner of Messe Stuttgart with the Alfred Kärcher Hall – is still a family business with its head office in Winnenden.

## Family businesses as job creators

*In the last few years family businesses have created more jobs than DAX companies with widely spread shareholdings. Especially in Baden-Württemberg.*

Family businesses are job generators in the German economy. In no other German federal state do they contribute so much to prosperity as in Baden-Württemberg. This is the result of a current study by the Leibniz Centre for European Economic Research (ZEW) and the Institute for SME Research (ifm) at Mannheim University on behalf of the Foundation for Family Businesses. According to the ZEW study, the 99 largest family businesses in Baden-Württemberg are responsible

for over 1.6 million jobs worldwide. Overall, 90 per cent of the companies in southwest Germany are family run according to the ZEW study. These companies include – based on the number of employees – groups such as the Schwarz Group (Lidl, Kaufland), followed by the automotive component suppliers Bosch and Mahle, and the globally operating Würth Group. 87 per cent of family businesses in southwest Germany are also family run, for example the plant engineering company Trumpf in Ditzingen.



The name of the founder of the company Hartmetall-Werkzeugfabrik Paul Horn GmbH adorns the new Hall 10 at Messe Stuttgart.

### FAMILY BUSINESSES AS MARKETING PARTNERS

The list of the marketing partners of Messe Stuttgart reads like a Who's who of family businesses in southwest Germany. Kärcher – which gave its name to the Alfred Kärcher Hall (Hall 8) – is still a family business with its head office in Winnenden near Stuttgart. The name of the Stuttgart-based company U.I. Lapp GmbH adorns the Oskar Lapp Hall (Hall 6) at the Stuttgart Trade Fair Centre. The Paul Horn Hall (Hall 10) is the latest hall at Messe Stuttgart and was opened in 2018. The naming rights to the urgently required new building were secured by the company Hartmetall-Werkzeugfabrik Paul Horn GmbH

## THREE QUESTIONS TO:



Susanne Kunschert,  
Managing Partner of Pilz GmbH &  
Co. KG., Ostfildern.

### 1 | How committed is the automation specialist Pilz to the new Stuttgart trade fair IN.STAND?

As a founding partner of the trade fair IN.STAND, we welcome and support this new event for maintenance and services. We are also pleased to be the organiser of the accompanying forum. Individual and customised solutions will be created during intensive discussions at IN.STAND. Attending the trade fair or the forum is therefore extremely worthwhile, especially in the age of the Internet. Knowledge can be tapped online 24 hours a day, 7 days a week. However, experience and suitable solutions can only be developed during close exchanges.

### 2 | Why is the topic of maintenance becoming increasingly more important in times of digitalisation?

In technical terms, digitalisation and networking in the industrial environment do not represent the biggest challenge. It is more

a question of mastering the complexity of networked and distributed systems: complexity increases the risk of making mistakes. One important task of automation is to make increasing complexity user-friendly. For many years, Pilz has offered software solutions with which operators and maintenance engineers can manage their machine with a click of a mouse. Our web-based visualisation solutions provide new opportunities for observation, analysis and maintenance. Sources of errors can therefore be reduced.

### 3 | How does Pilz support companies in regard to maintenance questions?

Machine operators are often unable themselves to estimate the extent of different aspects and mutual dependencies between maintenance measures. Our experts support companies with services ranging from risk assessment through to CE marking relating to the topics of safety and automation technology, in the reconditioning of non-electrical components and in mechanical conversions. Pilz supplies customer- and problem-oriented services from a single source for every phase of the machine life cycle. We also develop software solutions which will enable machine operators in future to personally carry out preventive maintenance on their machines. Our PSS 4000 automation system, which has Industry 4.0 capability, is already ideally equipped for this purpose in combination with the IIoT-Gateway Revolution Pi.

whose head office is located in Tübingen. Prof. Dr. Brun-Hagen Hennerkes, Chairman of the Executive Committee of the Foundation for Family Businesses, emphasises the importance of family businesses: "Family businesses are an anchor of stability in the German economy during difficult times. Countries such as China, the USA and France envy our family businesses." According to Hennerkes, the reason is obvious: "Family businesses do not demand any subsidies and do not want any preferential treatment. However, they need fair competitive conditions."

Hennerkes believes that there is a "strong need for action" in this respect. He says that the location conditions for family businesses are becoming increasingly worse in Germany. He added that Germany has dropped four places to 16th position out of 21 surveyed industrial nations in the current „Country Index of Family Businesses“, especially on account of comparatively high taxes and energy costs.



More info:  
[www.familienunternehmen.de](http://www.familienunternehmen.de)

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STUTTGART FACES:



Rainer Reichhold, President of the Chamber of Trade for the Stuttgart region.

## The makers in Stuttgart

As one of the strongest economic locations in Europe, the Stuttgart region is a prime example of innovation and high technology. Not only is the state capital of Baden-Württemberg a pioneer in regard to the automotive industry and automotive component supply industry, the Stuttgart region also plays an important role in the craft industry with around 30,000 companies, over 184,000 employees and an annual turnover of €24 billion. Our craft trades consist of makers, founders, inventors and creative minds – this is demonstrated by our member companies every day in new ways.

The “economic power next door” is impressive – and also proves this. Messe Stuttgart is an important showcase for every craft trade in this respect. Many years ago, the annual

presentation of master craftsman’s certificates at the former trade fair centre in Killesberg represented the start of a highly promising career in a craft trade. The young master craftsmen from the region can also still be found on the stage every year at Messe Stuttgart during the master craftsmen’s celebrations. At a large number of events such as R+T, the world’s leading trade fair for roller shutters, doors/gates and sun protection systems, or südback, one of the most coveted and most important trend trade fairs for the bakery and confectionery trades in Germany, craftsmen and craftswomen have the opportunity to present themselves, exchange ideas and experiences, and forge contacts.

Craft trades are also represented by their future makers at the Morgenmacher Festival, which will be held at the Stuttgart Trade Fair Centre in autumn. The people here are also solid practitioners and clever masterminds and round-the-corner thinkers. They constantly find tailor-made solutions to individual questions because inventors and creative thinkers work hand in hand in a craft team. Chambers of Trade and trade associations will demonstrate on the ground how this functions. They will show the form which innovative, digital and sustainable economic activities can take – and will invite visitors to the event to participate in creative activities.

MESSAGE SERIES: enjoyStuttgart



Stylishly mixed cocktails in a relaxed bar atmosphere: the John Cranko Lounge at the Althoff Hotel am Schlossgarten.

## John Cranko Lounge

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

Are you in the city centre and want a drink in a proper style? The bar of the Althoff Hotel am Schlossgarten might be a good idea in this case. Named after John Cranko, the famous British choreographer and former Director of the Stuttgart Ballet Company, the cosy lounge in the palace gardens offers cocktail lovers and culture enthusiasts a tasteful feel-good atmosphere. You can round off the day there with a freshly tapped Pils beer or enjoy a classic cocktail from the extensive drinks menu with the promising title “Tradition & Refinement”. The bar is bathed in candlelight in the evening from 6 p.m. onwards. From Thursday to Sunday you can sip your cocktail while listening to the sounds of relaxing live music. By the way, you don’t have to be a hotel guest to enjoy the drinks in the John Cranko Lounge Bar and the light snacks on the food menu. Everyone who appreciates a special atmosphere is welcome.



The federal state of Baden-Württemberg is the financial supporter of the Media University (HdM) in Stuttgart-Vaihingen.

## Innovative region Stuttgart

*The Stuttgart region has an excellent research landscape. In this issue of Message: the Media University (HdM).*

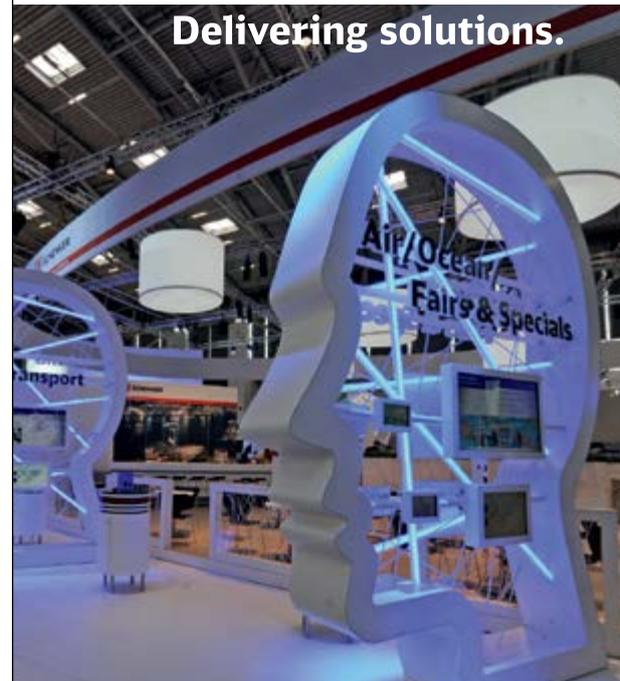
In its capacity as the State University of Applied Sciences, the Media University (HdM) trains specialists and all-rounders for the media industry at the campus in Stuttgart-Vaihingen. The range of courses under one roof is unique in Europe. Almost 30 accredited Bachelor's and Master's degrees are available: from printing, audiovisual media, information design, media informatics, advertising and media publishing through to media management and packaging technology. In every course knowledge is actively imparted through in-depth theory and practical projects. Media content, technology and economics are combined with one another and team work is taught.

The course contents are regularly tailored to the latest developments in sectors of the media. A practical study semester forms part of the Bachelor's degree and underlines its practical relevance. The Institute for Applied Research combines the research activities of HdM in innovative topics from different media areas extending from printed electronics and digital media through to information design. The Start-Up Centre is a special contact point for students who want to establish and manage a company. Students can also study for a doctorate at HdM in cooperation with partner universities.

Messe Stuttgart has been closely cooperating with the Media university for many years. For example, it regularly offers students internships and support regarding Bachelor theses/media work in the area of communication. The programme for a Young Professionals Day on 30 January 2020 during EXPO 4.0 and the WETEC trade fair is currently being prepared in close cooperation with Prof. Dr.-Ing. Klaus Thaler and students.



More info: [www.hdm-stuttgart.de](http://www.hdm-stuttgart.de)



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# New trade fair platform for maintenance

*The topic of maintenance is extremely important in the technology region of Baden-Württemberg. IN.STAND will bring the industry together in Stuttgart.*



The new trade fair IN.STAND will present the latest trends in maintenance: from traditional repairs through to Industry 4.0.

IN.STAND is the name of the new trade fair for maintenance and services in the Key to Markets of the German mechanical engineering and plant construction industry. The trade fair with accompanying forums will be held at Messe Stuttgart for the first time on 23 and 24 October 2019, and will become a permanent annual fixture. Messe Stuttgart is the organiser of IN.STAND. Renowned companies, trade associations and research institutes have been acquired as partners for this event. "In the heartland of the mechanical engineering and plant construction industry a trade fair on the topics of maintenance and services is important," emphasises Sebastian Schmid, Department Director Technology at Messe Stuttgart. Discussions with industry representatives and their desire to become active convinced management at Messe Stuttgart after several trade associations had already made the same request before.

IN.STAND is primarily aimed at the mechanical engineering and plant construction industry, the motor vehicle construction and automotive industry, and the automotive component supply industry which are very strongly represented in southern Germany. However, the trade fair is also intended for industries such as metal working, the processing industry (chemicals, pharmaceuticals and food), plastics production, electrical engineering and aerospace engineering. "IN.STAND will of course feature the latest maintenance trends and solutions," emphasises Schmid. "We will also ensure that important know-how is transferred through practical seminars and technical talks on both days of the trade fair. Quality is the most important factor here when choosing the speakers."

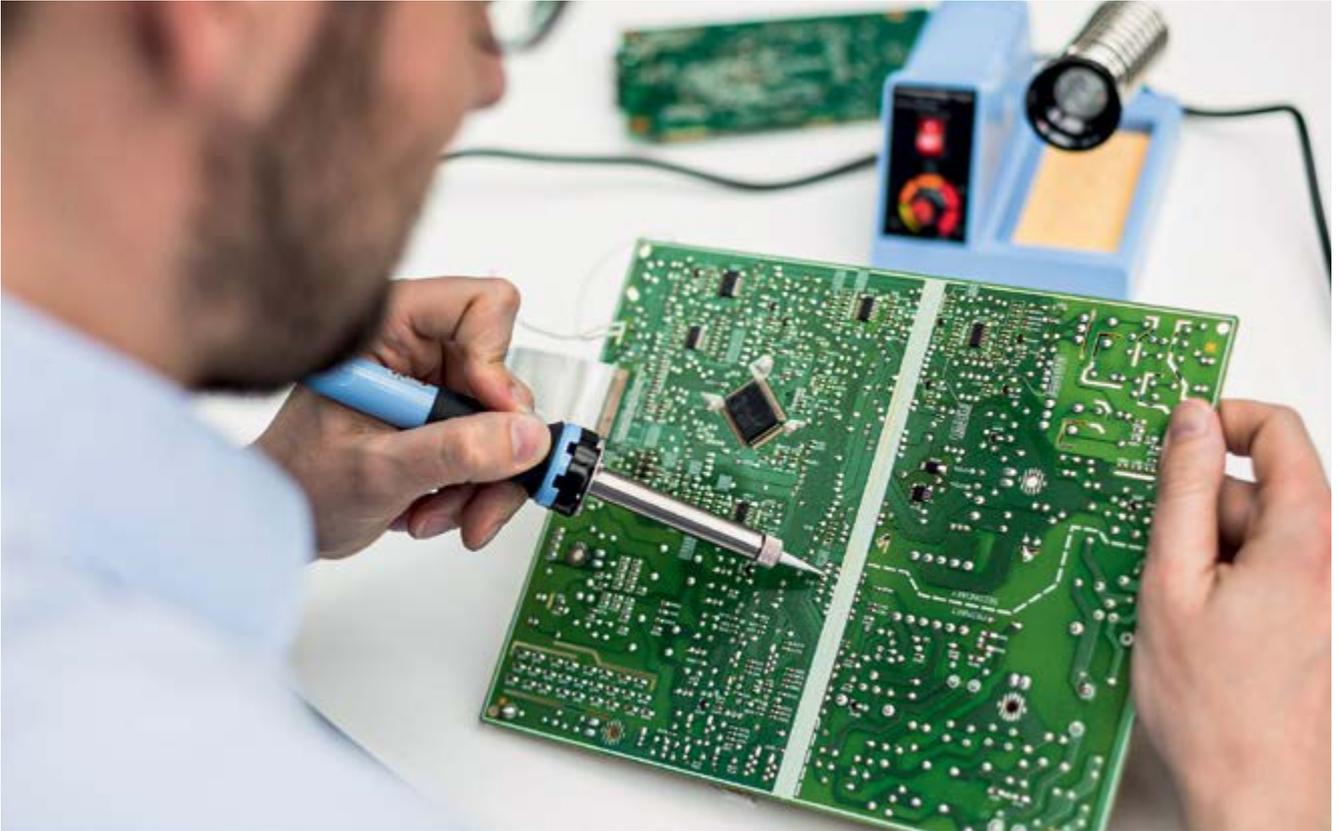
#### FROM TRADITIONAL REPAIRS TO INDUSTRY 4.0

The main topics of the new trade fair are industrial services of specialist service companies and internal maintenance and repair organisations. Schmid: "The portfolio extends from consulting, financing, integration and training through to maintenance and dismantling or recycling. The keywords here are spare parts management, retrofitting, condition monitoring or predictive maintenance." The accompanying programme contains talks on topics such as predictive (smart) maintenance and Industry 4.0. Guided tours conducted by FIR, a non-profit-making, interdisciplinary research and training institute of RWTH Aachen University, will provide a compact industry overview of the topics of "planning and control" and "data recording and analysis" in maintenance. A networking evening for exhibitors and visitors will be held to cultivate contacts. Schmid: "We are offering the platform on which specialists for maintenance, industrial technology, mechanical engineering, mechatronics and services carry out networking." The founding/launch partner is automation specialist Pilz which has also assumed responsibility for organising the accompanying technical forum. The closely involved companies also include BVS Industrie-Elektronik, the GS Group, SEW-Eurodrive and Siemens. A large number of trade associations and research institutes are acting as professional and promotional supporters of IN.STAND.



More info: [www.messe-stuttgart.de/instand](http://www.messe-stuttgart.de/instand)  
#instand

- ▶ **07.–10.10. Motek**  
*International Trade Fair for Automation in Production and Assembly*
- ▶ **07.–10.10. Bondexpo**  
*International Trade fair for Industrial Bonding Technology*
- ▶ **11.–12.10. FACHDENTAL Südwest/ id infotage dental Stuttgart**  
*The most important trade fair for dental medicine in southern Germany*
- ▶ **12.–13.10. wir heiraten!**  
*The Wedding Fair*
- ▶ **22.–24.10. parts2clean**  
*Leading International Trade Fair for Industrial Parts and Surface Cleaning*
- ▶ **23.–24.10. IN.STAND**  
*Trade Fair for Maintenance and Services*
- ▶ **05.–08.11. Blechexpo**  
*International Trade Fair for Sheet Metal Processing*
- ▶ **05.–08.11. Schweisstec**  
*International Trade Fair for Joining Technology*
- ▶ **07.–09.11. Education+**  
*International Summit and Exhibition for Vocational Education (Xi'an/China)*
- ▶ **20.–23.11. Metalex**  
*No. 1 Machine Tools & Metalworking Exhibition (Bangkok/Thailand)*
- ▶ **20.–24.11. Touristik & Caravaning (TC) Leipzig**  
*The Travel Fair*
- ▶ **21.–24.11. Messe Stuttgart's Autumn Line-Up**  
*with: KREATIV, Familie & Heim, Spielemesse, Modell + Technik, Morgenmacher Festival (all 21.–24.11.), veggio & frei von, eat & STYLE, Mineralien, Fossilien, Schmuck, ANIMAL (all 22.–24.11.)*
- ▶ **28.–30.11. R+T Turkey**  
*International Trade Fair for Roller Shutters, Doors/Gates and Sun Protection Systems (Istanbul/Turkey)*
- ▶ **11.–19.01.2020 CMT**  
*The Holiday Exhibition. With Cycling & Hiking Holidays (11.–12.01.2020) / Golf & Wellness Holidays; Cruises & Ship Travel (both from 16.–19.01.2020)*
- ▶ **28.–31.01. 2020 DACH+HOLZ International**  
*International Trade Fair for Timber Construction and Interior Works, Roofs and Walls*
- ▶ **30.01.–01.02. 2020 EXPO 4.0**  
*Print.Produce.Promote. With: TV Tec-Style Visions, WETEC, GiveADays*



During the Morgenmacher Festival inventors, people with technical affinity, makers and those who would like to become such will have the opportunity to exchange experiences.

## Innovative event for creativity and inventiveness

*The new Morgenmacher Festival of Messe Stuttgart is a participation spectacle for makers with vision. Colourful, exciting, innovative and refreshingly different.*

**B**2C trade fairs as innovative special interest events: with the Morgenmacher Festival, which will take place for the first time from 21 to 24 November 2019 and concurrently with Messe Stuttgart's autumn line-up, Messe Stuttgart has created a platform for creativity and inventiveness – in the heart of the region for inventors and discoverers. The target group for the new "Festival of Maker Culture": people with technical affinity, experienced inventors, prospective company founders, makers, school students, apprentices – in short, people who love doing things and want to exchange experiences and information with kindred spirits. There is room for all kinds of creativity in the areas of construction and experimentation, research and discovery, creation and fabrication, and composition and design. The new B2C format is made possible – through financial support and active participation – by the Baden-Württemberg Foundation, the Tübingen-based company Hartmetall-Werkzeugfabrik Paul Horn GmbH, the Experimenta Science Centre in Heilbronn and the Neckar-Alb region. The Festival highlights will include, for example, the "Artur Fischer Inventors' Village" of the Baden-Württemberg Foundation. Participants in the Artur Fischer competition will present their innovations there. As a training company, the

facilitator Paul Horn GmbH believes there is an opportunity, in particular, to present the occupation of industrial mechanic to visitors in a different way and actively integrate young people. The Experimenta Science Centre is also involved with its explorer, experience and researcher worlds.

On 21 and 22 November 2019 the trade fair will become a participation classroom: research institutes and industrial companies will show school students, for example, what happens behind their walls and what MINT occupations entail. For this purpose, there will be a knowledge rally and a Girls4Future competition. Together with the Baden-Württemberg Ministry for Education, Youth and Sport, Messe Stuttgart is calling on school students to take part in the action "Book with 1,000 ideas". From the start of the new school year, students in school classes can design a book page containing ideas for a better future. The submitted pages will be bound in a book at the trade fair overnight. The book will be officially handed over to a representative from politics on 22 November 2019. A jury will choose the three best ideas. The victorious school classes will be able to fine tune their ideas with experts.



More info: [www.messe-stuttgart.de/morgenmacher](http://www.messe-stuttgart.de/morgenmacher)  
#morgenmacher

## Social media for dentists

### *Do dentists need Facebook & Co.? FACHDENTAL Südwest provides important tips.*

The dental industry is also present in social media and holds digital discussions with patients, partners and customers via “posts” and “likes” on Facebook. But who actually needs this presence? What must be observed in this respect? A talk entitled “Social media in dental practices and laboratories” during FACHDENTAL Südwest/id infotage dental Stuttgart on 11 and 12 October 2019 promises to provide answers and practical tips.

#### ACQUIRING NEW CUSTOMERS THROUGH SOCIAL MEDIA

“I want to help customers to become quickly involved in social media,” says speaker Dirk Kropp, PR Director of the Cologne initiative proDente e.V., with an eye on both dental practices and dental laboratories. According to Kropp, social media are becoming increasingly attractive for the dental industry and there are now good examples of successful design of social media presences. Dental laboratories are making increasing use of online services to acquire new customers and cultivate relationships with existing customers.

In Kropp’s opinion, a website represents the core of a self-presentation in the Internet that becomes even more effective with a presence in social media. Kropp: “It is important to take both steps. The main purpose of these instruments is to be found in the Internet. According to Kropp, around 74,000 people in Germany enter the term “dentist” in a search engine every month. He said that an optimised structure of your own website is therefore more important at first than “colours, photos and films”.



State-of-the-art technology for dentist: FACHDENTAL Südwest/id infotage dental Stuttgart.

More info: [www.messe-stuttgart.de/fachdental](http://www.messe-stuttgart.de/fachdental)  
#fachdental

#### ► 25.–28.04.

*Messe Stuttgart's spring line-up ended with excellent results. “We were delighted with over 92,000 visitors who celebrated a superb spring festival with 1,496 exhibitors”, says Roland Bleinroth, President of Messe Stuttgart, upon the conclusion of the ten events. “The combined trade fairs therefore proved conclusively that there is no other comparable event on sustainability in Germany.”*

#### ► 05.–06.04. Invest

*The 20th edition of Invest, the largest German-speaking industry platform for finance and investment, in Stuttgart proved to be a success. Over 12,000 institutional and private investors visited the leading trade fair at which 132 companies presented the entire spectrum of current financial products.*

#### ► 13.–15.04. SACHSENBACK

*Three days of atmosphere, exchanges and contacts: the 20th SACHSENBACK, the meeting point for manufacturers, users and decision-makers from the bakery and confectionery trades, enjoyed further growth in all respects and closed its doors at the Dresden Trade Fair Centre with a positive response from visitors and exhibitors alike.*

#### ► 21.–24.05. MOULDING EXPO

*In its third edition MOULDING EXPO 2019 was once again the centrepiece of the German and European tool, pattern and mould making industry. 12,943 trade visitors from 59 countries saw the products and services from 705 exhibitors in the middle of Europe’s strongest industrial region. 17 per cent of visitors came from abroad, e.g. Turkey, Italy and Portugal – all countries relevant to the tool, pattern and mould making industry.*



The tool, pattern and mould making industry meets at MOULDING EXPO.



Motek presenting those in the industry with complete, networked solutions in the areas of technology and communication.

## A digital approach to networking solutions

*Motek and Bondexpo: A pragmatic event partnership long established as a date not to be missed among designers, users and production management.*

The 38th Motek, international trade fair for automation in production and assembly, along with the 13th Bondexpo, international trade fair for bonding technology, are ready and waiting to go. The Motek event, taking place from 7 to 10 October 2019, will turn the spotlight on “Smart Solutions for Production and Assembly”. The information, communication and business platform will present a product and service portfolio comprising state-of-the-art digitalised components,

assemblies, sub-systems and complete systems for automated production and assembly. In order to meet the growing demands of fully automated, flexible quantity production today and tomorrow, Motek will be presenting those in the industry with complete, networked solutions for technology and communication. Taking place at the same time, Bondexpo will be showcasing detailed and system solutions for the joining and bonding of components and assemblies in both pre- and final assembly.



The Schall trade fair team is expecting approx. 1,000 exhibitors to attend Motek and Bondexpo, which will cover 63,000 square metres of hall space.

Highlights of Motek 2019 include the Arena of Integration (Aoi) pavilion at the heart of Hall 6. Here, visitors will be provided with concrete answers to current questions relating to intelligent production and process chains in connection with digital applications. Trade fair host Schall is organising the special show together with cooperation partner Landesnetzwerk Mechatronik Baden-Württemberg (mechatronics state network in Baden-Württemberg) and exhibitors. “Motek doesn’t dazzle with dancing robots; it is the automation technology hardware and software that rock the stage here instead,” says Bettina Schall, Managing Director of P.E. Schall GmbH & Co. KG., explaining the practical, pragmatic approach of Stuttgart’s event partnership in a nutshell.



More info: [www.motek-messe.de](http://www.motek-messe.de)  
#Motek2019 // #BondExpo

## The event of all events for comic and cosplay fans

Things really hotted up at this year's Comic Con Germany (CCON) on 29 and 30 June at Messe Stuttgart, and not just because of the mid-summer temperatures. The fourth CCON event impressed both visitors and exhibitors, with 35,000 people celebrating this massive fan-fest. International comic artists and publishing companies, spectacular cosplayers and world-famous Hollywood stars, breathtaking film sets and dedicated costume fan clubs, massive dioramas and far-reaching influencers, a gigantic Lego exhibition, a huge medieval market and a colourful comic party on Saturday evening: this one-of-a-kind CCON event certainly exceeded visitor expectations.

### PREMIERE FOR MEDIEVAL MARKET

On average, visitors remained more than five and a half hours on the trade fair grounds, 40 percent even travelled in excess of 100 kilometres to attend. In the representative visitor survey, the event was rated with 1.7 (with 1.0 representing the absolute top mark). 98 percent of visitors expressed a wish to attend CCON again next year. A large medieval market was held for the first time in the Rothaus Park on the trade fair grounds. In the ICS International Congress Center Stuttgart, the "Next Frontiers" congress saw scientists and authors discuss the influence of science fiction on science with visitors.



Around 35,000 visitors filled the trade fair halls during Comic Con Germany.



More info: [www.comiccon.de](http://www.comiccon.de)  
#CCON



The costume contest is one of the highlights of the pop-culture exhibition in Stuttgart.

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Tour operators, along with country and holiday region representatives, present their travel offers in the Tourism area in Leipzig.

## TC Leipzig: Tourism, Caravanning, Outdoors, Cuisine

*See, feel, taste and book: Touristik & Caravanning (TC) at Messe Leipzig is the largest window to the world of holidays and leisure time in Central Germany.*

Just as the travel season ends, Touristik & Caravanning (TC) in Leipzig cranks up the interest in new adventures. From 20 to 24 November 2019, around 500 regional, national and international exhibitors will be presenting their latest products and services on approx. 60,000 square metres of exhibition space. In a year that marks the 30th anniversary of the Fall of the Wall, along with the freedom to travel all across Europe, TC also has a reason to celebrate: the largest consumer show for holidays and leisure time will be taking place for the 30th time.



Two halls at TC Leipzig will be dedicated entirely to the theme of Camping and Caravanning – with the latest leisure vehicles included.

The event has been organised by Messe Stuttgart since 2018. With a comprehensive range of products and services spanning two halls, visitors to Leipzig will find everything they need when it comes to camping and caravanning. Whether it's a luxury liner, camper van, roof tent or personal conversion – fans of holidays on four wheels can certainly expect to get their money's worth here. Manufacturers and retailers from all renowned brands will be presenting their vehicles.

Tour operators, country and holiday region representatives, will present their travel offers. Under the title "SachsenPlatz", visitors will have the opportunity to explore regions of Germany's Saxony as holiday destinations. The Erzgebirge, partner region of the event and a UNESCO World Heritage Site, will be showcased. In addition to of Tourism and Caravanning, the spotlight will also be on Cruises, Bikes, the Outdoors and Cuisine. The theme of "gourmet journey" also looks set to once again draw the crowds: in the glass hall of the trade fair, visitors will have the opportunity to sample foods from all over the world at the international buffet. BarCamp, a networking event for travel bloggers, will take place for the first time at TC on 22 and 23 November. Anyone actively reporting about travel and holidays in their private blog, podcast or videocast is welcome.



More info: [www.tc-messe.de](http://www.tc-messe.de)  
#TCLIEPZIG

## The entire spectrum of the care sector

**P**FLEGE PLUS will be returning once again from 26 to 28 May 2020, when the entire spectrum of the care sector will be presented in Stuttgart by almost 200 exhibitors: from organisation and management, nutrition, rehabilitation and therapy to facilities and architecture. Around 7,000 trade visitors are expected to attend the exhibition and accompanying congress, among them care workers, nursing home managers, decision-makers from the care facilities and hospitals. The "Junge Pflege" congress will be held for the first time in 2020, parallel to PFLEGE PLUS. It is being hosted by the German Nurses Association in Germany's Southwest (Deutscher Berufsverband für Pflegeberufe Südwest e. V. [DBfK]).



More info: [www.pflegeplus-messe.de](http://www.pflegeplus-messe.de)  
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## Highlights of sheet metal forming and joining technology



Around 1,500 exhibitors in nine halls: the who's who of international sheet metal forming and joining technology meet at Blechexpo/Schweisstec.

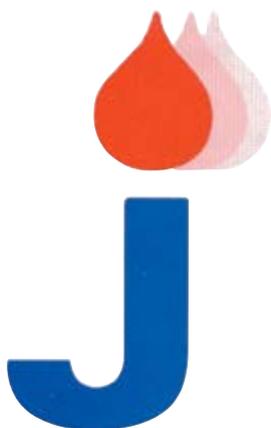
Trade fair partnership Blechexpo and Schweisstec from guest event organiser P. E. Schall GmbH & Co. KG will be presenting visitors with a comprehensive range of products and services for thermal and mechanical processing, as well as welding, joining and fastening technology from 5 to 8 November 2019.

Altogether, around 1,500 exhibitors are expected to set the tone of Blechexpo/Schweisstec in Messe Stuttgart's nine trade fair halls. Compared to 2017, bookings and reservations from countries outside Germany, both near and far, have doubled. One reason for the boom: the strictly practice-oriented concept of the trade fair duo.

FEM-optimised lightweight and modular component systems are behind the material, weight and cost savings of the automotive, mechanical and apparatus engineering sectors. Both trade fairs will thus focus on the precision cutting, stamping and forming of steel, aluminium and non-ferrous sheet metal. Trade visitors will be provided with solutions for pre- and end machining, assembly completion and the surface finishing of visible components. Lightweight construction, quality assurance, automation and digitalisation in sheet metal forming and joining technology will be thoroughly explored.



More info: [www.blechexpo-messe.de](http://www.blechexpo-messe.de) / [www.schweisstec-messe.de](http://www.schweisstec-messe.de)  
#Blechexpo / #schweisstec



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## Information, innovation, transfer of knowledge

Users of industrial cleaning technology are facing major changes and new challenges. This applies to automotive and mechanical engineering, medical technology, aviation, electronics, precision and micromechanics, optics and the semiconductor supply industry. In addition to particulate contamination, the focus is increasingly turning to filmic contamination. Furthermore, new materials and manufacturing technologies, such as additive manufacturing, as well as increasingly smaller batch sizes and the change within the automotive industry, call for appropriate cleaning solutions.

"The exhibitors attending parts2clean from 22 to 24 October 2019 in Stuttgart will be sharing ways in which users can approach new tasks and current requirements," says Olaf Daebler, Global Director of parts2clean at Deutsche Messe AG. "These exhibitors will also be presenting solutions for improved energy and resource efficiency, greater profitability and flexibility, as well as for the automation and integration of component cleaning into networked processes."

### PROGRAMME OF ACCOMPANYING EVENTS WITH SPECIAL SHOWS

The informative programme of accompanying events, which includes special shows and forums, will also be turning the spotlight on the latest developments for industrial parts and surface cleaning. "In recent years, we have seen a surge in the demand for automated robot solutions in the industrial parts cleaning sector, both in Europe and particularly in Asia," reports Peter Pühringer, Division Manager at Stäubli Robotics. "In order to meet the special requirements that parts cleaning involves, we modified our standard robot programme some time ago for applications in this sector."



The industrial cleaning technology sector is facing great challenges. The right solutions can be found at parts2clean.

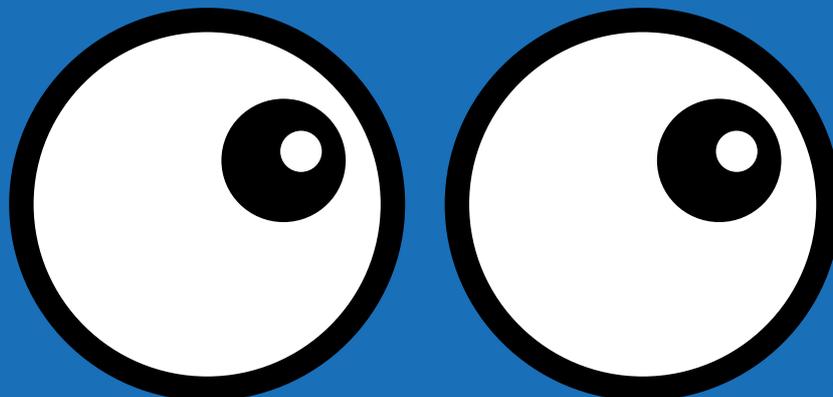
This important development will be addressed in detail during the special show "Parts Cleaning 4.0 in Practice". Live demonstrations here will show just how easy it is to provide process and equipment data, as well as define and edit targeted data. The "QSREIN 4.0" special area of the Fachverband industrielle Teilereinigung (FIT – Trade association for industrial parts cleaning) in Hall 7 can be regarded as a future hub.



More info: [www.parts2clean.de](http://www.parts2clean.de)  
#parts2clean



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TRADE FAIR COMPACT

► *Germany's leading trade fair location*  
 Around 30 percent of visitors to national and international trade fairs in 2018 came from outside Germany, once again reaching the record result of the previous year. This figure is based on the latest calculations of AUMA – Association of the German Trade Fair Industry. Around 640,000 of the 2.9 million international visitors (22 percent) came from countries outside Europe. This further emphasises the role of Germany as a leading location for major international trade fairs. Compared to the previous events of the 2018 exhibitions, the number of international visitors rose by a good three percent on average. According to AUMA, there was no discernible drop in numbers as a result of escalating trade disputes. Almost 400,000 visitors travelled from Asia to attend trade fairs in Germany.

► *T4M FKM-certified*  
 Messe Stuttgart will be providing visitors and exhibitors to T4M – Technology for Medical Devices with valid and independent data in the future. The company had the new trade fair certified by the Society of Voluntary Control of Fair and Exhibition Statistics (FKM) before it was launched at the start of May 2019. In doing so, they wish to provide customers, partners and interested parties with objective parameters, thus facilitating their decision for future participation or a visit to T4M. Since 1965, FKM has been certifying and publishing trade fair and exhibition statistics in Germany and is considered a quality seal of the industry. "The certification of a first event is not necessarily common practice," explains President of Landesmesse Stuttgart GmbH, Ulrich Kromer. "We consciously decided to arrange this certification at such an early stage because we want to offer the medical technology industry guidance with reliable figures."



Trade fair T4M – Technology for Medical Devices is FKM-certified.

Spielemesse

## Small companies – big impact



Fun and games: play before you shop at the Spielemesse.

From 21 to 24 November 2019, the focus will be on game-playing at Southern Germany's largest games fair. With a good mix of classic favourites and new additions, fans can immerse themselves in their game of choice and also have the option of purchasing the game directly afterwards. In addition to the big names in games publishing, there will also be plenty of "small" publishers in attendance – to be found, for example, in a special "Games Lounge". Considered an institution within the industry, F-Hein-Spiele will be represented here, a company founded in 1989 by Dr. Ferdinand Hein, managed and developed in the Rhenish Westerwald since 2011 by Matthias Kumpennass. A speciality of F-Hein: a diverse range of tile puzzles that are simply different. Among them classics such as "Der große und der kleine Baum", a game for one with hundreds of solutions ranging from simple to difficult that has been included in the programme since 1992. Or the new family game "Der Zaubergarten" to celebrate 30 years of the company, the graphics for which hark back to a F-Hein-game from the 90s. "The ideas for our games come from authors, sometimes from myself," explains Kumpennass, who is also responsible for the graphics, editing work and sales. "As a small publishing house, we need to be represented at events like this," explains Kumpennass. "Because this is where contact is made with retailers and end customers who test out the games directly at the fair, with the option to purchase them afterwards."



More info: [www.messe-stuttgart.de/spielemesse](http://www.messe-stuttgart.de/spielemesse)  
 #spielemesse19

## Stuttgart's autumn trade fairs in compact form



The focus is on organic property in the special area "Fokus. Gesund Bauen" from Biobau-Portal.de during the Familie & Heim event.

One ticket, nine trade fairs: Stuttgart's autumn trade fairs will be held over the course of four days for the first time, from 21 to 24 November 2019. All nine autumn trade fairs will be taking place at the same time. Both visitors and exhibitors stand to benefit from this more compact format. Advantage for the exhibitors: lower costs with the same turnover. And for the visitors? Nine trade fairs with just one outward journey and one ticket.

One of the highlights of this year's shopping and event fair Familie & Heim will be the new special area "Fokus. Gesund Bauen" ("Focus. Healthy Building") from Biobau-Portal.de. After four years at the International Handwerksmesse in Munich, the online portal for organic property is moving to Stuttgart. "We are delighted to have the opportunity to present our company with greater focus at Familie & Heim," says Hannes Recker, Project Manager from Biobau-Portal.de. An expert forum will take centre stage at this hotspot. There will be talks on everything from insulation to alternative heating solutions, to building houses according to environmentally compatible principles. Exhibitors will represent a spectrum of building companies and construction material manufacturers, architects and building biologists.

With a redesigned stand, the location of Leinfelden-Echterdingen will be presented in all its glory – now showcasing the associations, institutions and tradespeople of this trade fair town. "We see plenty of potential here for skilled workers, companies from the fashion industry or the care sector, as well as for the associations and organisations," explains Pro-

ject Manager and Head of City Marketing Klaus P. Wagner. "Our city plays a very important role in this region. And it is our citizens who breathe life into this special place. Which is why, this year, we have invited the associations and institutions to share this stand with the businesses and trading firms and show everyone exactly what they have to offer."



More info: [www.messe-stuttgart.de/familie](http://www.messe-stuttgart.de/familie)  
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Live machinery demonstrations in the trade fair halls remain a central element of the new INTERVITIS INTERFRUCTA in Stuttgart.

## INTERVITIS INTERFRUCTA: An innovative concept

*International trade fair for viticulture, enology and distillery technology returning to its 3-year cycle in Stuttgart with a new concept from February 2022 onwards.*

INTERVITIS INTERFRUCTA represents an international platform for the exchange between science, politics and practice. At the heart of this traditional Stuttgart trade fair are leading manufacturers who present their latest developments for the wine sector. With the next event in February 2022, those responsible have adapted the trade fair schedule and its concept to the needs of the industry: INTERVITIS INTERFRUCTA will return to showcase the German and international mar-

kets as part of a three-year cycle that takes place once again in the spring. The trade fair will also focus on the areas of viticulture, enology and distillery technology. Foreign economic relations in combination with machine demonstrations will be one highlight. The close link between business and science will remain a central element of the event, further endorsed by the combination of congress, trade fair and practical demonstrations, as well as close contact with German teaching and research institutes.



Spotlight on viticulture, enology, distillery technology: INTERVITIS INTERFRUCTA returning its attention to core areas.

“We are aiming to provide visitors and exhibitors from Germany and abroad with the ideal trade fair environment, while doing justice to both the German market and the importance of the German winemaking industry at an international level,” explains Sebastian Schmid, Department Director of Technology Trade Fairs at Messe Stuttgart. Klaus Schneider, President of the German Winegrowers’ Association (DWW), adds: “INTERVITIS INTERFRUCTA is still the most important industry meeting point for our organisation in Germany.” “INTERVITIS INTERFRUCTA, in conjunction with the International DWW Congress, is key to demonstrating our strength at both a European and international level,” adds Christian Schwörer, General Secretary of the German Winegrowers’ Association (DWW).



More info: [www.messe-stuttgart.de/intervitis-interfructa](http://www.messe-stuttgart.de/intervitis-interfructa)

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\*Offer valid until December 15, 2019

## Platform for start-ups

*Sponsored joint stand for newcomers  
from Germany at LASYS.*



Forum for start-ups: at LASYS, founders make the most of attractive conditions as they present their innovative ideas to an international trade public.

**A**t LASYS 2020, the international trade fair for laser material processing, start-ups from Germany have the opportunity to present their portfolio of laser system solutions and manufacturing techniques at a sponsored joint stand. Together with Germany's Federal Ministry for Economic Affairs and Energy (BMWi), Messe Stuttgart is inviting newcomers to present their ideas to the event's 6,000-plus trade visitors, predominantly industrial users, from 16 to 18 June 2020 at particularly attractive conditions.

### EASY OPTION FOR GREAT OPPORTUNITIES

Exhibitors from 2018 can confirm that participation in the BMWi joint stand at LASYS is well worth it: "The one thing that sold it for us again this year was the opportunity it afforded us to directly address an expert audience," explains Dr. Rainer Beccard, Managing Director of Lunovu GmbH, a company that manufactures laser systems according to customer requirements for additive manufacturing, laser cladding and micro-processing. "The effort required was limited thanks to the support from Messe Stuttgart and BMWi." Beccard confirms that concrete orders were placed with his company following their participation at the trade fair. A maximum of ten companies can take part in the BMWi stand in 2020. Those companies that are eligible must have their headquarters and operations in Germany. They also need to promote new developments or considerable improvements to products, processes and services that are ready for market.



More info: [www.lasys-messe.de/bmwi](http://www.lasys-messe.de/bmwi)  
#LASYS



Champions: The IKA/Culinary Olympics will be taking place during INTERGASTRA, Stuttgart's gastronomy trade fair, for the first time in 2020.

## Highest level of fascinating culinary talent

*The IKA/Culinary Olympics is one of the many highlights at INTERGASTRA in Stuttgart. Meals are prepared live before guests and enjoyed by those with a menu ticket.*

From 15 to 19 February 2020, INTERGASTRA will start the Olympic year in accordance with the Olympic motto #takingpartiseverything, and will celebrate with the IKA/Culinary Olympics, the oldest and largest international cookery exhibition, a fantastic première at the highest level. Around 2,000 chefs and patissiers from all over the world will compete

against one another and will create the next culinary trends with their cooking creations in the state capital of Baden-Württemberg. Anyone looking to eat well as they cheer on the IKA/Culinary Olympics competitors can purchase a ticket in the online shop for their preferred IKA team/discipline and have the pleasure of sampling top-notch menus and buffets prepared live during the competition. All the information you need here can be found at [www.intergastrea.com/ika](http://www.intergastrea.com/ika).



The special exhibition OUTDOOR.AMBIENTE.LIVING at INTERGASTRA demonstrates the latest trends for outdoor gastronomy.

### SPECIAL SHOW FOR START-UPS AND OUTDOOR CATERING

One of the many highlights of the leading trade fair for hotels and gastronomy in 2020 will be the special show NEW-COME in Hall 1 and 7 for start-up founders, young companies and entrepreneurs from the hotel and gastronomy business. There they can present their business model for the scrutiny of the experts and make valuable contacts within the industry. The special exhibition OUTDOOR.AMBIENTE.LIVING, which looks at the theme of outdoor gastronomy, will also be taking place during INTERGASTRA. Hoteliers and restaurateurs will have the opportunity in Rothaus Park, to view the various options for canopies and shading when serving food outdoors.



More info: [www.messe-stuttgart.de/intergastrea](http://www.messe-stuttgart.de/intergastrea)  
#intergastrea2020 / #IKA2020

## Gathering blinds in focus



Gathering blinds reliably create pleasant temperatures in buildings.

Outdoor sun protection systems, also known as gathering blinds, effectively keep the heat out in summer, allow for optimum daylight control, prevent glare and reduce the use of artificial light sources. Systems with intelligent control are particularly effective. They automatically create the conditions for pleasant indoor temperatures and the best possible energy balance in a building. From 22 to 26 February, trade visitors will find the right solution for almost any purpose at R+T 2021, the world's leading trade fair for roller shutters, doors/gates and sun protection systems.



More info: [www.messe-stuttgart.de/r-t](http://www.messe-stuttgart.de/r-t)  
#rtexpo

wir heiraten!

## Current wedding trends



All in white: find the perfect dress for your stylish wedding at "wir heiraten!"

All gowns with an extra-long train, clean chic for the purist bride, casual 1920s elegance, themed weddings, destination weddings, food truck snacks after the church, photos and films using 360-degree cameras and drones: at "wir heiraten!" in the ICS International Congress Center Stuttgart on 12 and 13 October, renowned exhibitors from across Germany will be showcasing the latest trends for the upcoming wedding season. Additional events to look forward to: the Fashion Lounge, a beauty show, presentations, live music, childcare and much more.



More info: <https://wir-heiraten.de/stuttgart>  
#wirheiraten / #hochzeitsmesse

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TRADE FAIR PARTNER: TRAVEL POINT GmbH

## Professional management of business travel

*When trade fair employees travel on business, the professionals from Travel Point make sure everything runs smoothly. From simple train trips to multi-stop tours.*



Chris Kadi, together with her team from the Travel Point travel agency in Heilbronn, look after the business travel arrangements of Messe Stuttgart.



More info: [www.travelpoint.de](http://www.travelpoint.de)

All roads lead to Heilbronn. At least they do when the employees of Messe Stuttgart are off on tour. The Travel Point travel agency in the city on the Neckar, managed by tourism expert Chris Kadi, has been looking after the business travel arrangements of trade fair employees since 2007. "We receive an email from the employees with the destination and duration of the trip and then we draw up the best possible itinerary based on the travel expense guidelines of Messe Stuttgart," explains Kadi. The travel documents are sent to the trade fair by post or via email. Since June 2019, train tickets have been issued in PDF form. "Train journeys are booked in a matter of minutes," says Kadi. "Things get more challenging when, for example, delegations from abroad are travelling to Stuttgart for international trade fairs and need to quickly book 20 hotel rooms," she adds. And there is yet to be a special case for which Chris Kadi hasn't found a perfect solution!

HIDDEN CHAMPIONS: Carthago Reisemobilbau GmbH

## Premium leisure vehicles that meet modern requirements

*Down-to-earth, cosmopolitan and state-of-the-art: The owner-operated motorhome manufacturer Carthago represents cutting edge technology and expert workmanship.*



In Baden-Württemberg's Aulendorf, Carthago motorhomes are manufactured in one of the most modern production facilities in Europe.



More info: [www.carthago.com](http://www.carthago.com)

Carthago Reisemobilbau was founded in 1979 by Karl-Heinz Schuler. Today, this owner-operated family enterprise employs approx. 1,400 people and is considered to be one of Europe's leading manufacturers of premium vehicles within the industry. In 2013, the company, based in the "Carthago City" of Aulendorf in Baden-Württemberg, built one of the most modern facilities in Europe for the manufacture of its motorhomes. In addition to a comprehensive showroom, customers of the premium manufacturer can choose from a large number of rental vehicles here. Since 2008, Carthago has manufactured these vehicles to the same high standards at its second plant in Odranci, Slovenia. With around 58 different models, fans of high-quality leisure vehicles can rest assured that Carthago has the right motorhome to meet any requirements: from the "c-compact-line" to the "c-tourer" to the new "liner-for-two". With its subsidiary brand Malibu, Carthago is simultaneously returning to the roots of this traditional company – the compact camping bus.

## Further expansion of leading European position

Messe Stuttgart is strengthening its Industrial Solutions business division with its takeover of the trade fair association Expo 4.0. TV Tecstyle Visions, Europe's leading trade fair for textile decoration and promotion and the GiveADays and WETEC trade fairs, are events that will be managed by Messe Stuttgart. In 2018, the trade fair association was able to report a total of 566 exhibitors from 28 countries and 13,700 trade visitors from 41 countries. Messe Stuttgart is looking to expand the international character of the trade fair alliance and establish it as the leading event for advertising technology, advertising and textile finishing. The next Expo 4.0 will take place from 30 January to 1 February 2020 without the POS Masters, which will not be held in 2020.



Stuttgart's trade fair association EXPO 4.0 for advertising technology, promotion and textile finishing.



More info: [www.messe-stuttgart.de/tecstyle-visions/expo-40](http://www.messe-stuttgart.de/tecstyle-visions/expo-40)

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



Benjamin Brosch, Head of the Technical Infrastructure Team of Messe Stuttgart.

## Benjamin Brosch

If there's anyone who knows the building technology of Messe Stuttgart better than most, it's Benjamin Brosch (37). A plumber and gas fitter by profession, state certified technician for building systems technology and Team Director of Technical Infrastructure at Messe Stuttgart, Brosch and his six-man team are responsible for ensuring all technology installed at Messe Stuttgart runs smoothly, both behind (and under) the scenes. "We look after the ventilation and air conditioning of the halls and the ICS," says Brosch, listing just one of the many "building sites". "We also have to make sure the elevators and escalators are functioning perfectly, while keeping an eye on the electrics

and basic network structure. And all safety and fire protection technology." Sounds like a lot, and it is. "Every trade fair has its special appeal, for which specific requirements need to be met in terms of the building technology," says Brosch, based on his experience of the last two years. "During AMB, for example, even the airport couldn't match our electricity requirements," he continues. Not a problem for Messe Stuttgart, which is more than equipped to cope with these temporary demands. The baking trade fair messe südback generates plenty of waste heat. This presents a particular challenge for the air-conditioning technology in the trade fair halls.

KREATIV

## Tips for DIY furniture restoration



TV expert Esther Ollick will be providing furniture restoration tips at KREATIV.

Whether it's paper artwork, decorations, jewellery design or creative cakes, muffins and cupcakes: from 21 to 24 November 2019, KREATIV will be providing the finest of ingredients for unique pieces from all creative sectors. One highlight of many: the new special show for DIY furniture restoration with skilled craftswoman and self-styled "furniture activist" Esther Ollick, who some German visitors may recognise from television programme "Bares für Rares". Ollick will explore aspects of her four- to five-part workshop programme with visitors to KREATIV. There will be discussions about types of wood, veneers, sanding materials, the various treatments available, useful information about upholstery fabrics and much more. Trade fair visitors will then have the opportunity to immediately test out the finished products.



More info: [www.messe-stuttgart.de/kreativ](http://www.messe-stuttgart.de/kreativ)  
#kreativ19

## Small scale – great artistry

*Model train builders from all over Europe meet at the N-Scale Convention.*



Fascination with NTrak: at the European N-Scale Convention taking place during Modell + Technik, miniature railway enthusiasts from all over the world will be showing off their prized models.

Enthusiasm for technology knows no bounds here: model-makers, techies and anyone with an interest in innovation will be coming together at Modell + Technik from 21 to 24 November 2019 to marvel at the models on display. Model railway technology in all track widths, flight models, RC cars and trucks, along with the latest products from the areas of computers, electronics, games and photography: during Stuttgart's autumn trade fairs, visitors will have the opportunity to observe everything up close, to purchase their favourites and test them extensively beforehand.

### EUROPE'S NTRAK ELITE AT MODELL + TECHNIK

One highlight of the model railway area in 2019 will be the European N-Scale Convention for NTrak model railways in a scale of 1:160. Märklin/Minitrix, NOCH, Lemke, Kato, as well as many other small-volume manufacturers and retailers from Germany, Italy, Spain, France, Japan and the Netherlands, will have a colourful selection of products on offer. And at the heart of it all, the N-Scale Convention, organised by N-Club International. In 2019, around 12 clubs and a number of private individuals coming from nine countries will be arriving to hold modelmaking demonstrations like no other.

Most of the models brought to the event will be added to an arrangement, which will snake along the entire exhibition area. Interesting for N-fans: Stuttgart's graffiti artist Christoph Keck will be designing six different, limited edition carriage models that will only be available to buy at Modell + Technik.

 More info: [www.messe-stuttgart.de/modellundtechnik](http://www.messe-stuttgart.de/modellundtechnik)  
#modelltechnik19

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Gospa od Škrpjela (Our Lady of the Rocks) in the Bay of Kotor in Montenegro is a UNESCO World Heritage Site.

## Exploring the Balkans and Baden-Württemberg outdoors

*The right mix: Montenegro, Heilbäderverband Baden-Württemberg and the CMTspecial "Outdoors in Baden-Württemberg" are partners of CMT 2020.*

**T**he place for escape: CMT, the world's largest holiday exhibition, will be taking place from 11 to 19 January 2020 with a whole host of great offers when it comes to tourism and travel. Partner country of the 2020 event will be the Balkan state of Montenegro, with its picturesque landscapes between the mountains in the north and long coastline in the south – lined with sand and shingle beaches, charming Vene-

tian towns and impressive national parks. The untouched and varied nature of Montenegro makes the country a paradise for fans of the outdoors and active holidaymakers.

A further highlight of CMT 2020 is the CMTspecial "Outdoors in Baden-Württemberg", which will turn the spotlight on outdoor tourism in Baden-Württemberg. It has been organised in cooperation with Tourismus Marketing Baden-Württemberg (TMBW). Another exclusive partner for the theme of "health and wellbeing from nature" is Heilbäder und Kurorte Marketing GmbH Baden-Württemberg (HKM GmbH), subsidiary of the Heilbäderverband Baden-Württemberg. They will be taking over sponsorship of the caravaning area of CMT. The Heilbäderverband Baden-Württemberg e.V. is also celebrating its 50th anniversary and will have plenty of surprises in store for visitors.

Following the success of the joint stand "CMTTrend", the Verband Internet Reisevertrieb e.V. and CMT will be further strengthening ties. This January, both start-ups and established providers of innovative travel products, concepts and services will benefit from favourable conditions as they take to this international trade fair stage.



Mountain biking and more: The CMTspecial "Outdoors in Baden-Württemberg" will showcase the various highlights this region has to offer.



More info: [www.messe-stuttgart.de/cmt](http://www.messe-stuttgart.de/cmt)  
#CMT20

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## Vegan food for fitness fans

*Veggie & frei von turning the spotlight  
on alternative and allergen-free food.*



Conscious approach to healthy eating: The trade fair veggie & frei von shows just how it's done.

**A**round 180 exhibitors, a variety of cooking shows, exciting and informative presentations, dietary advice, recipes, tastings and a wide range of vegan and histamine-, gluten- or lactose-free products: it's not hard to see why veggie & frei von is the largest vegan/vegetarian event of its kind in Europe.

### FROM VEGAN FOOD TO SPORTING EXCELLENCE

One highlight from this year's trade fair, taking place from 22 to 24 November, is the "Vegan Athletes Area", because in addition to top performances in the kitchen, the focus at veggie & frei von is also on sporting excellence. This special area is being organised by Christian Wenzel, none other than #MrBroccoli, an expert on vegan transformation, healthy eating and fitness. "With the special Vegan Athletes Area, we want every visitor to be inspired by the enormous variety of healthy and fitness-oriented vegan performance foods," explains Wenzel.

"Plenty of plant-based products are being touted as pro-health. This is however not always necessarily the case," says Wenzel. "It was therefore very important to us that we only admit exhibitors who trade sustainably, at a high standard of quality and who truly have their heart in the right place." And these foods taste good too, with high-quality chocolate, healthy coffee, smoothies of all colours and delicious protein drinks on offer.



More info: [www.messe-stuttgart.de/veggie](http://www.messe-stuttgart.de/veggie)  
#veggiefreivon19

ANIMAL

## Tremendous pleasure for dog dancers and petfluencers



The DogDance World Championship takes place for the first time during ANIMAL.



More info: [www.messe-stuttgart.de/animal](http://www.messe-stuttgart.de/animal)  
#animal19

**D**ogDance World Championship, WorldCat Show, PETsummit: ANIMAL, one of the most important trade fairs in Germany for pets, showcases an array of new products for animal lovers from 22 to 24 November. Around 120 human and animal teams from all over the world compete in the 2019 DogDance World Championship in the Atrium Entrance East. An international jury chooses the winners. At the WorldCat Show an intercontinental panel of judges awards the prettiest pedigree cats worldwide. And at PETsummit, the first congress in Germany for petfluencers, animal fans and social media fans get tips from professionals on how they can do good for their pets through food sponsoring and cooperative ventures with manufacturers of pet accessories and how they can keep their pet healthy.

eat & STYLE

## Sample, inspire, feast, shop



Taste or do some hands-on work: eat & STYLE offers visitors both options.



More info: [www.eat-and-style.de/stuttgart](http://www.eat-and-style.de/stuttgart)  
#eas19

**F**rom 22 to 24 November 2019, the consumer fair eat & STYLE, Germany's largest food festival by guest event organiser FLEET FOOD Events GmbH, offers visitors a colourful mix of kitchen innovations, regional specialities, international delicacies and celebrity chefs on the cooking show stage as part of Messe Stuttgart's autumn line-up. Big brands and small but excellent exhibitors present their high-quality products on the topics of cooking, decoration and hospitality and invite you to sample, purchase and spend some time at their stands. Visitors have the opportunity to sample fine foods and beverages and can obtain inspiration from the area decoration and hospitality. Tips and tricks from the professional kitchen, as well as cooking and wine seminars, complement the programme of eat & STYLE and make it a feast for the senses.

## More trade fair halls – more knowledge transfer

Six instead of five trade fair halls, additional forums and an Architects' Lounge with Future Shop: ROOF+TIMBER International, trade fair for timber construction and interior works, roof and wall, takes place from 28 to 31 January 2020 in Stuttgart with some new features. "The new hall structure and the industry mix ensure greater networking of the trades in all trade fair halls", says Project Manager Robert Schuster from GHM Gesellschaft für Handwerksmessen mbH. Some of the new features of the 2020 event include a theme day on brand positioning of companies on the web and social media, a forum on digital building with tips and best practice examples, as well as the European roadshow "Triple Wood" with sustainable wooden buildings from seven Alpine states.



The trade fair DACH+HOLZ International occupies six trade halls for the first time in 2020.



More info: [www.dach-holz.com](http://www.dach-holz.com)  
#dachholz

### Minerals, Fossils, Jewellery

## Gem of exhibition

Over 200 exhibitors from all over the world present their precious items at the Stuttgart-based consumer show Minerals, Fossils, Jewellery: minerals, crystals, rough stones, fossils, meteorites, jewellery, gemstones and precious stones, tumbled stones and wellness stones, shells, handicrafts. Tools, machines, abrasives and polishing agents for stone working, technical literature, as well as collector accessories and workshops, complement the offering at Messe Stuttgart.



Fancy one-of-a-kind jewellery items are an eye-catcher at the consumer show.

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## R+T Turkey



Around 110 exhibitors are expected again at R+T Turkey 2019.



R+T Turkey should attract even more international visitors.

## Ideal business platform between Europe and Asia

The fourth R+T Turkey, the leading Turkish trade fair for roller shutters, doors/gates and sun protection systems, will take place in Istanbul from 28 to 30 November 2019. The trade fair is a fixed date in the trade fair calendar of many national and international companies. Istanbul and Turkey as a hub between Europe and Asia are perfect as a trade fair venue. Border crossings to eight countries and the visa-free access facilitate the flow of goods and visitors from Europe, Eastern Europe, Africa and the Middle East.

"After the last event we reorganised our team locally and are confident of being able to provide a successful trade fair at the

same level (110 exhibitors, 11,000 square metres of exhibition space) with even more international visitors", says Ufuk Altintop, Managing Director of Messe Stuttgart Ares Fuarçılık, the Turkish subsidiary of Landesmesse Stuttgart GmbH with its head office in Istanbul. "Our aim is to offer our exhibitors and visitors a high-quality business platform, to cover the entire Turkish sun protection sector and to open the door for business relationships in neighbouring countries."



More info: [www.messe-stuttgart.com.tr/r-t](http://www.messe-stuttgart.com.tr/r-t)

## Education+



At Education+ the focus is on vocational training in China and the relevant learning tools.

## Forum for vocational training

Over 150 exhibitors from 16 countries, more than 5,300 visitors, almost 1,700 conference participants, over 230 speakers and trainers from twelve countries made Education+, the international exhibition for teaching resources and learning tools, consumables, education institutions, software and e-learning solutions, a success last year. In 2019 the fourth event takes place from 7 to 9 November in the Xi'an Silk Road International Exhibition and Conference Center. The trade fair is organised by Nanjing Stuttgart Joint Exhibition Ltd. The aim of Education+ is to promote the topic of vocational training in accordance with the increasing demand for skilled labour in Chinese industry.



More info: <http://en.educationplus.com.cn>



More than 400 exhibitors from over 30 countries came to CMT China.



46,000 visitors obtained information about current travel offers.

## Eighth CMT China ends successfully

CMT China 2019 successfully concluded at the start of June in the Nanjing International Expo Center. More than 400 exhibitors from over 30 countries and regions took part in the eighth edition of the Chinese offshoot of the world’s largest consumer show for holidays and leisure, including exhibitors from Iran, Malaysia, Sri Lanka, Argentina and Tunisia, in order to present their latest holiday products on an exhibition area of 30,000 square metres. Over 46,200 visitors came to the trade fair.

CMT China 2019 focussed on the topics holidays and leisure and offered visitors four themed areas: tourism resorts, travel

agencies, motorhomes, as well as organisers of camping and summer camps. Almost 60 recreational vehicles were on show at the trade fair. MICE Nanjing also presented new and various options in leisure and holiday life for industry and end users. In 2018, CMT China received the UFI certificate from the Global Association of the Exhibition Industry (UFI). The award honours exhibitors and visitors for the economic relevance of CMT China.



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

## FOCUS ON ASEAN region

Under the motto “German High Tech in Metal Working”, around 50 German companies showcase their products and services from 20–23 November 2019 at Metalex, the largest metalworking exhibition in the ASEAN region. Industry giants such as Alfred H. Schütte GmbH & Co. KG, Gebr. Heller Maschinenfabrik GmbH, Gühring KG, MAPAL Fabrik für Präzisionswerkzeuge Dr. Kress KG and Siemens AG take part in a joint stand at the trade fair in Bangkok.

The partner country participation was an initiative of the German Machine Tool Builders’ Association, the Federal Ministry of Economics and Energy and the Association of the German Trade Fair Industry (AUMA).



Metalex in Bangkok is the largest metalworking exhibition for the economically attractive ASEAN region.



More info: [www.messe-stuttgart.de/metalex](http://www.messe-stuttgart.de/metalex)



Experienced team: Melanie Snelec and Bojan Varivoda, Managing Directors of Fair Services d.o.o., know each other since their student days.

## “Personal customer contact is extremely important”

*As the foreign representation of Messe Stuttgart in Zagreb, Melanie Snelec and Bojan Varivoda look after the successor states of former Yugoslavia.*

Since the start of 2019, Fair Services d.o.o. has been the foreign representation of Messe Stuttgart for the countries Slovenia, Croatia, Bosnia-Herzegovina, Serbia, Montenegro and North Macedonia. However, Melanie Snelec (35) and Bojan Varivoda (37) can look back on a longer cooperation with Messe Stuttgart. Since the foundation of their trade fair services company in 2015, they have been active as a regional information office and previously worked for many years at the German-Croatian Chamber of Industry and Commerce with Messe Stuttgart. “From the current event portfolio we look after the ‘Market for Good Taste’, the R+T trade fairs, CMT, EXPO 4.0, INTERGASTRA, GELATISSIMO, CastForge, Interbad and Moulding Expo,” says Varivoda. “As a regional contact partner, we advise exhibitors and visitors, also on all in-house events of Messe Stuttgart.”

“Personal customer contact is extremely important here,” explains Snelec. “Owing to the local mentality and the similar business practises in the successor states of former Yugoslavia, this aspect is an integral element of our business culture and often the fastest and easiest way to reaching our goals.” That’s why Snelec and Varivoda,

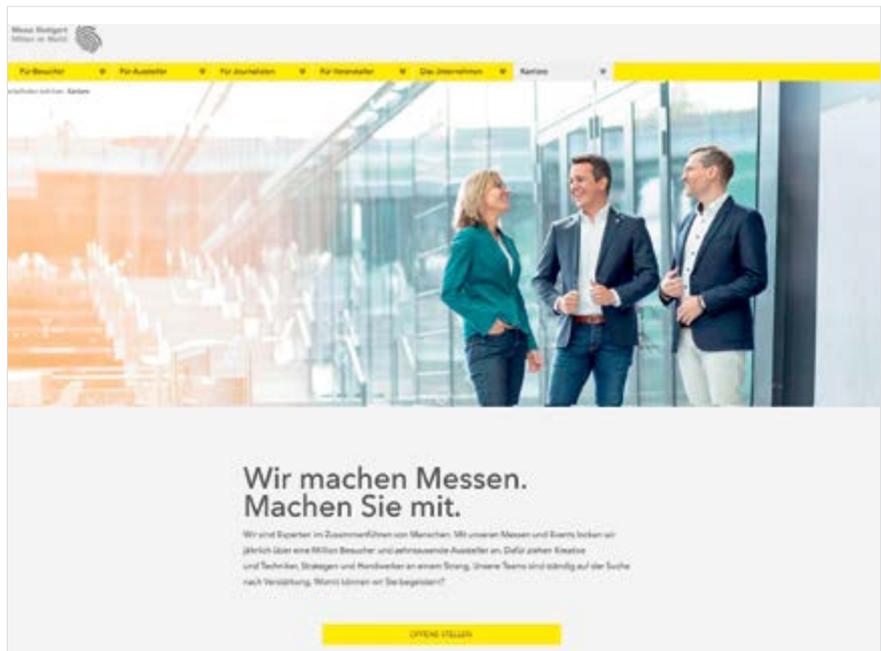
although living in the Croatian capital Zagreb, are regularly in the countries of their area of representation with information events, presentations, consulting days and company visits.

It is necessary to consider the small but fine characteristics of the individual countries. “Economically they are structured differently, the economic power is also very different,” states Varivoda. “Owing to their EU membership, the Slovenian and Croatian markets are the easiest to look after.” However, due to their small-scale markets all countries make efforts to strengthen their export sector and support companies with appearances at international trade fairs abroad through various funding opportunities.

As a foreign representation, Snelec and Varivoda not only provide assistance with the registration formalities within the framework of a trade fair participation, they also help exhibitors and visitors to create a professional trade fair appearance. “Fortunately we can always count on the support of the project managers, as well as the International Sales Department of Messe Stuttgart,” says Varivoda. “For example, if some exhibitors take a lot of time with the registration.”

## New online career section of Messe Stuttgart

**F**ind the right job, apprenticeship or internship at Messe Stuttgart: With the company's new career section this is now relatively simple and fast. "The aim of the relaunch is to present the attractiveness of Messe Stuttgart as an employer for potential target groups in greater detail," explains Lukas Luhmann, Human Resources Officer at Messe Stuttgart. "Furthermore, we want to update the online presence of the HR & Organisation area." The redesign of the online career section of the Communication division is implemented in close cooperation with the HR & Organisation Department under the leadership of Eva Vogelgesang, Digital Communication Manager at Messe Stuttgart.



### INFORMATION APPROPRIATE TO TARGET GROUPS

The new career section of Messe Stuttgart gives direct entrants, students, school children and temporary staff information on the various jobs, apprenticeship and internship offers of the company, an overview of the benefits and social security benefits, information on the values of Messe Stuttgart, as well as a link to current vacancies.

### ATTRACTIVE EMPLOYER BRAND

"After the relaunch the information should be tailored even more precisely to potential candidates," says Vogelgesang. "In addition, there will also be a stronger focus on jobs, e.g., for technicians, firefighters and lawyers. Job profiles, which outsiders do not immediately associate with Messe Stuttgart." The general aim of the redesign is to increase the number and quality of applications, as well as position Messe Stuttgart as an attractive employer in the environment of the large industrial companies in the Stuttgart region.

Movers and shakers wanted: new homepage of the career section of Messe Stuttgart.



Newbies wanted: interns of Messe Stuttgart during a brainstorming session.



Attractive workplace: the on-site fire department of Messe Stuttgart.



In 2019, the Battery Show and Electric & Hybrid Vehicle Technology Expo Europe showcased innovations in electric mobility.

## Trade fair venue for automotive technology

*Many in-house trade fairs, guest events and congresses in Stuttgart focus on the automotive industry and showcase innovations for mobility solutions of the future.*

At the automotive shows in this world there would be little to see without the exhibitors of many in-house and guest events of Messe Stuttgart. Their machines and tools for vehicle construction form the cornerstones of the automotive industry. The industry and its supplier industries, including many companies of international standing with their registered office in the region, are impulse generators for the development of mobility and an important economic factor for Baden-Württemberg.

“Since the relocation to the Filder region, our trade fair portfolio mainly concentrates on technology events. This was our goal,” explains Ulrich Kromer, President/CEO of Messe Stuttgart. “What the exhibitors of trade fairs show in terms of innovations for vehicle construction is absolutely breathtaking. In-house trade fairs and guest events complement each other perfectly.”

Digital tools, which are showcased in the CAD/CAM/CAE segment of many exhibitors at AMB, the international exhibition for metalworking, are required for the development of a vehicle, the design phase, the construction, factory and production planning and pilot production. At the international trade fair Moulding Expo the focus is on the tool, pattern and mould making required for vehicle construction, as well

as the respective supplier technologies. The entire life cycle of a vehicle, the construction of drivetrains and the topic of “autonomous driving” are the focus of the seven trade fairs of the British event organiser uki Media & Events, which take place every year in Messe Stuttgart.

The trade fair duo Blechexpo and Schweisstec by guest event organiser P. E. Schall GmbH & Co. KG is the world’s only event with the complementary technologies sheet metal forming and joining technology – key for the body construction. The in-house trade fair LASYS presents all facets of laser material processing. The Schall trade fair Control focuses on technologies, processes, products and system solutions for industrial quality assurance, also in automotive manufacture.

An example of the future of mobility is The Battery Show and Electric & Hybrid Vehicle Technology Expo Europe, Europe’s largest trade fair for car batteries and hybrid electric vehicles, which took place for the first time in May 2019 in the Filder region. “The technology change in mobility is also reflected in our trade fairs,” says Messe Stuttgart boss Kromer. “Today and in the future.”



More info: [www.messe-stuttgart.de/veranstalter](http://www.messe-stuttgart.de/veranstalter)

## Future of Work, quo vadis?

**W**hat does the future of the working world look like? How can it be optimally designed? These questions keep many companies busy in the course of the digital transformation. It concerns internal and external products and processes, as well as the corporate culture, management and the type of collaboration. A continuous change project of this magnitude can only succeed if the people can be actively involved.

The exchange of information and ideas about projects and company areas should be promoted, especially in fast-paced work environments where trades overlap. Through agility work processes can be arranged more effectively and efficiently. The unison of four areas which summarises the HR industry under "Future of Work" is decisive here: Spaces, Tools & Methods, Leadership, Culture & Mindset, as well as Skills & Competences.

The workplace of the future should offer, e.g., both the opportunity for focussed, individual work and collaboration. A willingness towards lifelong learning is also becoming increasingly important. Individual, holistic educational concepts help retain satisfied, healthy, productive employees in the company over



Live knowledge transfer: presentations at Zukunft Personal Süd.

the long term – a competitive advantage in times when qualified staff are in short supply.

On 12 and 13 May 2020, the HR trade fair "Zukunft Personal Süd" of spring Messe Management GmbH provides solutions for the challenges of a working world characterised by transformations with over 320 exhibitors and around 180 presentations, as well as interactive formats.



More info: [www.sued.zukunft-personal.com/de](http://www.sued.zukunft-personal.com/de)

## Good partnership

**W**ith 1,100 guests, Hagos, the Association of Tiled Stove Manufacturers with its registered office in Stuttgart, celebrated its 100 year anniversary in June 2019. The ICS in Messe Stuttgart proved a suitable venue for the occasion.



Space for many settings: C1 in the ICS with dance area, bar, chill-out area with loungers and small catering stands.

"Two criteria were decisive for us, the size of the rooms and the Stuttgart location because our association was founded here 100 years ago", says Petra Bayer, organiser of events and executive assistant at Hagos. For Stefan Lohnert, Vice President of the Guest Events Division at Messe Stuttgart, the Association of Tiled Stove Manufacturers is a long-standing customer: "Hagos has been a loyal customer of Messe Stuttgart since 2000, at that time we were still at the old premises on Killesberg. The fact that we were given the opportunity to organise the 100 year anniversary celebration highlights our good partnership."



More info: [www.messe-stuttgart.de/veranstalter](http://www.messe-stuttgart.de/veranstalter)

- ▶ **15.10. INNEO Conference 2019**  
Organiser: INNEO Solutions GmbH
- ▶ **19.–20.10. 7th jobmesse Stuttgart**  
Organiser: BARLAG werbe- & messeagentur GmbH
- ▶ **07.11. LBBW Pensioners' Reception 2019**  
Organiser: Landesbank Baden-Württemberg
- ▶ **12.–14.11. tekam Annual Conference/ tcworld conference 2019**  
Organiser: tcworld GmbH
- ▶ **25.11. DHBW – Bachelors Night**  
Organiser: Verein der Förderer und Freunde der DHBW Stuttgart e. V.
- ▶ **22.–23.11. MASTER AND MORE/ BACHELOR AND MORE 2019**  
Organiser: border concepts GmbH
- ▶ **27.–28.11. Structured FINANCE 2019**  
Organiser: Frankfurt Business Media GmbH
- ▶ **14.12. SEMF 2019**  
Organiser: SEMF GmbH

SIGHTSEEING TIP: Staatsgalerie Stuttgart

# Baroque genius meets street artist Banksy

*The Staatsgalerie Stuttgart is one of the most popular museums in Germany. From October, a special exhibition honours the Venetian master Battista Tiepolo.*



At one time controversial, today a place of interest: the postmodern construction of the Neue Staatsgalerie (New State Gallery) of the British star architect James Sterling.

With its abundant portfolio of masterpieces from the 14th century through to the present day. The Staatsgalerie Stuttgart is one of the most popular German museums. The impressive museum complex and the collection reflect the connection between tradition and modernity. The Staatsgalerie Stuttgart presents its high-quality collection on around 12,000 square metres, spread out over the old building from 1843, the famous postmodern Stirling building and the Steib Halls which were built in 2002.

The museum's collection focuses on classical modernism with pieces from 1900 to 1980. Special highlights include Oskar Schlemmer's "Figurines of the Triadic Ballet" from the early

1920s, the famous "Nudes" (1909–1930) by Henri Matisse, numerous pieces by Picasso, the Joseph Beuys room arranged personally by the artist – since March 2019 – the shredded artwork "Love is in the Bin" by street artist Banksy.

From 11 October 2019 up until 2 February 2020, the Staatsgalerie honours the Venetian master Giovanni Battista Tiepolo (1696–1770) on the occasion of the 250th anniversary of his death with a special exhibition. The exhibition shows the high-profile Stuttgart-based portfolio of probably the most important genius of painting of the 18th century in Italy in the context of a selection of international loan items from painting, graphic and drawings. For the first time in the German-speaking world the show provides a view of the entire creative period of Tiepolo and portrays the diversity of his themes, paintings and artistic media with exemplary works.

The starting point is one of the most unusual creations of Tiepolo, which is in the possession of the Staatsgalerie: the canvas with the "Rest on the Flight into Egypt". Two paintings from early creative periods, as well as the significant body of Tiepolo drawings, complement the collection. The exhibition brings together other paintings from mythology and history and wants to stimulate a re-evaluation of Tiepolo's work. It focuses on his artistic creativity and imagination, thus creating a fresh awareness for the importance of the master at the turning point from baroque to the Enlightenment.



The painting Rinaldo im Zauberbann Armidas (1752/53) is one of the many exhibits of the large Tiepolo special exhibition.



More info: [www.staatsgalerie.de](http://www.staatsgalerie.de)

HOTEL TIP

## Le Méridien Stuttgart

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

The 293 rooms and suites of the Le Méridien Stuttgart in the city centre of Stuttgart are perfect for relaxing. A large spa area on 850 square metres with saunas, pool and steam room allow you to forget the outside world. The spacious fitness area is open 24 hours seven days a week to guests of the Le Méridien Hotel Stuttgart. Enjoy a walk or jog in the neighbouring Schlossgarten (palace garden). The proximity to the main train station allows a short connection to other excursion or shopping destinations. The main shopping street Königstrasse, the New Palace and Old Castle are also just a few minutes' walk from the hotel.

The restaurant and wine bar Le Medóc – in summer with terrace – and the newly designed bar in the Le Méridien Stuttgart invite guests to embark on a culinary journey. On Sunday a lavish buffet is served in the Le Méridien Hotel Stuttgart for the popular brunch. For events such as banquets, conferences or workshops and seminars, the Le Méridien offers 13 meeting rooms in various sizes. With the Elysee Room, for example, the conference hotel has a very spacious and magnificent ballroom – with capacity for 450 guests it is perfect for celebrating big occasions.



The Le Méridien Stuttgart is located in the centre of the state capital.



With 293 rooms and suites, there is something for every taste.



More info: [www.mhphotels.com/hotels/lemeridienstuttgart](http://www.mhphotels.com/hotels/lemeridienstuttgart)

RESTAURANT TIP



The Weinstube Fröhlich has a cosy ambience and serves delicious Swabian specialities.

## Weinstube Fröhlich

*Wine bar or gourmet temple: The Stuttgart region offers guests a wide choice.*

The Weinstube Fröhlich is a gastro institution in Stuttgart. The traditional wine bar offers an unpretentious pub atmosphere and Swabian culinary classics such as Maultaschen, potato salad, dumpling soup, Spätzle or stews. Regional dishes change several times a week, fish and Mediterranean dishes are also on the menu. Everything is self-produced and made fresh;

every day the food is made which comes out on the plates in the evening time. The atmosphere and service are unbeatable, the wine list with several regional wines complement the dishes. And the rear courtyard with its almost Mediterranean flair is an oasis in the city.



More info: [www.weinstube-froehlich.de](http://www.weinstube-froehlich.de)

HIGHLIGHTS 2019

- ▶ until 29.03.2020 TROY – 30 years Die Fantastischen Vier  
Venue: StadtPalais – Museum für Stuttgart
- ▶ until 15.03.2020 Where is Africa?  
Venue: Linden-Museum Stuttgart
- ▶ until 26.07.2020 Disneys Aladdin in Stuttgart  
Venue: Stage Apollo Theater Stuttgart
- ▶ 02.11. Irish Folk Festival 2019  
Venue: Theaterhaus Stuttgart
- ▶ 13.–17.11. Int. Horse Show Stuttgart German Masters  
Venue: Hanns-Martin-Schleyer-Halle Stuttgart
- ▶ 26.11.–22.12. Esslinger Medieval Market & Christmas Market 2019  
Where: Esslingen city centre
- ▶ 27.11.–23.12. Stuttgarter Weihnachtsmarkt 2019  
Where: Stuttgart city centre

Roland Klenk



Roland Klenk, Mayor of Leinfelden-Echterdingen

## “We are hosts for business travellers from all over the world”

„LEINFELDEN-ECHTERDINGEN IS AN INTERESTING, HOSPITABLE AND OPEN CITY.“

It is well known that Leinfelden-Echterdingen is one of the most sought-after business locations in the Stuttgart region and beyond. And a new era began for our city with the relocation of Messe Stuttgart in 2007: Since that time we have also been hosts for exhibitors and visitors from all over the world.

We have adapted ourselves successfully. The number of overnight stays has skyrocketed in the last twelve years. In the tourism statistics, Leinfelden-Echterdingen is now number 2 in the region (after Stuttgart) and number 13 in the 20 most popular cities and towns to stay in Baden-Württemberg.

Growing demand for high-class hotel accommodation is attracting high-level financial investors to the city. And more overnight

bookings mean a further rise in the already positive growth enjoyed by local restaurateurs, retailers and leisure facilities.

With our marketing and PR concept targeted at the needs of the trade fair centre, we aim at arousing the interest of trade fair visitors, and especially exhibitors, in our city and encourage them to eat, overnight, purchase and spend their leisure time here.

We receive various types of support so that we also succeed as anticipated. Our cooperation with Messe Stuttgart is excellent and runs smoothly at all levels.

This is expressed very positively in our own trade fair appearance at the autumn trade fair Familie & Heim, the shopping and experience exhibition. Already in the ninth year, we present all friendly aspects of our city in a special exhibition. An extremely successful event for our businesses, associations, organisations, clubs, in fact all our citizens. In a visitor survey in 2016, three quarters of the visitors stated they came because of the trade fair appearance of Leinfelden-Echterdingen. Only 14 percent of the respondents actually came from Leinfelden-Echterdingen itself. 68 percent came from the region. They also want to visit our city after the trade fair and use our attractive local offers.

These figures demonstrate the strong impact of our appearance very well, which incidentally this year is presented in a completely new, modern look, appropriate to the redesign of the autumn trade fairs. What do we want to show? That Leinfelden-Echterdingen is an interesting, hospitable, open city, which welcomes guests and visitors from all over the world.

### IMPRINT

**Publisher:**  
Landesmesse Stuttgart GmbH,  
70629 Stuttgart

**Responsible:** Andreas Wallbillich

**Editorial office and production:**  
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**Photos:** ALTHOFF Beratungs- und  
Betreuungsgesellschaft mbH, Alukon,  
C.Beutler & M.Wiener-Késinovic GbR,  
correct., Carthago Reisemobilbau  
GmbH, DER KREIS Systemverbund  
Holding GmbH & Co. KG, Deutsche  
Messe, Fair Services d.o.o.,  
FLEET FOOD Events GmbH, GHM  
Gesellschaft für Handwerksmessen  
mbH, Chamber of Crafts for Stuttgart  
Region, Hochschule der Medien,  
Alfred Kärcher Vertriebs-GmbH,  
Marriott International, Inc.,

Messe Stuttgart, Esther Ollick,  
Ulrich Pfeiffer, Pilz GmbH & Co. KG,  
Promo-Montenegro/Sergej Zabijako,  
Reed Tradex Company Ltd., P. E.  
Schall GmbH & Co. KG, Smarter  
Shows Ltd., spring Messe Manage-  
ment GmbH, Staatsgalerie Stuttgart,  
Tourismus Marketing GmbH  
Baden-Württemberg, TrauDich!  
Messe GmbH, Travel Point  
Flugvermittlungs GmbH, Verband  
der Köche Deutschlands e.V.

**Layout, composition, repro proof:**  
Baumann & Baltner GmbH & Co. KG  
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**Graphics:** Gabriele Kleefeld

**Advertisements:** Beck Medien- und  
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2019



## 38. Motek

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



## 15. Optatec

Internationale Fachmesse für optische  
Technologien, Komponenten und Systeme  
**12.–14.05.2020** Frankfurt / M.



## 13. Bondexpo

Internationale Fachmesse  
für Klebtechnologie  
**07.–10.10.2019** Messe Stuttgart



## 7. Stanztec

Fachmesse für Stanztechnik  
**23.–25.06.2020**  
CongressCentrum Pforzheim



## 18. Faszination Modellbau FRIEDRICHSHAFEN

Int. Leitmesse für Modellbahnen und Modellbau  
**01.–03.11.2019** Messe Friedrichshafen



## 39. Motek

Internationale Fachmesse für  
Produktions- und Montageautomatisierung  
**05.–08.10.2020** Messe Stuttgart



## 14. Blechexpo

Internationale Fachmesse  
für Blechbearbeitung  
**05.–08.11.2019** Messe Stuttgart



## 14. Bondexpo

Internationale Fachmesse  
für Klebtechnologie  
**05.–08.10.2020** Messe Stuttgart



## 7. Schweisstec

Internationale Fachmesse  
für Fügetechnologie  
**05.–08.11.2019** Messe Stuttgart



## 27. Fakuma

Internationale Fachmesse  
für Kunststoffverarbeitung  
**13.–17.10.2020** Messe Friedrichshafen



## 8. Faszination Modellbahn

Internationale Messe für Modell-  
eisenbahnen, Specials & Zubehör  
**13.–15.03.2020** Maimarkthalle Mannheim



## 19. Faszination Modellbau FRIEDRICHSHAFEN

Int. Leitmesse für Modellbahnen und Modellbau  
**30.10–01.11.2020** Messe Friedrichshafen

2020



## 34. Control

Internationale Fachmesse  
für Qualitätssicherung  
**05.–08.05.2020** Messe Stuttgart



## Alle Termine online:

[schall-messen.de/services/messekalender](http://schall-messen.de/services/messekalender)



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