



03 | 2013

4 Euro

Message

Trade Fairs Congresses Events

Lifestyle



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Trade



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südback

Industry



World of Automation
Motek



Active sustainability
The "green" Messe Stuttgart



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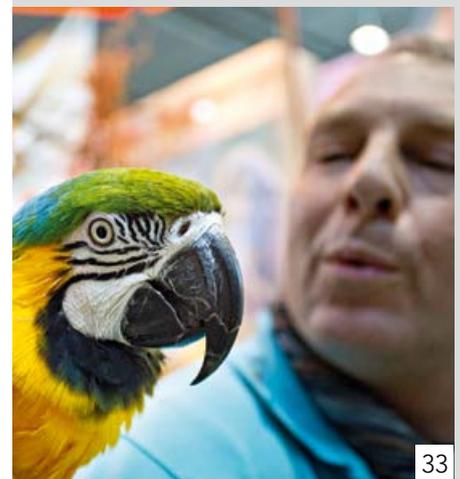
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The new planned Hall 10 and the enlarged West entrance of the Messe Stuttgart might be completed by spring 2018.

Growth prospects

Supervisory Board of Messe Stuttgart recommends shareholders to examine the expansion of the exhibition grounds in more detail in further planning steps.

At a meeting on 9 July 2013, the Supervisory Board of the Landesmesse Stuttgart GmbH recommended the state of Baden-Württemberg and the city of Stuttgart, as shareholders of Messe Stuttgart, to start preliminary planning for a possible expansion of the trade fair grounds.

The next step involves the state and city deliberating the topic in their respective committees. Once the shareholders have passed their resolution, Messe Stuttgart can start awarding initial contracts for detailed project planning aimed at producing a precise cost estimate. The decision regarding expansion based on this cost estimate is expected in July 2014.

Planning includes erecting a new hall with approx. 14,600 square metres of exhibition space, as well as enlarging the West entrance by around 3,000 square metres on the current Car Park 25. After the expansion Messe Stuttgart will then have a total

of approximately 120,000 square metres of exhibition space.

Financed from its own resources

The current cost estimate for the expansion is around Euro 67.5 millions. Messe Stuttgart will finance the new building from its own resources. There will be no grants or subsidies from the city or state.

According to an expert's report, Messe Stuttgart can compensate for the roughly 800 parking spaces lost from the new building by using existing car park capacity. In addition traffic will be relieved by the planned extension of the U 6 metro line through to the trade fair grounds.

“The result of the Supervisory Board meeting is for us a central prerequisite for a possible expansion of the grounds,” explains Ulrich Kromer, Management Spokesman of Messe Stuttgart. “A new hall would offer fresh prospects for further growth

for many of our events which are already reaching their capacity limits.” This includes the world's largest public trade fair for tourism and leisure, CMT, and the industry meeting point of the machine tool industry, AMB. In addition the leading world trade fair for roller shutters, doors/gates and sun protection R+T, the central meeting point of the international historic and classic car scene RETRO CLASSICS, the leading trade fair for innovative gastronomy INTERGASTRA and several other events would be able to expand as a result of the new building project.

The current timeline for possible expansion of the trade fair grounds schedules completion of preliminary planning by the end of July 2014. The building application would be submitted in October 2014 so that construction work could start in October 2015. The construction work and the opening of the new building would be intended for spring 2018.

Messe Stuttgart:

Green Festivals

Messe Stuttgart has taken over the Green Festivals, a series of public exhibitions which have been staged successfully on the North American market for the past twelve years. At the same time, it has established its third international subsidiary. "The take-over of the Green Festivals, which is one of the largest series of public sustainability exhibitions in the USA, represents another milestone in our internationalisation strategy," explained Roland Bleinroth, Managing Director of Messe Stuttgart. Green Festivals focuses mainly on the fields of healthy nutrition, wellness, eco-tourism, green lifestyle and sustainable mobility. This series of events is held every year at exhibition centres in San Francisco, Los Angeles, New York, Chicago and Washington DC.

"In addition to expanding the present business model, we aim to strengthen our sales presence in the important North American economic area. In the medium term, we want to position other Messe Stuttgart events there," stressed Bleinroth.

AMB 2014:

Coveted stands

The countdown for AMB 2014 has begun and the number of stands is limited. Exhibitors from all over the world are therefore submitting their registrations even earlier to make sure they secure their coveted stand space. AMB, the metalworking exhibition is taking place on 16 to 20 September 2014. Almost 60 per cent of the available space has already been booked. In Europe, AMB is the leading trade fair in the industry and takes place every two years.

International Exhibition for Metal Working
AMB will also be booked out in 2014.



Recently, I was at an event on the topic of "Small and medium-sized companies: A powerful economic engine" at which Christoph Baur, Managing Director of the Sektkellerei Kessler in Esslingen spoke about the recipe for success pursued by Germany's oldest sparkling wine brand: concentration and niche. Baur's slogan was: "It's good to graze between the elephant's legs." Messe Stuttgart has also achieved success



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

by concentrating on clearly defined event concepts. It is well positioned with events such as CMT, the world's largest public exhibition for leisure and tourism and the industry's meeting place for the machine tools industry, AMB. So well that I want to contradict my colleagues in Nuremberg. An article in the

Clear concepts

Frankfurter Allgemeine Zeitung of 4 August stated that the Nürnberg Messe achieved a profit of Euro 10.1 millions in financial year 2012. According to a statement by its Managing Director, Dr Roland Fleck, this was "determined very conservatively". The Nürnberg Messe ranks number four in Germany after Frankfurt, Düsseldorf and Munich, and is also one of the four exhibition centres in Germany which generate a profit. However Messe Stuttgart had already announced record pre-tax profits of about Euro 14 millions at the press conference on annual results on 8 January. After tax, this sum is around Euro 12 millions. We should therefore rightfully be very grateful to have found such a luscious meadow to graze on "between the elephant's legs" of the four large exhibition centres.

In light of this, the issue of expanding the trade fair centre by adding a new hall appears all the more urgent. Since they are convinced of our performance, the Supervisory Board of Landesmesse Stuttgart GmbH, at a meeting on 9 July, recommended the state of Baden-Württemberg and the City of Stuttgart, who are shareholders of Messe Stuttgart, to start preliminary planning for a possible expansion of the trade fair grounds.

Finally, on a personal note, after two exciting years as company spokesman, I have decided to go in search of a new challenge. I would like to express my thanks to all readers and wish you every enjoyment reading our magazine in the future.



RETRO CLASSICS meets Baroque 2013:

All expectations exceeded

At the end of May and the start of June, the historic and classic car event “RETRO CLASSICS meets Baroque” took place for the tenth time in the Blooming Baroque park at the Residenzschloss in Ludwigsburg. A total of 90 historic and classic cars were awarded special prizes in the individual categories. The top-quality jury under Prof.

h.c. Dr. h.c. Peter Pfeifer evaluated 150 registered cars. The “Best of Show” prize in the “Festival of Classic Cars” category was awarded to a Mercedes-Benz model 128 Ponton SE 220, constructed in 1960, which received the most points. Next year the RETRO Promotion GmbH event will be held from 20 to 22 June.

The historic and classic car festival RETRO CLASSICS meets Baroque in Ludwigsburg is a crowd puller every year.



Signing the contract: Dr. Jochen Köckler, Member of the Board of Deutsche Messe AG (left), and Ulrich Kromer, Managing Director of Messe Stuttgart.

O&S 2014:

Loyal to the location

O&S, the international trade fair for surface treatments and coatings, is to remain in Stuttgart. An agreement to this effect was signed by Dr. Jochen Köckler, Member of the Board of Deutsche Messe AG, and Ulrich Kromer, Spokesman for the Board of Directors at Messe Stuttgart. In future, O&S will be organised exclusively by Deutsche Messe. In 2014, it will take place from 24 to 26 June. The postponement was necessary because the two parallel events LASYS and AUTOMOTIVE EXPO had also selected these dates.

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

“Positive trend”

The summer break is over, “Messe Deutschland” is preparing for the final spurt in 2013 and already looking forward to 2014. 2012 was a good or even very good year for nearly all sectors of industry, and 2013 also seems to be stable, despite all the prophecies of doom.

The retail trade, the tourist industry, hotels and gastronomy are satisfied, the construction industry is not complaining, and tradesmen – certainly boosted by the incoming orders following the storm damage – are being kept busy. For 2014 there is again talk of growth, albeit still a little cautious. There are even initial positive signals from some EU problem states. It’s just a pity that the sceptics will probably keep the upper hand, otherwise in the end there might just be a spark of hope...

After a great 2012, for Messe Stuttgart 2013 will be another weaker year with a negative result, due to the trade fair cycles. It is therefore all the more remarkable and pleasing that our shareholders and committees have agreed to some important, future-oriented investment plans – for which I now express my personal thanks: firstly, the entry into the US market by the takeover of Green Festivals Inc. and, secondly, the investment in Retro Messen GmbH, which has secured the location of RETRO CLASSICS in Stuttgart. In addition, the go-ahead was given for the planning phase for another trade fair hall and the associated extension and upgrading of the West Entrance. After we were able to record above-average growth in 2012 with regard to the overall trade fair market, these investments will contribute to ensuring that Messe Stuttgart will in future not only maintain its market share, but also further expand it. This positive development will be strengthened by the planned connection to the light rail transit system (2017/2018) and to the ICE national high-speed rail system (2022), with new stations immediately before the gates of the trade fair centre.

I hope you have a successful conclusion to this year and benefit from much positive stimulation from the trade fairs at which you take part or that you visit during the rest of the year.





Sound Lighting Video

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The Rothaus Park is a green area where exhibition visitors can relax. It runs between the exhibition halls from the East to the West entrances.

Active sustainability

Ecology and economy complement one another well. Messe Stuttgart has a example of this: energy efficient building technology, environment friendly services, innovative trade fairs and exhibitions as platforms for a “green economy”.

Who can claim they do everything right from the very start? Messe Stuttgart can. At least when it comes to ecological standards for the new buildings in Fildern. “We anticipated the main factors of the standard sustainability criteria valid today during the planning and erection phases for the new trade fairgrounds in the period from 1999 to 2007,” says Ulrich Kromer, Management Spokesman of the Messe Stuttgart.

The first thing that counts – and this is what every exhibition visitor notices immediately – is the ecological and space-saving integration of the entire exhibition centre in the landscape of the Fildern location. For example the concave “pagoda roofs” of the exhibition

halls, the arched exhibition centre square and the two fingers of the Bosch multi-storey car park which act as a “green wave” across the A8 autobahn.

100 per cent green electricity as from 2014

Other ecological features at first sight include the Rothaus Park, a green area of 2.8 hectares (about 6.92 acres) located between the halls of Messe Stuttgart, the 21,000 solar collectors on the roofs of the exhibition and congress halls and the 7,000 square metres of solar collectors on the Bosch multi-storey car park. All in all the largest photovoltaic systems in the federal state generate an annual capacity of

about 4.32 million kilowatt-hours of electricity. Enough to power about 1,350 four-person households and with CO₂ savings of about 2,375 tonnes a year. “Messe Stuttgart obtains over 50 per cent of its electricity requirements from green electricity. From the year 2014, all our electricity needs will be covered by green electricity generated from water power,” says Thomas Glawa, Head of Construction and Facility Management at Messe Stuttgart.

For example, the untrained observer will not see the sustainable measures for groundwater protection installed at Messe Stuttgart. “Here we opted for two retention basins in the north and east of the fairgrounds right from the



Since April 2013, Messe Stuttgart has installed several charging stations for electric vehicles on the fairgrounds. The company itself has an electric Smart in its fleet.



start,” says Glawa describing the ecological solution. “Our own sewage system collects surface water from the fairgrounds and routes it to the basins. There, ecologically friendly processes are used to remove suspended and floating materials from the water so that treated water can flow back to the natural water cycle.” The prize-winning climate control concept of Messe

Stuttgart also met current standard sustainability criteria right from the start. It works on the principle of layered ventilation, a technique that is so far unique in trade fair construction. Instead of circulating and replacing the entire hall air, only the lower layer up to a room height of five metres is regulated draught-free. “We adjust supply air temperature

as a function of the number of visitors, interior heat loads, solar radiation and outside temperatures,” says Glawa, explaining the principle. For visitors and exhibitors this means maximum convenience. Compared to other modern exhibition centres Messe Stuttgart achieves savings of 1,000,000 m³/h of air volume treated using this concept.

The innovative layered ventilation system in the exhibition halls creates draught-free air conditioning and also saves energy.

Messe Stuttgart relies on energy-saving LED luminaries for coloured effect lighting – here at an information counter.





The Battery + Storage international trade fair revolves around innovative battery and energy storage technologies.

“Messe Stuttgart selected smart technology for the heat generation and high-efficiency gas-fired condensing systems used in its heating and cooling systems,” explains Glaw. “For example, with the help of energy recovery systems we are able to recover almost all of the entire energy used to heat air in the halls and return it to the circulation system. This also significantly reduces the amount of energy required.”

In summer, cooling takes place with an advanced ecological air-conditioning system. Using low-price electricity it produces ice at night which is then temporarily kept in storage modules and used to air-condition the facilities during the day.

Messe Stuttgart also uses innovative technologies in other situations. The exclusive use of energy-saving LED luminaries is still a vision of the future. However they are now used wherever it is practical to do so. For example for escape route lighting or – a particularly attractive design element – effect lighting at information desks in the ICS International Congress Center Stuttgart. “Architecture and technolo-

gy in the new exhibition centre were made sustainable right from the start,” says Glaw, Head of Technical Systems without a doubt. “We want to measure ourselves by this standard in future and this is why we are the first exhibition centre in Germany to prepare for certification of all facilities according to the standards of the German Sustainable Building Council (DGNB).”

DGNB certification planned

In Glaw's opinion the stringent criteria currently apply only to new public facilities. “However, the DGNB would be more than willing to evaluate an existing exhibition centre,” says Glaw. “An initial quick check by our project partner Drees & Sommer showed that we already have every chance of success – without even implementing any structural changes, it should be noted.” Glaw expects that the DGNB will grant certification during construction of the planned building for the new Hall 10 (the article on page 4 may also interest you). “Our professional planners will certainly submit creative ideas for a sus-

tainable design of the new building.” Glaw is convinced of this.

It goes without saying that Messe Stuttgart will rely on sustainability when it comes to conventional services too. This includes waste collection islands on the entire site to separate residual waste, recyclable waste and paper and outsourcing consistent and professional waste separation to an experienced waste disposal company.

Of course the signs are also set to “green” in the catering sector. In cooperation with the service provider responsible, catering was based on ecological and sustainable criteria. Meat and sausage products originate from regional producers' associations and fruit, vegetables and baked goods come from local suppliers. Certified organic and fair trade produce is part and parcel of the food on offer. Disposable crockery and cutlery are taboo. Waste food is disposed of in a biogas plant and used cooking oil is processed into biodiesel. The subject of sustainability also plays an important role in the Messe Stuttgart portfolio. For example during the spring exhibitions which take place from 10 to 13 April 2014. The series

With its Green Statement, Messe Stuttgart sets standards in the field of ecology.



The Fair Handeln exhibition this year received commendations by the UN for its consumer-oriented presentation of trading opportunities for a sustainable future.



of public exhibitions include seven events: the Market for Good Taste – the Slow Food Exhibition, Fair Handeln, auto motor and sport i-mobility, Garden, Home, Wood and Energy, the Yoga Exhibition, and Minerals, Fossils and Jewellery. “Interest in exhibitions on the topic of sustainability is growing,” notes Messe Stuttgart Managing Director Roland Bleinroth. “For example the Fair Handeln exhibition 2013 reported strong growth with a total of 135 exhibitors from 14 countries. The Market of Good Taste – the Slow Food Exhibition achieved record figures.”

Sustainability exhibitions in the USA

“The Stuttgart spring exhibitions are trend-setters when it comes to content and policy,” says Guido von Vacano, Head of the Lifestyle & Leisure division, confidently. “This is why we recently started a platform for exhibitors on the topic of commitment to sustainability. Here companies can exchange views on how the issue of corporate social responsibility is dealt with in other companies, for example.” The degree of importance which Messe Stuttgart attaches to the topic of sustainability is demonstrated not only by specialised international trade fairs such as Battery + Storage, where the focus is on innovative battery and energy storage technologies, but also by the latest acquisition which Messe

Stuttgart has completed in the USA. There Messe Stuttgart has taken over the “Green Festivals”, the largest series of exhibitions on the topic of sustainability on the other side of the

Atlantic (see article on page 5). They are a perfect supplement to the seven spring events in Stuttgart. And they also point the way in the direction of active sustainability.



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Five to six per cent of the inhabitants of Stuttgart are Muslims – a central target group of the new Halal Exhibition at the Fildern location.

Key to the Halal Market

Stuttgart and Baden-Württemberg rank top of the league in Germany with its large Muslim population. A new exhibition takes account of this.

With the new HALAL EXPO STUTT-GART, Messe Stuttgart is launching the first trade fair for Islamic products and services in the German-speaking region. The première takes place on 25 to 27 May 2014 in Hall C2 in the ICS International Congress Center Stuttgart. The HALAL EXPO STUTT-GART

Première 2014: the new HALAL EXPO STUTT-GART for products conforming to Islamic rules.



is primarily aimed at all providers involved in the manufacture of food and beverage sector products conforming to Islamic law.

“Halal” represents all things and actions which are permitted under Islamic law. Some of the exhibitors at the new trade fair platform also include non-food producers, for example from the pharmaceutical, cosmetics and textile industries, as well as companies from technology, finance and services. The target groups at the trade fair include visitors from wholesale and retail, restaurateurs, caterers, bulk consumers, department stores, Muslim and German supermarkets, producers, importers and service providers. “With around 4.6 million potential Muslim consumers in Germany, Austria and Switzerland, the market for

Halal products has enormous potential for growth,” explains Ulrich Kromer, Management Spokesman of Messe Stuttgart. “According to statistics, a Muslim population of five to six per cent makes Baden-Württemberg and the state capital of Stuttgart the leaders in Germany and the whole of Europe. The new HALAL EXPO STUTT-GART is therefore taking place in an economic region which is a key market.” Experts estimate that the world-wide sales volume for Halal products in the food and beverage sector alone is about 670 billion US dollars, in Europe around 70 billion US dollars and in Germany about four to five billion Euro. In Germany there are currently 400 Halal-oriented companies and on the European market there are over 4,000 products conforming to Islamic

Three questions to:

Roland Sing

Chairman of the Management Committee of Landesseniorenrats Baden-Württemberg e.V.
(State Council for Senior Citizens)



1 The percentage of senior citizens in the population is constantly rising. What role does the State Council for Senior Citizens play in this socio-political context?

The Landesseniorenrat Baden-Württemberg is an amalgamation of district and municipal senior citizen councils, senior citizen associations and state organisations which are active in the field of support for the elderly. Founded as an umbrella organisation in 1974, we are an independent, non-denominational body without any political affiliations and we represent the interests of almost 2.7 million persons over 60 years old in the pre-parliamentarian sector in Baden-Württemberg in dealings with the government, politics, associations and organisations.

2 In your opinion what are currently the most important projects in your organisation?

One of our main concerns is to further expand the number of volunteer workers. Only with their help can we master the challenges of the current demographic trend – for example helping senior citizens so that they can continue living at home as long as possible. In the long term, our

society does not have either the money or the staff to accommodate elderly people in nursing homes. In any case this does not correspond to our vision of growing older with dignity. Loneliness in old age is a source of illness. Here too volunteer services and groups can become more active than has been the case in the past.

3 Why is the State Council for Senior Citizens represented at the DIE BESTEN JAHRE public exhibition in Stuttgart and what services are you offering?

The exhibition is designed to cater specifically for the needs of the over-50 generation. This is why the State Council for Senior Citizens was there right from the start with an information stand. In addition we inform visitors on the topic of "Illness insurance cover for old age – patient decree, enduring power of attorney and guardianship". A special highlight on our stand this year is an age simulation suit. Younger visitors who also come to Messe Stuttgart's autumn line-up can drop by and experience on their own bodies the impairments which older people must endure every day.

rules. Experts reckon that the percentage of Halal food production worldwide is roughly 20 per cent.

Promising market segment

"In the Central Neckar region alone the number of potential consumers for Halal products is so large that it is more than worthwhile to service this market segment and not only for retailers, wholesalers, restaurateurs, importers and service providers," emphasises Kromer, Managing Director of Messe Stuttgart. "The HALAL EXPO STUTTGART brings exhibitors and trade visitors together and supports new entrants to open up this promising future market." Messe Stuttgart expects about 80 exhibitors and roughly 3,000 trade visitors at the premiere of HALAL EXPO STUTTGART in Hall C2 which has an exhibition area of around 5,000 square metres. The new trade fair with informative presentations and useful best practice examples for all exhibition areas is accompanied by an open forum.

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Stuttgart Faces: Eric Gauthier (Artistic Director of Gauthier Dance, choreographer, dancer, musician)



Eric Gauthier, Director of "Gauthier Dance" at the Theaterhaus Stuttgart.

"Stuttgart is our home."

OK, it wasn't exactly love at first sight. When I came to Stuttgart from Toronto as a dancer together with Reid Anderson (artistic director of the Stuttgart Ballet) in the mid-1990s, I was only 17 years old and couldn't speak a word of German. For me, Stuttgart only consisted of my workplace at the Staatstheater [state theatre], my one-room apartment in Killesberg and the Königstrasse [main shopping street]. Of course this gradually changed with time. Mainly because of Laura, my German wife with whom I have two wonderful sons today. To avoid any embarrassment with her parents, I started to learn German properly. So step by step I learnt to appreciate Stuttgart.

Today, the city is our home. Compared with when I started 18 years ago, I feel that people here are much more open, especially when it comes to other cultures. Stuttgart itself is culturally very mixed – something like my home city of Montreal. In addition the people here love dance, especially since John Cranko was appointed director of the Stuttgart Ballet in 1961. He has steered the Stuttgart ensemble into

the international champions league, where it remains to this day and is comparable with London, Paris and New York. After I gave up as an active solo dancer, I was around 30 at the time, I wanted to do my own thing; to inspire the people in Stuttgart – and in the whole world – with a more modern genre of dance. With challenging choreographies, original ideas, humour – but everything at a high level of dancing. I have managed to realise this vision since 2007 with "Gauthier Dance", the dance ensemble of the Stuttgart Theatre. Now I sit on the other side of the desk. As director of ballet I have to take care of everything, especially the finances. For the past two years, the city and state are supporting us with part of the budget. My sincere thanks for this. The rest we earn from many performances in Stuttgart and all over the world. And we are dreaming of putting on a major international dance festival in Stuttgart. This is a dream which, if everything goes right, will soon come true.

Stuttgart bars:

Superschanke

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

First it was an AGIP petrol station, then a car glass repair shop. After that it was vacant for several years. Now it is a bar and restaurant: the Superschanke bar in the Jägerstrasse in Stuttgart behind the old main post office has experienced

many remarkable transformations in its history. Where cars used to roll through the car wash are now tables and chairs. In the open kitchen they prepare daily specials from Monday to Friday. And in the evenings after 18.00, they offer sophisticated creations under the motto of "Garage Dinner" (only Mondays to Wednesdays). On other days in the evening, the Superschanke changes into a bar with a miniature dance floor and music played by various DJs.

The outdoor area of the Superschanke is surrounded by giant illuminated cubes. Inside is an unostentatious bar area and behind that is a second small room where you can either dance or eat depending on the time of the day or the day of the week. The man behind the Superschanke is Basti Sommer known to Stuttgart bar-hoppers as the ex-creator of the legendary Bravo Charlie, among other things. Address: Jägerstr. 19, 70174 Stuttgart, Tel. +49 711 3896-7137, www.superschanke.de



Unostentatious but still trendy: the bar area at the Superschanke.



Cool atmosphere à la Mondrian: the restaurant area at the Superschanke.



Today, the Bietigheim Schloss (castle) – here a partial view – houses the music school, adult education centre, the municipal cultural and sports department and a brewery.

Potential and projects

Many communities in the Greater Stuttgart region are important business locations in Baden-Württemberg. *Message* presents them in a separate series. In this issue: Bietigheim-Bissingen.

Very often hidden champions are adept at staying out of the limelight. Or did you know that Bietigheim-Bissingen is one of the richest towns in Germany? The large district town situated 19 kilometres to the north of Stuttgart was also the largest debt-free town in Baden-Württemberg at the turn of the year 2011/12.

One reason for the highly favourable financial situation of Bietigheim-Bissingen may be the impressive density of large and medium-size businesses in the town. For example, Dürr AG has had its head offices in the dual municipality since 2009. The company employs around 1,600 workers and mainly produces paint shops and production systems for the automobile and aerospace industries. About 390 employees work at Dürr Dental AG where they make dental equipment.

Attractive company location

Other industry giants in the town include Olymp Bezner GmbH & Co. KG. It is probably better known by its brand name Olymp and produces high-quality men's shirts and ties. The automotive supply industry is also represented in Bietigheim-Bissingen. Here the French company Valeo produces windscreen wiper systems, switches and sensors, while ZF Lenksysteme GmbH employs about 60 workers at its Bietigheim factory. Porsche also has several business

operations located in Bietigheim-Bissingen.

The dual-town of Bietigheim-Bissingen only came into existence as part of a territorial reform on 1 January 1975. The town of Bietigheim itself was first recorded in history as early as 789 AD, but cemeteries and other archaeological discoveries indicate settlements which date back even earlier. Bissingen can also lay claim to a history that goes back to the Middle Ages. Its first mention in historical records was in 870 AD. In 2011, the number of inhabitants in both towns was just under 43,000.



Eye-catching: The Villa Visconti with its modern flats and restaurant.

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TRADE FAIR CALENDAR

07.–10.10. | Motek

International trade fair for automation in production and assembly

07.–10.10. | Microsys

Technology park for micro and nanotechnology

07.–10.10. | Bondexpo

International trade fair for industrial bonding technology

11.–12.10. | Fachdental Südwest

Specialist exhibition of the southwest German dental industry

19.–22.10. | süback

Trade fair for the bakery and confectionery trades

22.–24.10. | parts2clean

Leading international trade fair for industrial parts and surface cleaning

05.–08.11. | BLECHexpo

International trade fair for sheet metal processing

09.–10.11. | wir heiraten!

The Wedding Fair

16.–17.11. | ANIMAL

The pet exhibition

16.–17.11. | Minerals, Fossils, Jewellery

16.–24.11. | Familie & Heim

The shopping and experience exhibition

18.–19.11. | Die Besten Jahre

The best years – The exhibition for staying active

21.–24.11. | Hobby & Elektronik

The technology exhibition for hobbies and electronics

21.–24.11. | Kreativ- & Bastelwelt

The exhibition for creative design

21.–24.11. | Modell Süd

The exhibition for model making and model railways

21.–24.11. | Spielemesse

The meeting place for excitement, fun and games

22.–24.11. | BABYWELT

The trade fair all about children



Hobby & Elektronik is the forum for technologically aware adolescents and adults.

Time for technology

A special topic during the Hobby & Elektronik presents future prospects to children and adolescents.

Experiencing research and technology at close quarters: this will be possible in the special section “Time for technology” (Lust auf Technik) during the public exhibition Hobby & Elektronik in Stuttgart from 21 to 24 November 2013. “With Klett MINT and the Baden-Württemberg State Ministry of Finance and Economics as partners, Messe Stuttgart and a large number of representatives from industry, commerce, science, politics and media will again jointly examine a topic which demands more public attention not only on account of the shortage of specialists at present, but also in the medium term,” says Roland Bleinroth, Manag-

ing Director of Messe Stuttgart, describing his company’s concern. “The objective of this special topic is to take account of the promotion of young people in Baden-Württemberg and fill young adults with enthusiasm for so-called MINT occupations; the abbreviation stands for mathematics, IT, natural sciences and technology.”

Obtaining information independently

Due to its technical orientation, Hobby & Elektronik provides precisely the right framework to tackle this topic. Young people can obtain information



Renowned companies and institutes will present their research results at the exhibition.

Foundation, Daimler AG Genius – the young knowledge community, experimenta gGmbH, the Laupheim Public Observatory and the “Youth Research” Foundation. During “Time for technology”, they will present the latest technical developments and research projects from the areas of mobility, production and manufacturing, aerospace, astronomy, energy and the environment. They will therefore provide an insight into the highly promising

future prospects which are available through training in MINT.

Messe Stuttgart and the Baden-Württemberg Ministry of Education, Cultural Affairs and Sport will invite school classes from Baden-Württemberg to attend the exhibition free of charge on 21 and 22 November 2013. School students will be able to take part in exciting workshops and numerous interactive events on both action days.

independently at this event and become more closely acquainted with the individual technical disciplines by means of a large number of exhibits and during workshops and talks. Messe Stuttgart is pursuing this objective, for example, in cooperation with its partner Klett MINT. “Our objective is to show young people the excellent personal development and career prospects in the areas of mathematics, IT, natural sciences and technology, and therefore counteract the shortage of specialists at the same time,” says Dr. Dierk Suhr, Managing Director of Klett MINT GmbH. “The special section ‘Time for technology’ in cooperation with Messe Stuttgart will provide young people with an ideal opportunity to combine practice and theory, and get to know competent contacts from companies involved in the fields of natural sciences and technology.” In addition to Klett MINT, the other partners include renowned companies such as the Baden-Württemberg

TRADE FAIR TICKER

20.–22.03. | eltefa

eltefa, trade fair for electrical engineering and electronics, expanded once again and attracted 22,826 trade visitors and 462 exhibitors – record figures for both groups.

26.–28.03. | R + T Asia

Total success: With a 25 per cent increase in exhibition space, 380 exhibitors from all over the world and a popular accompanying programme for experts, the leading Asian trade fair for roller shutters, doors/gates and sun protection systems attracted almost 18,000 trade visitors to Shanghai.

19.–20.04. | Invest

Just under 12,000 investors came to the leading trade fair and congress for finance and investment to obtain information on investment strategies and financial products. The largest meeting point for private and institutional investors in the D-A-CH-region was only slightly



Artificial vineyard: demonstration at INTERVITIS INTERFRUCTA.

below the figure for the previous year despite being shortened to two days.

24.–27.04. | INTERVITIS INTERFRUCTA

The International technology trade fair for wine, fruit, fruit juice and spirits was attended by 30,000 visitors from 60 countries. This was just under 6,000 fewer than in 2010 – after the duration of the event was reduced from five to four days.



Trade visitors to Motek will be able to obtain information at first hand on all relevant elements of automation technology.

Focus on automation

Quick, intensive acquisition of information: Motek, the carefully revamped trade fair of guest organiser Paul E. Schall, will focus even more on users in 2013.

Motek, International trade fair for automation in production and assembly, will once again set standards from 7 to 10 October 2013. “Every year it is remarkable to see the increasing number of automation system houses, robot technology system integrators and manufacturers of assembly systems and complete solutions,” emphasises the trade fair organiser Paul E. Schall.

“The range of handling technology, robot systems, material flow and conveying technology, and joining and connecting technology will also be further extended. This is an important advantage for customers and users, for example manufacturers of devices, subsystems and complete systems, or manufacturing end customers since they will be able to obtain information at Motek on all relevant automation elements and complete solutions in detail and as a whole.”

Creating additional value

Another practical benefit is produced by the cooperation, which started in 2013, between the world's leading trade fair Motek and xpertgate!, the leading online trade fair in all German-speaking countries. “The objective of the cooperation is to create additional value-added for exhibitors in the area of assembly systems and special machines, and especially for robot system integrators,” says Schall. “This will actually be achieved by

extending process chain-oriented presentations of assembly systems, robot system integrators and complete process solutions.”

In conjunction with the 7th Bond-expo, International trade fair for industrial bonding technology (please also read Page 29 in this respect), Motek is likely to bring together well over 1,000 exhibitors and more than 35,000 trade visitors at Messe Stuttgart this year. Motek will feature a carefully revamped concept in 2013: it will focus even more on system solutions and application orientation than in the past without neglecting the interests of designers, special machine manufacturers and system integrators. Another innovation involves the structuring of the Motek exhibition halls according to key topics and process orientation. “We are therefore taking account of the increasing and, above all, changed requirements of markets and users in regard to faster and more intensive acquisition of information,” stresses the trade fair organiser Schall.



Robotics and handling technology are two key topics at the Motek trade fair.

Fachdental Südwest 2013:

Latest product highlights

Fachdental Südwest has long made a name for itself as one of the largest and most successful regional exhibitions for dentists, dental technicians and dental assistants in Germany. More than 200 exhibitors will present the latest product highlights from their industry at Messe Stuttgart on 11 and 12 October 2013.

The new features of Fachdental Südwest will include, for example, the Alumni Lounge in cooperation with the Federal Association of Dental Alumni in Germany (BdZA). "By staging the Alumni Lounge for the first time this year, we want to promote the exchange of experiences between dentists to a greater extent and therefore make their attendance at the exhibition even more attractive," says Andreas Wiesinger, Divisional Director of Messe Stuttgart, explaining the new feature. The Alumni Lounge will



Fachdental Südwest is one of the largest German exhibitions for dentists.

be both a meeting point and forum for current and former dental students. The focal point of the Alumni Lounge will be the exchange of experiences between prospective and experienced dentists. Whether it's

a question of handing over/taking over a dental practice or finding the right practice manager, visitors to the Alumni Lounge will be able to talk to colleagues and expand their professional horizon.

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Golf- & WellnessReisen is the event of the year for golf enthusiasts.

siasts, Golf- & WellnessReisen has become the most important event of the year. Meanwhile, everyone knows: The golfing season starts here.

The mix of exhibition, training and playing opportunities, workshops, presentations, press talks, professional tips and a diverse stage programme make Golf- & WellnessReisen a top event for the whole sector.

The bottom line is a show tailored to demand that has for many years been increasing the quality of visitors and also ensured a good atmosphere among the exhibitors, as well as full order books. The B2B area has also been successfully expanded over the past five years. Golf- & WellnessReisen has developed to become an important meeting point for the sector. A place where professionals can initiate business relationships with manufacturers, associations, organisations, dealers or the media, as well as develop personal contacts.

The season starts here

Golf- & WellnessReisen celebrates its 20th anniversary.

At Golf- & WellnessReisen, the corks will be popping in 2014: The special event at CMT will be celebrating its 20th anniversary from 16 to 19 January. Which makes this show the oldest event, meanwhile also with the most visitors and greatest turnover, in the lifestyle balance/sporting seg-

ment in the German-speaking region. Since 1995, when Golf- & WellnessReisen started in Stuttgart, it has developed to become the largest and most important golf show in Germany. For providers of golfing holidays, equipment and fashion, as well as for clubs, associations and, of course, golf enthu-

Info exchange for “The Best Years”

Stuttgart consumer show for the 50 plus generation goes into its second round.

After the successful premiere last year, “Die Besten Jahre” will be held for the second time on 18 and 19 November 2013. For the continuously growing age group of the over-50s, the show is an ideal information exchange with a broad range of themes on offer. Renowned partners will provide visitors with the opportunity to obtain infor-

mation on offers which will enable them to organise the new phase in life independently and actively at the event within the framework of Messe Stuttgart’s autumn line-up (16 – 24 November).

A core feature of the show is the “Marktplatz Ehrenamt” (marketplace for volunteers). There people can obtain ad-

vice, without obligation, from selected partners and non-profit organisations on voluntary work after the end of their working lives. Among others, the following Messe partners will be represented: The German Red Cross in Baden-Württemberg, the VdK (German Hospitals’ Association), the Swabian Gymnasts’ Association, the State Senior Citizens’ Council of Baden-Württemberg, the Diocese of Rottenburg-Stuttgart and the State Working Group of Evangelical Seniors in Württemberg. In addition, visitors to the show will benefit from sport and exercise offers, health and cosmetic tips, presentations, workshops, hands-on activities, as well as information on “Granny Au Pair” or on how to issue the advance health care directive.

Keep fit, be an active volunteer: “Die Besten Jahre” presents many appropriate offers for seniors.



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“Leading light” in Nanjing

AMB China has become established as an industry meeting point for machine tools and precision tools.

AMB China has made a name for itself as an important industry meeting point for machine tools and precision tools. AMB China will be held for the third time at the Nanjing International Expo Center from 14 to 16 October 2013. The last event proved to be successful and expanded once again with 156 exhibitors from 12 countries and 8,147 visitors. The organisers are expecting further growth at this year's event.

Rapid market development

There is every good reason for anticipating further growth: as part of its 12th Five-Year Plan, the Chinese government is intending to promote precisely those branches of industry which rank among the key exhibition topics at AMB China. A development which is bound to lead to an increase in the number of exhibitors at the exhibition imported from Stuttgart.

In 2013 Baden-Württemberg will be represented for the second time at AMB China by a joint stand. The stronghold of the German machine tool and precision tool industry, and the leading high-tech region in Europe will therefore again provide its manufacturers with a platform to present products and technologies in the partner region Nanjing. This means that exhibitors will obtain access to a rapidly growing market. The latest figures from the Association of German Machine Tool Manu-



Key to markets: China is the largest individual market for the German machine tool industry ahead of the USA.

facturers (VDW) prove the following: China is the largest individual market for the German machine tool industry and purchased machines to a value of around €2.4 billion in 2012, i.e. more than twice as many machines as the second largest market, the USA.

An attractive accompanying programme on trend topics in the metal processing industry and for industry sectors with high growth potential under the direction of renowned Chinese industrial associations will round off the AMB China. Messe Stuttgart, the organiser of AMB China, boasts decades of experience in the implementation of trade fairs for the metal working industry. The parent exhibition AMB is held every two years in Stuttgart with great success.

Dr. Nils Schmid (4th from right), Baden-Württemberg Minister of Finance and Economics, celebrated the establishment of Messe Nanjing for the implementation of trade fairs and exhibitions on the growth market China in mid-October 2012 with the Managing Directors of Messe Stuttgart and Chinese partners.





Model making and model railway enthusiasts at Messe Stuttgart's autumn line-up.

Mecca for models

Everything will revolve around hobbies during Modell Süd 2013, part of Messe Stuttgart's autumn line-up.

Look, admire, participate and make purchases: all this and more will be possible at Modell Süd 2013 thanks to its varied mix of information, interactive events, shopping opportunities and shows. The wide-ranging exhibition area will extend from functional, plastic and cardboard modelling, and tools/materials through to rolling stock, landscaping, publishers and specialist media. Renowned exhibitors such as Carrera, Hornby, Märklin and Noch have said they will be attending Modell Süd 2013. Remaining true to the event concept, but full of new highlights, Modell Süd 2013 from 21 to 24 November 2013 will impress model making and model railway aficionados alike.

Great love of detail

In the area of model railways, for example, the popular N-Scale Convention organised by N-Club International e.V. will be staged for the eighth time. Friends of the N gauge will be delighted this year: in addition to tips, information and offers relating to the popular 1:160 gauge, they will be able to see different models and model railway systems with a great love of detail. Other gauges, e.g. H0 just like in 2012,

will be presented by the German Model Railway Association (MOBA) in a large model railway system in Hall 3.

Action and excitement

In the area of model making fans and handicraft enthusiasts will find everything their hearts desire. The Carrera Challenge Tour, the Devils Drift Crew and the Mini-Truck-Club Schwaben will provide action and excitement on three occasions. Speed and precision will be required when performing laps. The Indoor Flight Show will go up in the air. In addition to exciting helicopter and model aeroplane manoeuvres, exotic flying objects will be on display. Collectors will be in their element at Automania on 23 and 24 November 2013. Featuring around 100,000 model cars, this event will be all about haggling and swapping. According to the results of the visitor surveys, last year's event was extremely successful. More than 40,000 visitors came to Modell Süd 2012 where they stayed for an average of 4.6 hours. 82 per cent of surveyed guests came with a specific purchase intention and spent an average of around 330 Euros on their hobby during the exhibition.

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The Badische Staatsbrauerei Rothaus AG brewery has secured the naming rights to the 2.8 hectare Messe Stuttgart park.

Commitment to the Stuttgart location

Marketing partner of Messe Stuttgart: Badische Staatsbrauerei Rothaus AG.

Communication axis, green lung: From the very beginning, the 2.8 hectare green space between the halls at Messe Stuttgart has had numerous functions, but only one name: Rothaus-Park, after the marketing partner of Messe Stuttgart, the Badische Staatsbrauerei Rothaus AG brewery in the Black Forest. By acquiring the naming rights, the traditional company, founded in 1922 as a public limited company, showed from the very beginning its commitment to the new location of Messe Stuttgart, thus actively

supporting the trade fair company in the development of innovative financing models. At Rothaus, which is owned by an investment company belonging to the state of Baden-Württemberg, great importance has always been attached to proximity to nature in other respects too. The brewing water for the various beers still comes from the seven sources owned by the company itself. Management of the company was recently taken over by Christian Rasch, previously the Spokesman for the Board of Manage-

ment at Stuttgarter Hofbräu AG. Since 1956 the classics in the current range of Rothaus beers have included Rothaus Pils, which is particularly popular in the 0.33 litre bottle known as "Tannenzäpfle". It was the first beer from Rothaus with the label showing the Black Forest maiden holding two glasses of beer. Incidentally, Rothaus fans have given the lady the fictitious name of Birgit Kraft, based on the saying in Alemannic dialect "Bier git (= gibt) Kraft", or "beer gives strength".



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eat&STYLE 2013:

The marketplace for food and lifestyle

From 22 to 24 November 2013, eat&STYLE will transform Messe Stuttgart's autumn line-up into a temple of pleasure. For the fourth time, Germany's big cuisine, hospitality and decoration show will be held in Stuttgart, bringing TV chefs, top exhibitors and exciting worlds of experience together in Hall 7.

At this popular event, Fleet Foodshow, the organiser, will present the whole range of modern cuisine and good food, as well as the latest trends in dining culture, to lovers of the good life, gourmets and cookery enthusiasts. A highlight of the long weekend will be the big cookery show stage, where you can watch famous TV chefs and see them give away numerous secrets of their trade. It's also a tradition in Stuttgart that they take part in an autograph ses-



Looking, testing, buying: eat&STYLE shows the full variety of modern cuisine.

sion for their fans. At eat&STYLE, you can, of course, also try and buy as much as your heart desires. Famous exhibitors, from Germany and around the world, will present quality wines, the finest meat and fish products, cheese

and oils, seductive spices, exquisite chocolates and other delicacies. At the marketplace for food and lifestyle, specialties from individual manufacturers and regional providers will be waiting to be discovered by lovers of good cuisine.



Focus on small children: BABYWELT 2013.

BABYWELT 2013:

All for toddlers

During the three days of this event, from 22 to 24 November 2013 young parents and parents-to-be will be able to obtain useful information on the themes of pregnancy, birth and parenting at BABYWELT in Stuttgart. Whether with regard to a suitable car seat, the best care product or the most educational toy – for the well-being of the new generation, young parents have high demands and many questions. The consumer show all about children organised by Fleet Events GmbH provides the best answers.

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

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Total cleanliness

Efficient cleaning processes will be the focal point of the world's leading trade fair parts2clean from 22 to 24 October 2013.

It is now no longer a question of whether or not manufacturing companies have to clean produced parts. It has long been important how the cleanliness required for perfect quality can be attained quickly, efficiently and sustainably. parts2clean, which will be held in Stuttgart from 22 to 24 October 2013, will provide a complete overview of processes, methods, media and measures for cost-efficient cleaning based on individual requirements. The two-language technical forum during the world's only trade fair focusing exclusively on industrial parts and surface cleaning will also feature extensive know-how describing how processes can be suitably integrated in industrial parts and surface cleaning in a cost-optimised way. Whether simple degreasing or a complex cleaning task with residual dirt specification, a cleaning process is efficient if the required level of cleanliness is attained with high output and the lowest possible costs. For this purpose, the cleaning process must be ideally adapted to the particular cleaning task. The most important criteria

here are the material, size and geometry of the part, the type and quantity of the dirt, the stipulations relating to filmic and particular cleanliness, output and flexibility.

Presence of technology leaders

The following general principle applies: the higher the cleanliness requirements, the higher the cleaning costs. It is therefore worthwhile asking whether the cleanliness required for the individual part or the production step is actually needed. Reducing the amount of dirt brought in also naturally contributes to more efficient cleaning.

The exhibitors at parts2clean traditionally include nearly every market and technology leader in the different exhibition areas. In 2012 a total of 230 companies from 16 countries were represented in Stuttgart. This year parts2clean is being staged jointly by the previous organiser, i.e. fairXperts GmbH, and the new organiser, Deutsche Messe AG from Hanover.



parts2clean informs trade visitors about the latest state of the art in cleaning technology.



“wir heiraten!” is the platform for the wedding industry.

Tips for a dream wedding

Everything should be totally perfect on the best day of life. Professionals already help couples to plan their wedding.

The German Federal Statistical Office recorded exactly 387,447 marriages in 2012, i.e. around 10,000 more than in the previous year. There are naturally no limits on the costs for the best day of life. The record from 1981 is still held by Prince Charles and Diana at €74 million. Their son William and his wife Kate occupy third place in the roll of honour with wedding costs amounting to €23 million. According to the Internet portal “durchschnittliche.de”, couples in Germany spend an average of just under €12,000 on their wedding celebrations.

People wanting to get married have more than enough opportunities to spend money. Especially since an increasing number of couples want to make use of professional help in planning and staging their dream wedding. A wide range of services are available: wedding outfitters, florists, hairdressers and confectioners compete for the favour of bridal pairs together with decorators, photographer and car rental firms. Due to the extensive range of products and services offered by the wedding industry, it is now difficult to maintain an overview. During the wedding exhibition “wir heiraten!” in Stuttgart, a large number of companies and service providers will present products and services from all areas relating to marriage and celebrations. In addition to the exhibition, there will be a daily accompanying programme on 9 and 10 November 2013 featuring fashion parades, beauty shows, talks, live music, workshops and competitions. This means that there will be plenty of opportunities to calmly obtain information on how a wedding is turned into the best day of life.



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Bakery products are just one of many sources of income for modern bakeries.

High-tech meets craft

Modern operating technology helping bakeries to reduce their energy costs. On display at südback in Stuttgart from 19 to 22 October 2013.

The rising costs caused by the change to alternative energy sources represent a real challenge for the bakery trade. Solutions, including some of a highly individual nature, must be found. That's because every company operates slightly differently. During südback 2013, leading manufacturers of working and operating technology will exhibit the latest equipment – for both large bakers and smaller craft enterprises. Compared with 2011, the exhibition area at südback 2013 has increased by exactly 10,000 square metres to 52,000 square metres. This means that this year's event will be the largest ever südback. There will be ample space to show trade visitors from the industry the stainless steel powerhouses of bakery technology, i.e. ovens, refrigeration systems, kitchen systems and dishwashers.

All-rounders for higher sales

Using modern equipment, bakers can also turn current social trends into hard cash. One example: the continually increasing trend towards eating out. The expansion of the product range to include snacks is generating additional

sales for bakers and enabling them to stand out against competitors. Rational, the large and commercial kitchen specialist from Landsberg am Lech, has, for example, developed a multi-functional system with numerous uses. This system is already indispensable in restaurants, but also benefits bakers in particular. That's because the "white efficiency" self-cooking centre can be used as a shop baking oven, but also for roasting, frying and steaming. Even unskilled employees will be able to work with this system in next to no time. "Depending on the time of day, the system can be used to prepare breakfast components, schnitzels, meat loaf, pizzas, fried eggs or hamburgers," said Rational Spokeswoman Sabine Zimmerer. The system also offers recommendations as to what dishes can be cooked together. A new, ingenious method of distributing heat and moisture means that the self-cooking centre can hold 30 per cent more. In turn this means that it reduces the cooking time by 30 per cent and energy consumption by 20 per cent compared with other combined steamers. A genuinely compelling argument as we move towards alternative energy sources.

Bondexpo 2013:

Bonding technology, a growth industry

Bonding, sealing, insulating, moulding and foaming: with these technologies and their application, Bondexpo (International trade fair for industrial bonding technology) has become established as a globally recognised business platform for its industry in a short space of time. It will be held for the seventh time on the Filder from 7 to 10 October 2013 and concurrently with Motek (International trade fair for automation in production and assembly). The guest organiser Schall counted over 100 exhibitors from ten countries at the previous year's event. "Bondexpo is therefore taking a leading role in a rapidly growing trend both in the industrial use of all kinds of adhesives and in the area of future-oriented process solutions for combining new materials," emphasises the trade fair organiser Paul E. Schall. "Producers of adhesives,



The industrial use of adhesives will be the focal point of the Bondexpo trade fair.

sealants, insulating materials, moulding materials and foam materials are taking account of the rapidly increased demands from product development, production and assembly, and are offering practical innovations in these areas. During the 7th Bondexpo, users will

obtain a complete overview of detailed and system solutions." During the concurrent event Motek, users will be able to obtain information on automated process solutions and the automation of bonding, sealing, insulating and moulding applications.

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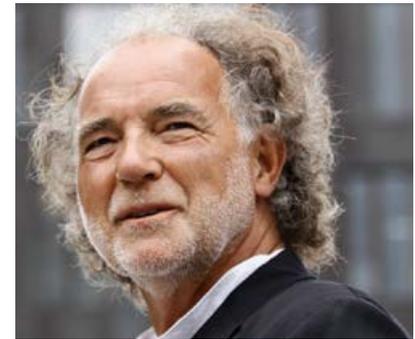
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DER KREIS, a network for kitchen specialists, will present the latest trends in design and technology under the direction of Ernst-Martin Schaible (below) at Familie & Heim (16.–24.11. 2013).



Expertise of the best in the sector

Crowd puller at Familie & Heim: the 10th International Kitchen Exhibition.

At the largest centre for kitchen expertise in the Stuttgart region, customers will find competent, owner-managed, certified specialist retailers with excellently trained personnel that understand their profession and provide customers with individual advice.

Benefits for trade fair customers

“Each of the numerous members of our association is familiar with the latest kitchen trends thanks to the continual specialist further training provided by the DER KREIS Akademie,” says Ernst-Martin Schaible, head of the Leonberg-based purchasing association, describing the benefits for trade fair custo-

mers. “The installation teams are highly qualified. Our member companies attach particular importance to service after the purchase. Individual solutions are not a problem, but indeed a challenge for the kitchen specialist.”

DER KREIS is now Europe’s most important network of kitchen specialists, with over 2,700 kitchen retailers as partners in eight countries in Europe. “For our customers, this means a concentration of expertise from the best in the sector, the exchange of experience on the European level, passion and the joy of visions,” says Ernst-Martin Schaible, founder and managing partner of the association. In addition, this year there will be a special presentation

during the popular consumer show Familie & Heim, the shopping and experience exhibition. Owners and modernisers of terraced houses can obtain exclusive information on modern kitchen design for the renovation of terraced and detached houses.

With the special exhibition DEUTSCHLAND BAUT UM (Germany is converting), DER KREIS will demonstrate the implementation of the current study carried out on the initiative of the DER KREIS Anja Schaible Stiftung (foundation) in cooperation with the universities of Wismar and Coburg – to engage and promote the next generation of talented young designers for the kitchen sector.

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2013



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



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



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



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



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



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



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



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



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



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



2. Faszination Modelltech
Internationale Messe für
Flugmodelle, Cars & Trucks
21. – 23.03.2014 Messe Sinsheim



13. Control Italy
Fachmesse für
Qualitätssicherung
27. – 29.03.2014 Messe Parma / Italien



13. Motek Italy
Fachmesse für Produktions-
und Montageautomatisierung
27. – 29.03.2014 Messe Parma / Italien



16. Agri Historica
Traktoren – Teilemarkt – Vorführungen
26. – 27.04.2014 Messe Sinsheim



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



12. Optatec
Internationale Fachmesse für optische Technologien,
Komponenten und Systeme
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4. Stanztec
Fachmesse
für Stanztechnik
03. – 05.06.2014 CongressCentrum Pforzheim



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



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



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



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



31. Modellbahn
Internationale Modellbahn-Ausstellung
20. – 23.11.2014 Messegelände Köln

2014



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Even in the modern era of computer games board games are still popular among adults.

Playful Stuttgart

South Germany's largest exhibition for games offers visitors something of everything.

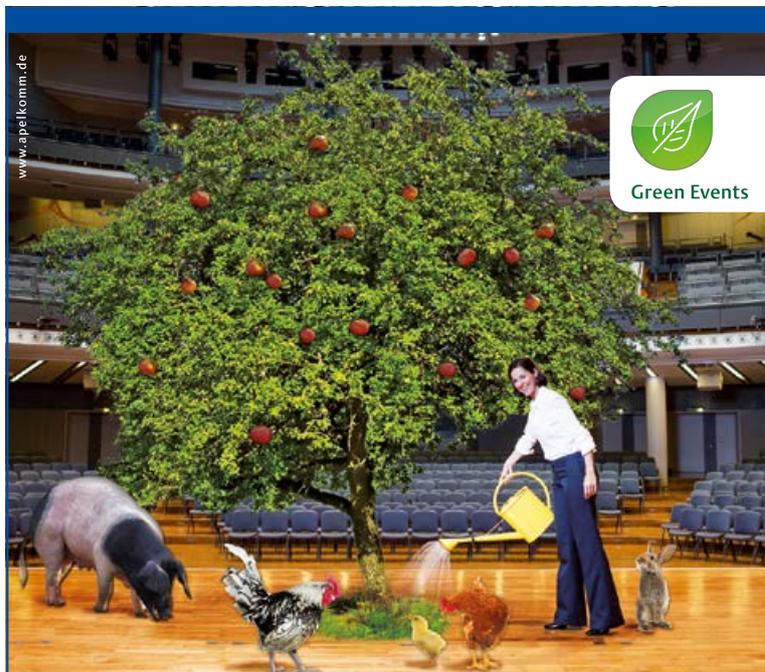
Educational games, card games, board games or toys: from well-known classics through to the latest game trends from all over the world, exhibitors will present everything the heart desires at the "Spielemesse" from 21 to 24 November

2013. This year the L-Bank Forum (Hall 1) at Messe Stuttgart will also again be transformed into a large games room for young and old alike. It will be a meeting place full of excitement, fun and games for the whole family.

The "Spielemesse" will be the venue for the School Board Game Championships for the first time this year. This competition is open to pupils from the 3rd class onwards. During the run-up to the competition, every participating school will receive a package of games to be played during the Championships. The winning teams from the qualifying rounds in schools will compete against one another at the "Spielemesse" on 22 November 2013.

Educationally valuable

Under the motto "Playing makes you clever", the School Pupil Action Days "Stuttgart Spielt" will be held on 21 and 22 November 2013 for kindergarten children and pupils from Baden-Württemberg, who will meet to play, learn and have fun with exercise in the Games and Exercise Rally. The Action Days, which are being supported by the Baden-Württemberg Ministry of Education and Cultural Affairs, will focus on the aspect of active learning and encourage children to take more pleasure in exercise. The children will receive a games passport and will be able to play against professionals. Children who have collected all the required stamps in their passport will have the opportunity to win prizes in the draw. Attendance at the exhibition on these two days will be free of charge for children and school pupils up to the age of 16. As recognition of educationally valuable games, the German Learning Game Prize will be presented on the first day of the exhibition.



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Pet market as an economic factor

Around 22 million pets live in German households and generate very high sales.

The Germans spend a great deal of money on the well-being of their pets: according to a joint study by the Industrial Association of Pet Care Producers (IVH) and the German Pet Trade and Industry Association (ZZF), the total sales in the industry in 2012 amounted to €3.867 billion, i.e. 2.2 per cent more than in the previous year. Compared with 2011, the market volume for pet food grew by 2.5 per cent to around €2.949 billion. Sales amounting to €928 million, i.e. an increase of 1.3 per cent, were recorded in the segment "pet supplies and accessories".

These increases do not apply solely to Germany. That's because food, supplies and services for pets are a global and robust growth market. This is the result of the 2013 Pet Study by Mars GmbH in Verden an der Aller. The share of medicaments for hobby animals alone – i.e. dogs, cats, small animals and horses – has risen by 44 per cent in Germany since 2003. Every year total sales of €5 billion – distributed across many sectors – are achieved just through people owning



Cost factor: in 2012 Germans spent around €3.867 billion on their pets.

dogs. The revenues from dog tax also fill the coffers of local authorities. According to the German Federal Statistical Office, a sum of around €275 million was collected from dog tax in Germany in 2011. ANIMAL, a

must-attend event for animal lovers and current and would-be animal owners, will be held on 16 and 17 November 2013 as part of Messe Stuttgart's autumn line-up and will feature everything which pets need.

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Trade Fair People: "Do you know ...?"

Susanne Kirschbaum

There are people that are simply made for a life at Messe Stuttgart. And Susanne Kirschbaum is certainly one of them. Born in Offenhäusen on the Swabian Alb, this bundle of energy has been head of the Press Centre for the past two years now, a role which involves the most varied of tasks and is thus ideal for such an all-round talent.

"My job involves recruiting and organising our ten press hostesses, ordering food and drinks for journalists and, most importantly, sending out the press releases," says Kirschbaum, describing her busy schedule. She also writes to the exhibitors, advises them on the advantages of booking a press conference and supports them as they prepare for the event. "I also plan and organise our own press conferences and photo sessions in close collaboration with the respective communications managers," adds Kirschbaum. For the CMT travel fair alone, 50 press conferences have to be coordinated, 30 to 40 of which take place in the first six trade fair days. And, of course, with as little overlap as possible while keeping everyone happy.

A demanding, and sometimes stressful, task for people with tact and sensitivity.

In her "second" job, Kirschbaum is team head of the Marketing Communication division, one of the cross-sectional departments at Messe Stuttgart which is involved in all events, i.e. both guest fairs and congresses, in one way or the other. Here, the hotel industry graduate is responsible for press and order management, among other things.

After a business diploma, twelve years in the hotel sector, which included the Hilton in Munich, London, Zurich, as well as managerial assistant and training manager in the Ramada-Hotel in Sindelfingen, what exactly brought Kirschbaum to Messe Stuttgart six years ago? Her training in customer service that she learned from the ground up. Furthermore, in addition to being an enthusiastic rider and skier, she can be described as a tolerant and cosmopolitan person who, helped by her fluent English, French and Indonesian, can seamlessly adapt to foreign customers and cultures. The trade fair couldn't ask for anyone better.



Four trade fairs for visual communication:

Attractive trade fair quartet

EXPO 4.0 is growing and has now added the theme of promotional items to the trade fair portfolio for trade visitors in Hall 2. Exhibitors at the new GiveADays are manufacturers, importers and wholesale traders of promotional items who supply products for resale. Machinery and tools for the labelling and finishing of promotional items will also be on display in the Stuttgart trade fair halls from 13 to 15 February 2014. During the GiveADays expert forum, visitors will have the chance to attend talks free of charge and find out more about the latest trends and innovative ideas from this industry.

With GiveADays, the successful EXPO 4.0 now comprises four trade fairs addressing the theme of visual communication. At TV TecStyle Visions, Europe's leading international event for textile decoration and promotion, more than 230 exhibitors

will be showcasing their products and services in the coming year. Furthermore, the TV TecStyle Visions event boasts a comprehensive supporting programme with a number of fashion shows, special exhibitions, the TV Expert Forum and the Golden Shirt Award.

During wetec 2014, trade visitors will be presented with new products from the world of advertising technology, digital printing and signage for the second time in Hall 8. The only advertising technology trade fair in the south of Germany also draws visitors from the neighbouring countries of Austria and Switzerland.

DS TEC will be showing visitors to EXPO 4.0 just what digital advertising and information systems have to offer traditional signmakers. Namely, as an additional modern feature to signage solutions already available and thus an ideal opportunity to expand the product and service portfolio.

Minerals, Fossils, Jewellery:

Larger portfolio

When the doors to Stuttgart's "Minerals, Fossils, Jewellery" trade fair open from 16 to 17 November 2013, visitors can expect to be greeted by an even larger selection of products. In addition to the classic showpieces from the areas for minerals, fossils, precious stones, healing crystals, shells and snail shells, the theme of jewellery and how it is made is a further addition to the programme, which has been reflected in the name since the event this spring.



New focus: Jewellery and how it is made.

PET-VET 2013:

Even more benefits

Messe Stuttgart and the Baden-Württemberg wing of the Bundesverband Praktizierender Tierärzte (bpt – Federal Association of Practising Veterinarians) are making further improvements to the PET-VET event. The mandatory annual date for veterinarians, veterinary nurses and veterinary assistants will be extended by one day, taking place this year from 6 to 8 December.

“This change is our response to the request from a number of exhibitors for an extension of the accompanying trade fair,” explains Andreas Wiesinger, division head at Messe Stuttgart. “At the same time, there is plenty of interest in the congress and we are now able to offer our visitors greater flexibility with this additional day.” An important feature of PET-VET is the strong practical aspect, which will be additionally supported by the extra day for the congress elements.



The veterinary trade fair PET-VET will be extended by one day in 2013 at the request of many exhibitors.

LOUNGES/VISION PHARMA:

New trade fairs

2014 will see two new trade fairs added to the Messe Stuttgart portfolio, with the company having recently signed a three-year contract with organiser Inspire GmbH. Companies from the areas of high-purity media and clean-room technology will be present at LOUNGES, while the partner event VISION PHARMA will be the new expert forum for suppliers from the pharmacy and biotechnology segments. Both concepts will be rounded off with talks and demonstrations, among other things.

“The two new events perfectly complement our previous portfolio,” says Ulrich Kromer, Management Spokesman of Messe Stuttgart, with regard to the contract. “They form the thematic bridge between our trade fairs for process technology, such as VISION and O&S, and the future market of health care management with Stuttgart events such as PFLEGE & REHA.”

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Trade Fair Partner: Profi-Tess



Customer service: Employees from Profi-Tess at the trade fair counter.

Collaboration in partnership

Without hostesses, events and congresses would not be possible. At Messe Stuttgart, Profi-Tess provides a professional service.

Appropriate behaviour, a good knowledge of languages, a quick grasp of things and a pleasant appearance: the demands made on trade fair hostesses are high. And for good reason too: these hostesses, in addition to the trade fair employees and those of the exhibitors, represent the “face” of the company for visitors. Messe Stuttgart has relied on the services of the Profi-Tess agency in Stuttgart-Feuerbach since 2004. “We have had a collaborative partnership with Messe Stuttgart since 1996,” says Profi-Tess Managing Director Udo Kümmerle. “Since 2004, we have been providing hostesses for the trade fairs. In 2005, Profi-Tess became a contractual partner of Messe Stuttgart and has since also looked after the exhibitors.” The company was founded in 1986 as a traditional hostess service and was, at that time, one of the first service providers for this industry in Stuttgart and Baden-Württemberg. In 1999, the founder of the company sold it to owner-operated T.I.M.E. Veranstaltungsservice GmbH. This event management company kept Profi-Tess as an independent brand, further expanding it to become a complete personnel service provider that not only places trade fair, service, VIP, press and chief hostesses, but also moderators, cloakroom personnel, assembly assistants and many more. Profi-Tess has ten permanent employees and a pool of 5,000 trade fair hostesses in the region of Stuttgart alone.

Company Portrait: Festool Group GmbH & Co. KG



With electric tools made in Germany, Festool is leaving low-price competitors in the shade.



Festool manufactures its high-quality products in Neidlingen.

Electric tools made in Germany

The Festool Group attaches the greatest importance to Germany as a location. And the success achieved here has proven it right.

Do-it-yourself instead of buying everything in: What may first appear outdated in these times of globally extended workbenches, is one of the main recipes for success from the Festool Group GmbH & Co. KG in Wendlingen. The producer of high-quality electric tools thus still manufactures its tools and most important components in Neidlingen, around 20 kilometres from the headquarters in Wendlingen. Despite cheap competition from abroad, tools are produced here for all trade applications – from cordless screwdrivers to circular hand saws, from mills and grinders to polishers, as well as numerous other electric and pneumatic tools. “Our name has always been synonymous with quality, precision and innovation,” says Managing Director Christian Oltzsch, explaining the company philosophy of the Swabian medium-sized enterprise. The fact that tradesmen have always played a part in the development process is also a long-standing tradition at Festool: “This is the only way to produce tailor-made tools used by professionals, tools that make their work easier, quicker, more effective and ergonomic,” explains the company head, speaking from experience.

In addition to the high-quality products, the Wendlingen company also provides its customers with a comprehensive service. There is a three year guarantee on all products, which includes any repair costs and the exchange of selected wear parts.

RETRO CLASSICS:

Location secured

As the basis for a further expansion and long-term commitment of the classic car exhibition RETRO CLASSICS to the city of Stuttgart, Messe Stuttgart and RETRO Promotion GmbH from Renningen have jointly established a new company, RETRO Messen GmbH.

The new company will act as the organisation partner and exclusive licensee of the brand name rights of RETRO CLASSICS for exhibition purposes. "With the foundation of RETRO Messen GmbH, we have found an attractive and sustainable solution to the successful, continued development of RETRO CLASSICS together with our long-term partner," says Messe Stuttgart Managing Director, Roland Bleinroth, outlining the advantages to the agreement. "With the new structure, we will be further expanding the potential of RETRO



The classic car trade fair RETRO CLASSICS will remain in Stuttgart for some time to come.

CLASSICS and will continue to write its success story," adds Karl-Ulrich Herrmann, Managing Director of RETRO Promotion GmbH. Landesmesse Stuttgart GmbH owns a majority interest (60 %) in the company RETRO Messen GmbH. Karl-Ulrich Herrmann will hold the post of Managing Director of the new company. He is also Managing Director of the co-shareholder RETRO Promotion GmbH. In addition to RETRO CLASSICS in Stuttgart, the company will also manage the RETRO CLASSICS exhibition appearances in Wels (Austria) and Zu-

rich, as well as "Euro Motor" in Munich and the event "RETRO CLASSICS meets Baroque" in Ludwigsburg. Other events of RETRO Promotion GmbH will also remain within its portfolio. The administration building of Messe Stuttgart will be home to RETRO Messen GmbH.

Messe Stuttgart has been organising RETRO CLASSICS together with partner RETRO Promotion GmbH since 2001. In 2013, the classic car event once again saw record numbers attend, filling the entire exhibition grounds, trade fair piazza included.



Art in the VIP lounge: Painter Frank Gyjho (right) and sculptor HWP Diedenhofen.

ARTISTS' GALLERY 2013:

Creative platform

The ARTISTS' GALLERY will be held in the L-Bank Forum (Hall 1) during Kreativ- & Bastelwelt, which is taking place from 21 to 24.11.2013. This event for artists and art lovers will see professionals host workshops and demonstrations on the various techniques, provide expert artistic advice, showcase art schools and introduce art trips, as well as present an exhibition of works from national and international artists in the areas of painting, sculpture, graphic design and photography.

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Trade Fairs – Markets

The world's leading trade fair R+T is a major export success for Messe Stuttgart.

Export hit R+T

Stuttgart's leading international trade fair R+T is breaking its own records and gaining ground on the world stage.

Kai-Uwe Grögor, Managing Director of BVT-Verband Tore (National Federation of Door & Gate Manufacturers), sums it up: "The latest technological developments, concentrated to such an extent only here at R+T, is what makes this trade fair a magnet for visitors from both home and abroad." R+T Project Manager Sebastian Schmid is thus already expecting R+T in Stuttgart to "sell out down to the last metre when it takes place from 24 to 28 February in 2015". A promising outlook for the celebrations in 2015 when the leading world trade fair for roller shutters, doors/gates and sun protection systems will be marking exactly 50 years in the state capital Stuttgart.

It is a success story that continues to be written around the world. At the end of March this year, the industry's leading Asian trade fair, R+T Asia, came to a successful close in Shanghai; at the end of September R+T Russia in Moscow. And the third offshoot of Stuttgart's

trade fair flagship, R+T Turkey, will be launched from 7 to 10 November 2013 in Istanbul. In the future, the key players of the proposed industries will meet in Turkey every two years at the first trade fair focussing on roller shutters, doors/gates and sun protection, as well as the window and glass industry.

Well positioned internationally

R+T Turkey is being organised by Messe Stuttgart subsidiary, Messe Stuttgart Ares Fuarcilik Ltd. Sti., which is also responsible for the leading bakery and confectionery trade fair in Eurasia, IBATECH Istanbul, among other things. The leading international trade fair for carpets and flooring DOMOTEX Middle East will be taking place parallel to R+T Turkey 2013. Another new R+T will be held from 21 to 23 August 2014 in Melbourne, Australia. What else is to be expected from such a successful Stuttgart export!



Trade fair duo "Blechexpo/Schweisstec": optimally navigated by trade visitors.

Practical double-pack

Trade fair duo Blechexpo/Schweisstec will be presenting the international scope of sheet metal processing and joining technology in 2013.

1,000 exhibitors at the trade fair duo Blechexpo (International trade fair for sheet metal processing) and Schweisstec (International trade fair for joining technology): Guest organiser Schall is confident the magical 1,000 mark will be reached on 5 November. This would mean a gross area of over 85,000 square metres and the halls 1, 3, 4, 5, 6, 7 and 8 filled to capacity. "Trade visitors can thus expect a compact layout that is optimally navigated," explains Project Manager Monika Potthoff. "It will be possible to quickly change from Blechexpo to Schweisstec, with the associated advantages for both exhibitors and trade visitors."

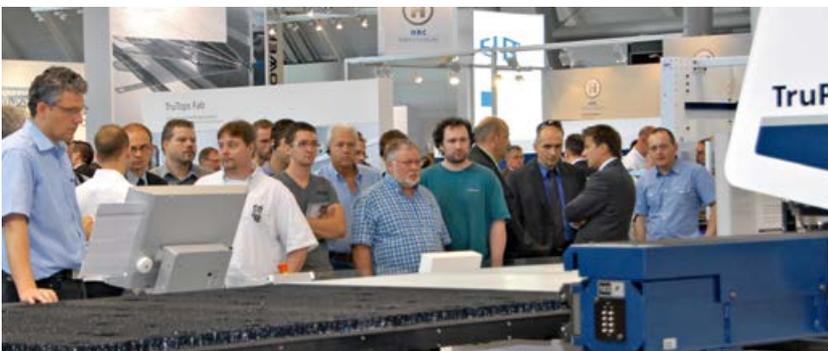
One of the new additions to Blechexpo/Schweisstec, taking place from 5 to 8 November 2013, is the technology park Coilex, with production facilities

for the mass production of electromechanical and mechatronic components from coils and rolls, such as transformer plates and winding materials.

Joint stand for start-ups

"Another new feature is our joint stand, an inexpensive one-time service for start-ups and newcomers," says Potthoff. "Here, we are providing these types of businesses with the opportunity to present their products and services to an international specialist public, businesses who would otherwise only have limited resources for the necessary marketing measures."

The trade fair duo Blechexpo/Schweisstec 2013 covers almost the entire scope of services for industrial sheet metal processing and joining technology.



Blechexpo/Schweisstec: the international spectrum of sheet metal processing and joining technology in Stuttgart.

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MESSAGE PORTRAIT



Hakan Gençoğlu is Managing Director of Messe Stuttgart Ares Fuarcilik Ltd. Sti. and has been involved in the trade fair business for more than 30 years.

Successful partnership

Portrait: Hakan Gençoğlu, Managing Director of Messe Stuttgart Ares Fuarcilik Ltd. Sti.

Nobody knows the modern Turkish trade fair business better than Hakan Gençoğlu, Managing Director of Messe Stuttgart Ares Fuarcilik Ltd. Sti. The trading partner of Messe Stuttgart employs nine members of staff at its headquarters in Istanbul.

In 1982, business graduate Gençoğlu quit his post as lecturer at the University of Istanbul and organised a book fair, the first of its kind back then in Turkey. “At that time, the new Prime Minister Turgur Özal was introducing democratic reform to the country,” remembers Gençoğlu. “Good for the country, good for the economy.”

And good for Gençoğlu’s first trade fair. Its resounding success left him wanting more and successful events

focusing on other areas followed. This included numerous trade fairs which Gençoğlu introduced to the current partnership three and a half years ago, such as Photo & Digital, the motorbike and accessories trade fair Motoshow, the international trade fair for refrigeration technology COOLEXPO, and, last but not least, the extremely successful IBATECH.

“The partnership with Messe Stuttgart started with this leading trade fair for the bakery and confectionery trade in the Eurasian region and its Stuttgart equivalents südback and Sachsenback,” explains Gençoğlu. Negotiations began in 2009, in 2010 Messe Stuttgart came on board as a partner. “On account of the strong

economic ties between Turkey and Baden-Württemberg, it was only logical for Messe Stuttgart to become actively involved,” explains Bernhard Müller, Department Head of Messe Stuttgart International (MSI).

“With R+T Turkey, which will be taking place in Istanbul for the first time from 7 to 10 November 2013, we will be establishing one of Stuttgart’s flagship trade fairs in a thriving Turkey,” says Gençoğlu confidently. And there are more to follow. Which will no doubt leave the trade fair manager and family man less time for his wife and two children, or his hobby – flying his own small Cirrus SR 22 aircraft. Juggling responsibilities is something he’s well used to by now though.

Targeting business travellers

Stuttgart is developing a new Stuttgart After-Business App especially for trade fair and congress guests.

Whether lone national or international guests, or visitors to a trade fair or congress: business travellers represent enormous potential for the overnight tourism sector. At 66 percent, the 2.5 million business travellers make up the largest group of overnight guests in the Stuttgart region. An additional eight percent of overnight stays are made by travellers who combine their business trip with private interests. The region of Stuttgart has thus become one of the first destinations in Germany to specifically target this attractive group of travellers with tailored



The new Stuttgart After-Business App is specifically aimed at the business traveller.

offers as part of its marketing strategy. With the Stuttgart After-Business App, Stuttgart-Marketing and Regio Stuttgart are looking to draw the attention of business travellers to what the city and region have to offer in terms of tourism. "With this new service, we want to highlight the many interesting aspects of this region for professional travellers, leaving a positive impression with them so they go on to tell others about how great this part of Germany is," explains Armin Dellnitz, Managing Director of Stuttgart-Marketing GmbH and Regio Stuttgart Marketing- und Tourismus GmbH. "Our long-term goal is to bring them back on a purely recreational basis." The app can be accessed quickly and conveniently via smartphone (Android/iOS), where information can be called up in the categories of Gastronomy, Entertainment, Workout & Spa, Shopping, Top Events and Tourism Highlights, all related to the entire Stuttgart region. Link to the app: www.stuttgart-tourist.de/stuttgart-afterwork

LMS Internal

Safety on the trade fair grounds is an important issue, with the men and women of the plant fire brigade among those people responsible. At the start of July 2013, the team saw 13 new people join its ranks. Firemen **Thomas Bosch**, **Christian Eisenlöffel**, **Dennis Engelfried**, **Stefan Fischer**, **Benjamin Funck**, **Michael Golowanow**, **Rainer Herrmann**, **Thomas Kimmich**, **Yves-Pascal Pasquini**, **Stephan Schenk**, **Dirk Schilder**, **David Weiß** and firewoman **Beate Wegner** will now be responsible for ensuring Messe Stuttgart is ready for action seven days a week, 24 hours a day – for the protection of the exhibitors, visitors and employees.

There have also been personnel changes at Messe Stuttgart International: **Andreas Schnabel** is the new department head and responsible for Inbound Business and the International Pavilions. Schnabel has been working at Messe Stuttgart since 2008 and was previously Team Manager for INTERVITIS INTERFRUCTA. He has already gained a wealth of experience abroad through the international marketing of the technology trade fair for wine, fruit, fruit juice and spirits.

There have also been staff changes to the area of Finances & Personnel. Since the beginning of May this year, **Thomas Mühleck** has been Head of Accounting.



The privately run 4 star superior hotel is located in the heart of Echterdingen, near the airport and new trade fair of Stuttgart.

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Congresses driving revenue

Conferences and congresses play an important economic role: for Messe Stuttgart and the region.

Almost 2,000 congress participants over four days: The 37th Joint Meeting of the German, Swiss and Austrian societies for ultrasound in medicine and the 25th Congress of the European Federation of Societies for Ultrasound in Medicine and Biology (EFSUMB), taking place at the same time from 9 to 12 October 2013, are important events for the ICS International Congress Center Stuttgart. Exploring the motto

of “Science and Education”, this is where the crème de la crème of those involved in international ultrasound in medicine come together to share thoughts and ideas. There are up to 500 talks planned for this high-calibre event and the congress will be accompanied by an exhibition. When the doors to the ICS open on 9 October, Division Director Stefan Lohnert and his team will see almost

Congress guests are particularly favoured by regional hotel and economic sectors.

four years of acquisition and planning come to fruition. “After the actual acquisition phase, depending on the size of the event, one or two project managers take over the planning of the congress and the accompanying exhibition,” explains Karolin Blessing, Marketing & Sales Manager in the Guest Events division. Contractual partners of Messe Stuttgart are also involved to ensure the event runs smoothly, responsible for everything from the sophisticated congress technology to the catering, from the stand construction to the cloakrooms.

Large events are not only important for driving revenue for the ICS International Congress Center and Messe Stuttgart, but also for the regional economy. According to Stuttgart-Marketing GmbH, the approx. 2.5 million business travellers represent the largest target group (66 percent) of overnight guests in Stuttgart and the region. Those participating in congresses are particularly favoured by the hotel, gastronomy, retail, cultural and recreational sectors. According to Stuttgart-Marketing, business travellers spend an average of two days in the region, with travellers attending events like the congress for ultrasound in medicine staying three or four days. “Most visitors to events like these sign up for the entire event,” says Blessing, speaking from experience. Why? Doctors can collect their legally required further training credits here.



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Cateringservice an Ihrem Messestand





Stefan Lohnert, Division Director of Guest Events, with the Sales team and Meike Poweleit (2nd from left, Project Management Team Head).

Messe Stuttgart Guest Events Division:

Top-class service from a single source

The Guest Events division has been re-structured: The acquisition of events will now follow a cluster strategy, which will primarily focus on the areas of medicine and healthcare, the automotive sector, IT, trade and energy. In every sector, there is a sales team with a contact person who is familiar with the market and knows how to meet the requirements of its customers. There will no longer be any separation of the trade fair halls and the ICS International Congress Center Stuttgart when it comes to managing events: service will now come from a single source. "With this restructuring, we are raising the profile of Stuttgart as a destination," explains Stefan Lohnert, Division Director of Guest Events. "We want to be the number 1 choice for trade fairs and events in Germany that address the automotive sector, IT, medicine, energy and trade – with a positive impact on the hotel, restaurant and cultural

industry within the region." Mirjam Hägele has been part of the Sales team since September. The experienced saleswoman was previously involved in banquet sales for ARAMARK Restaurants GmbH, the catering partner of Messe Stuttgart. Ulla Göransson is also supporting the team. The sales assistant is one of Messe Stuttgart's junior employees and will soon be completing a business studies course (trade fair, congress and event management) at the Ravensburg Cooperative State University. Also new to the team are Hanna Hofmann and Sandra Tersteegen. Hofmann was previously Senior Client Service Manager Aircraft Charter at Pro Sky in Cologne and will be joining the Trade Fairs, Corporate Events and Congresses project management team. Tersteegen will be doing the same, having previously worked at Hamburger Hagenbeck Veranstaltungs GmbH in trade fair sales.

CONGRESSES & EVENTS 2013

09. – 12.10.2013
**37th Joint Meeting of
 DEGUM, SGUM, ÖGUM/
 25th Congress of the
 European Federation of
 Societies in Medicine
 and Biology (EFSUMB)**
 Organiser: German Society of
 Ultrasound in Medicine

**19.10.2013 Celebration
 of Trade 2013**
 Organiser: Chamber of Crafts
 Stuttgart Region

12. – 13.11.2013
PTC Live Stuttgart
 Organiser: PARAMETRIC
 TECHNOLOGY GMBH

18.11.2013
Bachelor's Night 2013
 Organiser: Duale Hochschule Baden-
 Württemberg, Stuttgart

20. – 21.11.2013
**8th Stuttgart
 Fire Protection Days**
 Organiser: Beton
 Marketing Süd GmbH

27. – 29.11.2013
STUVA Conference 2013
 Organiser: Studiengesellschaft für
 unterirdische Verkehrsanlagen e. V.

14. – 15.12.2013
**SEMF Stuttgart Electronic
 Music Festival 2013**
 Organiser: SEMF GmbH

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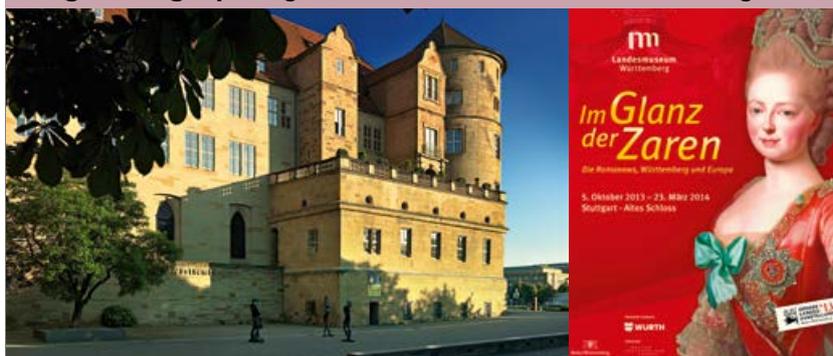
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Sightseeing Tip: Large state exhibition, Altes Schloss (Stuttgart)



The tsars in old Württemberg

Pomp, pageantry, politics: This extensive state exhibition provides an insight into the relationships between the Romanovs and the House of Württemberg.

Five marriages, four generations, one history: 2013 marks 400 years since Michael Fyodorovich was elected Russian tsar and thus became the founder of the Romanov dynasty. For this reason the Landesmuseum Württemberg has devoted itself to exploring the relation-

ships between the Russian tsar house and Württemberg in its extensive exhibition, "The splendour of the Tsars. The Romanovs, Württemberg and Europe", open from 5th October 2013 to 23rd March 2014. The House of Württemberg had a closer relationship with the

The extensive state exhibition on the Romanovs and the House of Württemberg brings the pageantry of the tsardom to life.

Romanovs than with any other European dynasty. Pomp, pageantry and politics are at the centre of the exhibition in the Altes Schloss. The focal point of the presentation are treasures brought from top-class museums in Germany and Russia. Ornamental furniture, evening gowns, jewellery, paintings, gold and silver bring the splendour of the tsars to Stuttgart. This extensive state exhibition is a unique opportunity to present this topic with a regional and European dimension. It was created in collaboration with seven Russian museums and castles in St. Petersburg and Moscow. Over 150 objects, paintings, sculptures, furniture, jewellery, gold, silver and porcelain are on display in Stuttgart. For more information please visit: www.zaren-stuttgart.de



Tigris – Contortion and hula hooping.

A farewell with bite

Stuttgart's long-established Friedrichsbau Varieté said farewell to its old venue with a "show with bite". MAGIC VAMPIRES is a magical mix of acrobatics, dance, magic, comedy and body art, presented by a first-class company of artists who tell the chilling story – set in Transylvania, naturally – through various characters and artistic performances. Directed by Ralph Sun and showing from 13th September to 31st December, this will be the last performance to be staged at the Friedrichsbau. For more information please visit: www.friedrichsbau.de

HIGHLIGHTS 2013/14

until 13.10. Cannstatter Volksfest (Stuttgart beer festival)
Cannstatter Wasen

05.10.2013 – 23.03.2014
The splendour of the tsars – Romanovs and Württemberg
Landesmuseum Württemberg
(Altes Schloss, Stuttgart)

12.10.2013 – 16.03.2014
Inca – Kings of the Andes
LindenMuseum, Stuttgart



19. – 20.10.
Filderkrautfest (Filderstadt Cabbage Festival)
Leinfelden-Echterdingen

26.11. – 22.12. Esslingen
Medieval & Christmas market
Marktplatz, Esslingen

27.11. – 23.12. Stuttgart
Christmas Market
Marktplatz/Schillerplatz

Restaurant Tip: "Mangia e Bevi" (Stuttgart-Plieningen)

Rustic yet modern

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

The historic external facade of the trattoria "Mangia e Bevi" with its exposed half-timber frame is a real eye-catcher in Stuttgart-Plieningen. The multi-storey building, built circa 1900, used to be a farm.

Today it houses an outstanding traditional Italian trattoria, just a few minutes' drive from the Messe Stuttgart and the airport. Here, in a rustic, stylish ambience, Gino Iacona serves his guests with the cuisine of his homeland – from South Tyrol, through Tuscany, right down to Sicily.

He offers a wide selection of dishes, focusing on classics that would appear on the menu of any good Italian restaurant: Bruschetta or carpaccio as an-



Half-timbered on the outside, trattoria on the inside: The "Mangia e Bevi" restaurant in Stuttgart-Plieningen.

tipasti, spaghetti carbonara or lasagne al forno amongst the pasta dishes, saltimbocca alla romana or piccata alla milanese in the meat section, gilt-head sea bream or calamari in the fish. Pizzas – which are rather unusual in an Italian trattoria, but we are in Germany, after all – are baked in a wood-fired oven. For more information, see: www.mangiaebevi-plieningen.de

Hotel Tip: Hotel Unger (Stuttgart)

Private hotel with a long tradition

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

For trade fair and conference attendees, travelling salespeople or city tourists for whom a central location is key, the Hotel Unger, with its 114 rooms, has been a top location since 1958. Right in the thick of things and yet still peaceful, the four-star hotel is located just a few minutes from Stuttgart's castles, the state gallery, state theatre and the Stuttgart art museum. Stuttgart's "Königstraße" shopping mile, is just a stone's throw away and there are excellent links to the trade fair, thanks to the hotel's proximity to the central train station (three minutes) and the S-Bahn (100 metres). The rooms in Stuttgart's largest private hotel are furnished with natural wooden furniture, have WiFi and wired internet throughout and are mostly fitted with a noiseless and draught-free air conditioning unit. From "Standard" single rooms to "Deluxe" double rooms with a balcony and king-size beds, the hotel has something for everyone. Prices for single rooms start at 82 euros at weekends to 106 euros during the week. A double room costs as little as 115 euros at weekends and 148 euros during the week – a breakfast buffet with many regional products is always included.

At the Hotel Unger we take pride in creating an "artistic" atmosphere: Pictures, mosaics and cabinets project this image from the basement to the seventh floor. "The main thing that distinguishes us from other hotels is our popular summer exhibitions held in our hotel lounge, featuring local Baden-Württemberg artists," says hotel manager Peter Weishäupl. More information at: www.hotel-unger.de



Cosy, familiar and right at the heart of the city: Hotel Unger.



A double room at the Unger costs from 115 euros – breakfast included.



What is the source of the strength of Baden-Württemberg's economy and, ultimately, the entire German economy? Surely it is its capacity for innovation. This has played a significant part in our achieving economic prosperity in the past few years and decades, and has also guided us safely through the recent economic crises so far. Top quality technical products are Germany's strength. Over 30,000 research and innovation companies regularly bring



Dr. Dierk Suhr, Managing Director of Klett MINT GmbH, Stuttgart.

new products onto the market. The annual export of technological products made in Germany currently totals around 500 billion euros. In order for Germany to be able to continue to bear the title of world export champion, it is important to enthuse young people – both male and female – about technology at an early age, thereby creating a new generation of scientific and technical professionals. Even today, Baden-Württemberg has a shortage of about 100,000 qualified personnel, particularly in technical fields such as automotive and mechanical engineering, information technology and electrical engineering. In light of this, Klett MINT – which stands for Mathematik, Informatik, Naturwissenschaft

“Highlighting development prospects”

und Technik (mathematics, information technology, science and technology) – supports the “Lust auf Technik” (Time for Technology) theme park at the public Hobbies & Electronics exhibition, as the official partner and part of Stuttgart's Klett Group. Here, well-known exhibitors from the fields of industry, economics, science and research use interactive exhibits and exciting workshops to awaken in pupils a fascination with technology and the associated MINT careers. In doing this we as a company, and the Messe Stuttgart, are pursuing an important socio-political goal: To highlight the excellent personal development prospects available in these areas to young people and thereby counteract the shortage of skilled workers. This will ensure that Baden-Württemberg remains in the future what it already is today: great.

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