



03 | 2014

4 Euro

Message

Trade Fairs Congresses Events

Traditional event



Innovative crafts and trades
südback 2014

World trade fair



High-tech platform
VISION 2014

Tourism classic



Great atmosphere
Christmas Market 2014



Growth prospects

At last more exhibition area
with the new trade fair hall 10

2014

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

20. Druck+Form
 Internationale Fachmesse
 für die grafische Industrie
08.-11.10.2014 Messe Sinsheim

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

13. Faszination Modellbau
FRIEDRICHSHAFEN
 Internationale Messe für Modellbahnen und Modellbau
31.10.-02.11.2014 Messe Friedrichshafen

31. Internationale
Modellbahn-Ausstellung
 Internationale Ausstellung für Modellbahn und -zubehör
20.-23.11.2014 Messegelände Köln

19. Echtdampf-Hallentreffen
 Dampfbetriebene Modelle von Eisenbahnen,
 Straßenfahrzeugen, Schiffen und stationären Anlagen
09.-11.01.2015 Messe Karlsruhe

3. Faszination Modellbahn
 Internationale Messe für Modell-
 eisenbahnen, Specials & Zubehör
06.-08.03.2015 Messe Sinsheim

3. Faszination Modelltech
 Internationale Messe für
 Flugmodelle, Cars & Trucks
20.-22.03.2015 Messe Sinsheim

14. Control Italy
 Fachmesse für
 Qualitätssicherung
26.-28.03.2015 Messe Parma / Italien

14. Motek Italy
 Fachmesse für Produktions-
 und Montageautomatisierung
26.-28.03.2015 Messe Parma / Italien

17. Agri Historica
 Traktoren – Teilemarkt – Vorführungen
18.-26.04.2015 Messe Sinsheim

29. Control
 Internationale Fachmesse
 für Qualitätssicherung
05.-08.05.2015 Messe Stuttgart

6. Control China
 Fachmesse für
 Qualitätssicherung
August 2015 SNIEC Shanghai/China

34. Motek
 Internationale Fachmesse für
 Produktions- und Montageautomatisierung
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05.-08.10.2015 Messe Stuttgart

24. Fakuma
 Internationale Fachmesse
 für Kunststoffverarbeitung
13.-17.10.2015 Messe Friedrichshafen

12. Blechexpo
 Internationale Fachmesse
 für Blechbearbeitung
03.-06.11.2015 Messe Stuttgart

5. Schweisstec
 Internationale Fachmesse
 für Fügetechnologie
03.-06.11.2015 Messe Stuttgart

2. Coilex
 Technologiepark zur Fertigung
 mechatronischer Komponenten
03.-06.11.2015 Messe Stuttgart

13. Optatec
 Internationale Fachmesse für optische Technologien,
 Komponenten und Systeme
07.-09.06.2016 Messegelände Frankfurt / M.

5. Stanztec
 Fachmesse
 für Stanztechnik
21.-23.06.2016 CongressCentrum Pforzheim
2015
2016

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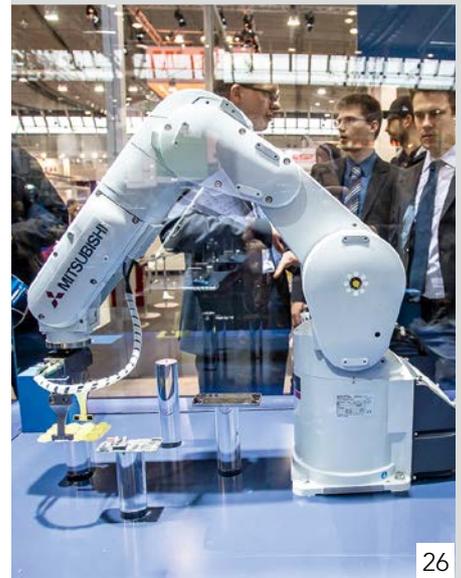
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The topic of sustainability was the focus at auto motor sport i-Mobility, the Green Festivals in the USA and at Consense (from left to right).

Naturally sustainable

Top location for high-tech events, platform for successful events on the trendy theme of sustainability: Messe Stuttgart is two in one.

Sustainability plays a significant role at Messe Stuttgart. For example in the portfolio for consumer events concerned with healthy nourishment, fair trade, intelligent mobility and ecological building. The eight spring trade fairs in Stuttgart, including the Markt des guten Geschmacks – the Slow Food Exhibition, the auto motor und sport i-Mobility and FairHandeln, impressively overtook two previous records this year with more than 1,360 exhibitors and around 85,000 visitors. The conclusion from Roland Bleinroth, President of Messe Stuttgart: “Stuttgart is thus not only a high-tech location, but also a capital for sustainability.

The Stuttgart-based spring trade fairs demonstrate content and political commitment.”

On the other side of the Atlantic the series of “Green Festivals” sustainability exhibitions taken over by Messe Stuttgart also scored best ratings. For example the Green Festival in New York at the end of April. The 200 exhibitors, sponsors, partners and non-profit organisations enthralled around 20,000 visitors with their products at the exhibition centre on Pier 94.

Their exuberance was shared by Corinna Basler, President of Green Festivals Inc., who was delighted with the wide-ranging offer and numerous US VIPs who have a penchant for a natural, healthy lifestyle. The New York event was followed by the Green Festivals in Washington D.C. (31 May – 1 June) and Los Angeles (12 – 14 September). The Green Festivals in Chicago (24 – 26 October) and San Francisco (14 – 16 November) are still to come in 2014.

“The takeover of the Green Festivals, which are an important series of consumer shows on sustainability in the USA, represents a milestone in our strategy towards internationalisation,” says Messe Stuttgart President

Bleinroth. “The contents of the Green Festivals are a perfect match to our spring trade fairs in April with their eight thematic areas on sustainability.”

Another successful know-how and competence transfer when it comes to consumer shows is the sister of the “Slow Food Exhibition” in Switzerland, the Slow Food Market. It will take place in Zurich on 14 to 16 November 2014 (read more on page 18).

Ecology and economy

The technology trade fairs at Messe Stuttgart also focus on the thematic area of sustainability – perfectly in tune with the economic structure of the Baden-Württemberg region: the WORLD OF ENERGY SOLUTIONS demonstrates how battery, fuel cell and hydrogen technologies and new mobility solutions will influence the energy industry in future.

Consense, the Stuttgart trade fair and congress, is the leading industry meeting place for sustainable building, investment, operations and maintenance. The Messe Stuttgart trade fair flagships AMB and R+T also focus on questions of energy efficiency.



Messe Stuttgart sets standards in ecology when it comes to its own buildings.



Messe Stuttgart is also expecting an excellent financial year in 2014.

Messe Stuttgart:

Well above target

Messe Stuttgart closed the 2013 financial year with total earnings amounting to € 98.8 million. Profits before tax were € 2.2 million. This is the fifth time in succession that Messe Stuttgart has posted positive results in the sixth year of operation since its move to the new site.

At the beginning of the year, the executive management assumed there would be a slight drop in operating results for 2013 since it was an odd-numbered year when some major trade fairs with high visitor and exhibitor figures did not take place. "Better results by some fairs and guest events and a number of one-off events led to the positive results," explains President Roland Bleinroth.

After Messe Stuttgart announced its best ever trade fair year in its history in 2012 – on the 5th anniversary of its presence at the new fairgrounds – similar reports of success are expected for 2014. The first projections are a definite indication of this. The targets were exceeded for the consumer shows and trade fairs in the first two quarters of this year. The CMT holiday exhibition set new standards: the 2014 event had the best attendance figures of all time. INTERGASTRA, the trade fair for committed hosts from the hotel and gastronomy segments posted a new exhibitor record.

Excellent results are also expected for the events in the second half of the year. "We can already say now that in 2014, we will again be the exhibition centre with the highest attendance figures in Germany," says President Ulrich Kromer with delight.

The final building comes with a delay of 18 years. When architects Tobias Wulf and Kai Bierich presented their draft for the construction of the new trade fair complex in Stuttgart in February 2000, they foresaw ten exhibition halls and two distinctive entrances at the West and the East ends. For cost reasons one hall was omitted in the planning phase and the West entrance was downsized. Another reason was that few of the political players were at all convinced that Messe Stuttgart would be capable of utilising double the exhibition space capacity than the old Killesberg location in so short a time.



Markus Vogt,
Company Spokesman for
Landesmesse Stuttgart GmbH

The completion

In the end, Messe Stuttgart was capable. Since the move to the Fildern site, the company has achieved growth rates which have made the Stuttgart trade fair location into the leading exhibition centre in Germany. Consequently the decision is also correct: Hall 10 will be built and the West entrance in the direction of Leinfelden-Echterdingen will be upgraded. The new hall is due to be opened in 2018, thus completing the ensemble of buildings comprising the Messe Stuttgart campus. This issue of *Message* provides details of the construction project as well as the first photos. Hall 10 offers our prestigious events in the trade fair portfolio the opportunity of continued growth. New events will be added. One of them is MouldingExpo. The International Trade Fair for Tool, Model and Mould Making will celebrate its première in Stuttgart on 5 to 8 May next year. Messe Stuttgart is expanding its product portfolio in the area of industry trade fairs with MouldingExpo. Read more in this issue.

Before the première of MouldingExpo, Messe Stuttgart will celebrate two anniversaries in the coming year: the company will be 75 years old and R+T Stuttgart, the world's leading trade fair for roller shutters, doors/gates and sun protection systems, will be celebrating its 50th anniversary. For you, dear Readers, we have compiled the first information on the anniversary fair. We hope you enjoy reading this issue of *Message*.



Old-time racing flair: The RETRO RACE brought remarkable motorcycles and race cars to the open-air exhibition area.

RETRO RACE 2014:

Live racetrack atmosphere at the Messe Stuttgart

Shimmering air, roaring engines, exciting demo races: during the first RETRO RACE on July 19th and 20th, the open-air exhibition areas of the Messe Stuttgart were converted into an old-time racetrack.

On the approximately 2.4 kilometre long circuit, rare race cars and motorcycles really opened it up. Over the two days of the event, legions of auto-

mobile and motorcycle fans came to the plains of Filderstadt to watch pre-war race cars in action.

The main event of RETRO RACE was the demo races of historic race cars and vintage vehicles. At the start of the event's première, there were extraordinary race cars including a 1999 Dodge Viper with 650 HP and a Hildegas from 1959, which had

caused quite a stir at the legendary Indianapolis in the US. Famous motorcycles brought back the glory days of the Solitude Race.

“We are happy that the festival launch was such a success,” said organizer Karl Ulrich Herrmann of RETRO Messen GmbH. And he promised: “We’ll have another RETRO RACE on July 18 and 19, 2015.”

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

“Growth that bucks the trend”

Despite all the unrest in our world, “Messe Deutschland” is flourishing again, especially in the trade fair sector. Rarely has there been so much positive news from the various trade fair centres in Germany and their subsidiaries abroad.

Our trade fairs in Stuttgart and abroad have grown right along with this. In a current study, the HHL Leipzig Graduate School of Management has certified that in the past two years, we have been one of the fastest growing trade fair centres in Germany and we still are. Our AMB 2014, the INTERGASTRA, this year's südback, and many other events offer impressive evidence of this. That's why we also want to build an additional exhibition hall.

It is interesting that the B2C trade fairs (consumer shows) have been being “talked about” for some time now. Similar to the trend in various print media, we are constantly hearing about the supposed end of classic consumer shows. In keeping with the various trends and the ever more special interests of our company, we have developed a whole range of “special interest B2C trade shows.” For example, the Slow Food trade fair, the FAIR HANDELN, KREATIV, and GARTEN, and many more. Others are on the way. The study by the HHL Leipzig Graduate School of Management also confirms that we enjoy a leadership position in the consumer show sector as well. And – most important of all – we must succeed in growing against the general trend.

As long as trade fairs – regardless of whether they are now B2B, i.e. trade fairs, or B2C – remain multifaceted and focused at the same time, as long as they continue to respond to the suggestions and wishes of the exhibitors, to appreciate the interests of the visitors, and in this connection, the organizer understands its role as a service provider that is now „dependent” on both sides, I am not worried that trade fairs will lose their importance as a “marketplace,” as a “meeting place,” and as an incubator for business. I am looking forward to seeing you again, dear reader, at one of our trade fairs.





Sound Lighting Video

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

Your authorised partner of the Stuttgart Trade Fair Centre



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VERANSTALTUNGSTECHNIK



With the new hall 10, Messe Stuttgart's exhibition area will increase to about 120,000 square metres altogether.

Growth prospects

AMB, Blechexpo, CMT, INTERGASTRA, LogiMAT, R+T, RETRO CLASSICS: Many Stuttgart trade fairs need more space. In 2018, the new hall 10 will be ready.

If Lothar Horn had his way, the new exhibition hall 10 would already be standing: "We have made our stand bigger at the AMB now for the second time – vertically instead of horizontally", exclaims the Managing Director of Hartmetall-Werkzeugfabrik Paul Horn GmbH and Chairman of the German Engineering Federation (VDMA) for Precision Tools regarding his problems with space. "As we are expecting further

growth for the AMB as well as for our company, an addition exhibition hall is an absolutely necessity." Peter Kazander, event organiser for the LogiMAT intralogistics fair, is of a similar opinion: "By 2017/2018 at the latest, this additional capacity will be urgently needed for LogiMAT. Furthermore, I hope that hall 9 will be incorporated better than before through the improvement measures of the west gate." Arthur Bechtel, Senior

Manager of Arthur Bechtel Classic Motors in Böblingen (Germany), would also like to increase the size of his trade fair stand at the Stuttgart historic and classic car exhibition RETRO CLASSICS, which is currently allocated about 600 square metres of space in the L-Bank Forum (hall 1): "About a quarter more should do it."

Three votes representing the wishes of many exhibitors. Messe Stuttgart will soon be able to fulfil them: In the even numbered, and thereby traditionally strong, trade fair year of 2018, the new exhibition hall 10 is due to start business; the cornerstone will be laid in the autumn of 2015. In July, consent was given by the supervisory board, the state of Baden-Württemberg, the city of Stuttgart and the Stuttgart regional assembly. In addition, the west gate of the trade fair centre will be made bigger by



"We have been fighting at the CMT for years to get more space. This is a leading trade fair that is of great importance to us as manufacturers from the south."

Bernd Wuschack, Managing Director
Carthago Reisemobilbau GmbH



In front of the newly created west gate will be the west piazza – with direct connection to the U6 suburban railway stop.

about 3000 square metres and thereby significantly enhanced.

“The new hall will provide new prospects for expansion of our events which are already reaching their capacity limits,” says Ulrich Kromer, president of Messe Stuttgart. This includes events such as the world’s largest public trade fair for tourism and leisure, CMT, and the international meeting point for the metalworking industry AMB. Thanks to the new building project, expansion can also be enjoyed by R+T, the world’s leading trade fair for roller shutters, doors/gates and sun protection systems, the central meeting place for the international historic and classic car community RETRO CLASSICS, the leading trade fair for catering businesses INTERGASTRA and many other events, such as the LogiMAT or the Blechexpo from Paul E. Schall. More-over, the new exhibition hall will also allow better use of the trade fair grounds from two sides and make it easier to distribute and manage the flow of visitors at different events.

Planning in 2000 was realistic

“With the experience of almost seven years in operation, it is evident now that

the initial plans from the year 2000 with ten exhibition halls were realistic”, confirms the head of the exhibition centre, Kromer. “Right from the very start, Stuttgart’s trade fair grounds have boasted some of the best capacity utilisation across Germany. Due to the high number of new events that were added in recent years, we have been able to increase our turnover much faster than originally anticipated. Now we are able to satisfy this demand in future, too. This also has positive impacts on commerce, industry and restaurants in the neighbouring towns and communities.”

Details of the planning project are as follows: The new hall 10 will have an exhibition area of 14,600 square metres, which places it in terms of size between the standard halls and the high hall 1

(L-Bank Forum) in the east, and will adjoin hall 8 directly. Messe Stuttgart’s overall exhibition area will then be about 120,000 square metres. Hall 10 will be erected on a site currently used as a car park, which means that it is already tarmacked.

Reinterpretation rather than copy

Formally, the new build will have cues from the existing trade fair centre but instead of copying the design from 2000, Kai Bierich from “wulf architekten” reinterpreted it. The curved roof will have its own striking profile and will feature a timber frame instead of the steel structure currently used for the halls. Nevertheless, the new build will fit sensibly into the existing trade fair



“We have made our stand bigger at the AMB now for the second time, vertically instead of horizontally. A new exhibition hall is an absolute necessity for our continued growth.”

Lothar Horn, Managing Director of Hartmetall-Werkzeugfabrik Paul Horn GmbH



At the Exhibition for Metalworking AMB (left) and the trade fair for tourism and leisure CMT, space has been in shortage for a long time.

complex. “Also because we have adopted the existing geometries and angles”, explains Bierich. “The new build will afford above all the west part of the trade fair centre, towards Leinfelden-Echterdingen, a nicer appearance.” And, in this way, the trade fair of short distances will be brought to fruition in terms of design as well.

Extension of “green lungs”

By upgrading the west gate – as an equivalent of the larger east gate – there will be additional, versatile congress and seminar rooms in the upper floor area. With an overall space of about 640 square metres and with the same high standards as the ICS International

Congress Center Stuttgart. In addition, the plans make provision for shops and another restaurant on the ground floor which – as with the existing restaurants – overlooks the Rothaus park. The “green lungs” of the trade fair site will also be made bigger through the west gate improvement measures: by almost 55 metres.

In front of the newly created west gate will be the trade fair centre’s west piazza. And it will serve as a multi-functional area. “Primarily, it will be an entrance area for our visitors and exhibitors of course”, explains Thomas Glawa, authorised representative of the building contractor Projektgesellschaft Neue Messe GmbH & Co. KG (PNM). “In addition, we can also use it during

the construction phases as a supply area for trade fair logistics. And, if required, it could act as another exhibition site for special shows or events. Such as the historic and classic car exhibition RETRO CLASSICS.”

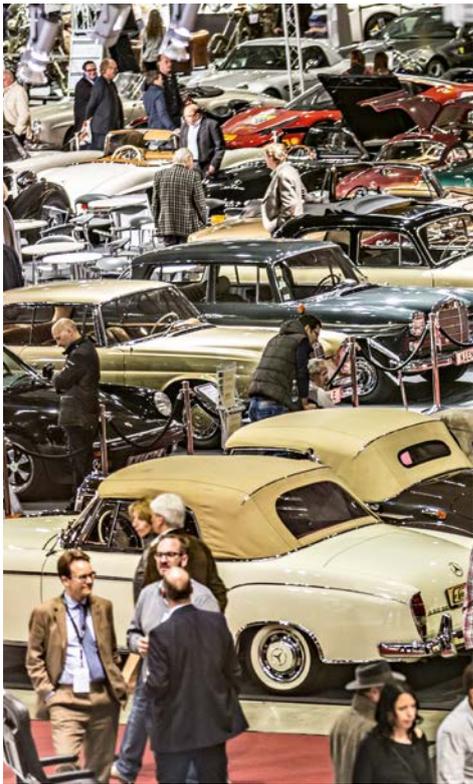
Right next to the west piazza of the trade fair site will be the new suburban railway stop for the U6 line in future. Stuttgarter Straßenbahnen (SSB), the city’s tram company, was incorporated into the plans at an early stage. With the tram stop, it will be even easier to reach the trade fair site and environmentally friendlier, too. Transparency and sustainability – as has long since been the case – also play an important role in the new build. Lots of daylight is let into the hall through large glass panes. This will save electricity during the operating and construction phases. The roof will be covered with vegetation and, as with the other halls, will feature a photovoltaic system.

“Furthermore, we will construct a combined heat and power plant”, explains PNM representative Glawa. “It will produce electricity for the whole exhibition site in future and can also cover hall 10 at peak loads. It will be housed



„By 2017/2018 at the latest, LogiMAT will urgently need this additional capacity. I also hope that hall 9 will be incorporated better through improvement of the west gate.“

Peter Kazander, event organiser of the intralogistics fair, LogiMAT



Many other exhibitors at RETRO CLASSICS (left) and the R+T also want to expand.

with the energy technology in the ICS. Planners cleverly looked ahead and have already made provision for an additional boiler.”

Comprehensive information policy

Considerable impacts on the environment, natural surroundings and population are not expected, Glawa claims, in the course of improving the quality of the trade fair site on the Filder plains. This has been verified by extensive expert reports.

Furthermore, Messe Stuttgart places great importance on a comprehensive information policy before and during the construction phase. Kromer: “It is our intention to inform the public about all phases of construction with the utmost of transparency.”

The current cost estimate for the expansion is around € 67.5 million. The trade fair organisation will finance the new build from its own resources. There will be no grants or subsidies for this from the city or state.

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TRADEFAIR *Leinfelden-Echterdingen* CITY

Leinfelden-Echterdingen is the nearest town to the new Stuttgart trade fair centre. And the town has everything you'd expect from an exhibition venue, with hotels, restaurants, culture, nature, and sports and relaxation facilities. For more information, please visit www.leinfelden-echterdingen.de



Leinfelden-Echterdingen – where else.



Is the economy in the Stuttgart region losing touch with international developments? This is the warning given by a CoC study.

Is Stuttgart's leading position at risk?

According to a study by the CoC Stuttgart region, small and medium-size companies are taking decisions about the future innovative capacity of the region.

Highly competitive global players, internationally successful medium-size companies, a dense network of highly specialised supply companies and service providers and in addition, close collaboration with universities and research institutes are the pillars of stability on which the leading position of the metropolitan region of Stuttgart stand. According to a study commissioned by the CoC Stuttgart region and other CoCs in Baden-Württemberg, small and medium-size enterprises (SMEs) can expect to play an especially important role here.

The analysis carried out by the Fraunhofer Institute for Systems and Innovation Research (ISI) confirms the leading position of companies when it comes to value creation, productivity, investment in research and develop-

ment (R&D) and patent applications, but reveal "significant weaknesses", according to the CoC Stuttgart region. One of the results of the study states that many SMEs fail to "develop systematically any new fields of activity" and are reticent in their search for new markets and technologies. The ISI analysed firms with a workforce of less than 500 employees.

In some cases, many SMEs in the region remain at the forefront when it comes to innovativeness and competitiveness. But there is a major risk that SMEs are lagging behind in important high-tech fields compared to other metropolitan regions. According to the CoC study, these fields include key future technologies such as new materials, optics, control and instrumentation and medical equipment. The CoC

says that SMEs are also trailing behind in the use of new processing technologies, such as lightweight materials and composites. The CoC sees further confirmation of their results in the gradually decreasing number of patent applications by SMEs. Meanwhile, over 90 percent of all patents are applied for by large enterprises.

Not losing touch

"The study provides valuable indications for all companies who are thinking about their future sustainability in the Stuttgart metropolitan region," stresses CoC Managing Director Andreas Richter. "This is a call to action for the people responsible in the companies themselves, state politicians as well as associations and organisations

Three questions for:

Ernst-Martin Schaible

Managing Partner
DER KREIS Einkaufsgesellschaft für
Küche & Wohnen mbH & Co. KG



1 DER KREIS has had a strong influence on the German and European kitchen industry. What is its recipe for success?

In the 1970s, kitchens were mainly sold by large furniture stores. At that time, the rather small kitchen speciality stores were not taken seriously by the industry and had rather poor purchasing conditions. I already had a concept to solve the problems of conditions for specialised shops in my drawer. In 1979, I implemented the concept and founded the purchasing co-operative called DER KREIS. The agreement for marketable purchasing conditions became the success factor for specialised kitchen dealers. Today, the small firms which were once neglected by the industry have become regional market leaders. In 35 years, DER KREIS has grown into a systems network with over 2,700 member firms in eight European countries.

2 What economic results are you expecting in 2014?

The quality and design of the products are at the highest level in the world. Ultimately, cooking and enjoying good food gave German cuisine a boost by the many cooking shows broadcast on all TVchannels. DER KREIS

expects good results this year for kitchen specialists due to this development and steadily rising demand by consumers for customised kitchen design. Not least because specialists plan kitchens which are worth their price. Anybody can sell discounts. But quality keeps a kitchen's life very long.

3 What kitchen trends will there be at the Familie & Heim show?

At the top of the list at D'Familie & Heim are innovative and combinable materials such as ceramics, glass and paints. The haptic structures of wood reproductions which even experts could not differentiate from the original. Consumer preferences have drifted towards the open kitchen and also the desire for kitchen islands. Kitchen specialists from the region will exhibit different sample layouts for kitchens which are planned taking habits and ergonomics into account and leaving nothing to be desired. Discounts are quickly forgotten when a kitchen is well planned. Visit our stand. We are awaiting you in Hall 4.

such as the CoCs who act as company consultants and supporters.”

In order to improve access to new technologies and their practical implementation in companies, SMEs need “partners, service providers, consultants, forms of mutual exchange, joint ventures and better access to universities and scientific institutions,” according to the CoC. Richter also appeals to companies not to rest on their laurels: “Dynamic growth in the Asian and American markets are vital for the survival of our industry which exports two thirds of its products. We must not lag behind in technological developments because the competition never sleeps,” emphasises the CoC boss. The state's subsidy policies should therefore be examined and better adapted to the needs of SMEs, explains the CoC. The CoC demands, for example, that the state should expand the system of innovation certificates which was well received by companies. These certificates subsidise innovations from Baden-Württemberg to the tune of €10,000.

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Manche tun alles, um unserem Ideenreichtum auf die Spur zu kommen.



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Prof. Dr.-Ing habil Prof. Dr. h.c. mult. Hans-Jörg Bullinger, Member of the Senate of the Fraunhofer Gesellschaft.

“Stuttgart should be a pioneer”

Swabians do not like to praise themselves. So I shall take it upon myself to do this now on behalf of us all. When it comes to research and development, we in Baden-Württemberg and in Stuttgart are very well positioned as one of the main centres within the entire economic region. For example, when it is a matter of innovative strength. This is revealed by a study entitled the European Innovation Scoreboard (EIS) undertaken by the European Commission in Brussels. Among the 70 regions examined in Europe, we are the number 1 – followed by Bavaria. A key indicator for innovative strength used to gauge economic performance is the percentage quota of research applications in relation to gross national product. In this point Baden-Württemberg stands at over four percent. The industrial location of Stuttgart of course profits from this. For the sake of comparison, the EU strives to aim for the major target of three percent. Germany achieves this – but only just.

So that we can remain at the top in future, we in Stuttgart and throughout Baden-Württemberg must continue to work on the future sustainability of our industrial location.

I would like to mention two lighthouse projects: first, the study “Production work of the future – Industry 4.0” by the Fraunhofer Institute of Labour Economics and Organisation (IAO) which is the basis to create the fourth industrial revolution and the vision of factory work of the future. It is also a key topic at the International Exhibition for Metalworking (AMB). Second, the “City of Tomorrow”, with solutions for urban life in the future: new mobility concepts; town districts which generate their own power and heat; electric cars which also act as power storage devices; and intelligent houses in which the elderly can also live comfortably and safely. We already have the technical requirements at our disposal. We „just“ have to put them into practice. And this is where Stuttgart can and should become a pioneer. We already possess the necessary knowledge en masse – in our academic universities and universities of applied sciences, among others. All we need to do is utilise it.

Stuttgart Bars:

Schräglage Meals & More

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

Laid-back surfer ambience, large outdoor terrace for warm autumn days, blended with a cuisine serving a mix of North American and Mexican food:

Schräglage Meals & More is an “in” restaurant and bar all in one. The trendy location has been in existence on the Wilhelmsplatz since 2011. The menu at

the Schräglage Meals & More is crammed with various starters – for example pinchitos, three grilled chicken kebabs with a peanut dip. To follow, all sorts of salad variations and of course, plenty of Signature Burgers and quesadillas. The meat for the burgers is special (Staufenfleisch) and comes from the region of Göppingen. And the rolls for the burgers are baked fresh every day by Stuttgart bakery “Frank” using their own recipe.

The burger highlights include “Jack’s Lynchburger” marinated in whisky and honey and the “Halloumi Burger” which consists of breaded halloumi cheese, lettuce, onions and tomatoes. The quesadilla variations are also worth a try: tortillas (like a sandwich) filled with cheese and other ingredients, and then baked. The classic bar hopper can expect a long cocktail menu at the Schräglage Meals & More. Address: Wilhelmsplatz 3, 70182 Stuttgart, Email: mail@schraeagle.tv, Tel. +49 711 23849076.



Schräglage Meals & More is a Stuttgart in-restaurant and bar all in one.



Landmark: the Schwabenlandhalle, Fellbach's culture, congress and conference centre.

Potential and projects

Many communities in the Greater Stuttgart area are important business locations. *Message* presents them in a series. In this issue: Fellbach.

Fellbach, the large district town on the Kappelberg (hill) with a good 44,000 inhabitants, is a symbiosis of the traditional and the modern. "On the one hand the Fellbach wines are regarded as the best product of German wine culture," explains the Lord Mayor Christoph Palm. "On the other hand the town is an innovative, modern industrial location with a mixture of medium-size companies from various industries. The diversity of top global players, creative medium-size companies and large service companies makes Fellbach into one of the leading economic centres in the state." Companies with a long tradition in Fellbach come mainly from the auto-

motive supply industry – many of them are market leaders in their sector with a world-wide reputation. Fellbach is also highly rated by companies from the mechanical engineering industry and measurement technology. In addition service providers from the sectors of finance, telecommunications and health have settled in Fellbach. An important role is also played by IT, logistics and engineering service providers who work closely with the automotive industry and the mechanical engineering sector. The Virtual Dimension Center Fellbach (VDC) combines knowledge and competencies to do with the topic of Virtual Engineering and then injects the know-how into an innovation network.



Viticulture, congresses, high tech: Fellbach at the north-east border of the City of Stuttgart.

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TRADE FAIR CALENDAR

6.–8.10. | BATTERY + STORAGE

Int. trade fair for battery and energy storage technologies

6.–8.10. | f-cell

Hydrogen and Fuel Cells

6.–8.10. | e-mobil BW TECHNOLOGY CONFERENCE

Congress for electromobility with accompanying trade exhibition

6.–9.10. | Motek

Int. trade fair for automation in production and assembly

6.–9.10. | Bondexpo

Int. trade fair for industrial bonding technology

8.–10.10. | DMS EXPO

Trade Fair for Enterprise Content Management

8.–10.10. | CRM expo

Trade Fair for Customer Relationship Management

8.–10.10. | IT & Business

Trade Fair for IT Solutions

10.–11.10. | FACHDENTAL SÜDWEST

Specialist exhibition of the dental industry in South West Germany

13.–15.10. | AMB China

18.–21.10. | südback

Trade fair for the bakery and confectionery trades

21.–24.10. | interbad

Int. trade fair for swimming pools, saunas and spas with congress for pool and bath technology

4.–5.11. | GlobalConnect

Forum for Exports and Internationalisation

4.–6.11. | VISION

Leading world trade fair for machine vision

14.–16.11. | Slow Food Market

The trade fair for good taste (Zurich)

14.–23.11. | Stuttgart MesseHerbst

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Anything else but stale

The next südback takes place in Stuttgart on 18 to 21 October 2014 for the 25th time. One of its themes: the search for new career entrants.

The baking trade is also faced with the major challenge in the contest to recruit apprentices and qualified young career entrants. Although Tim Mälzer (German TV cook celebrity) was named as Bread Ambassador by the German Bakers' Confederation, star chef Johann Lafer is on the look-out for the best bakers in Germany for a new ZDF show and German bread has been acknowledged as an intangible cultural heritage by UNESCO, concern about qualified new career entrants is forcing bakers and confectioners to find new ways of presenting themselves.

Promising aspects

“Skilled manual professions in the baking trade are in competition with offers from other industrial sectors which are often trendier in the eyes of young people,” confirms Andreas Kofler, Managing Director of the State Association of Guilds of Württemberg Bakers. “Young people often underes-

timate the opportunities which the baking and confectionery trade have to offer,” regrets Kofler. “Here, our trade is called upon to convey to young people the promising prospects of working in production in bakeries and in retail sales. südback offers many opportunities here.”

Latest product trends

The baking trade will be presented at the trade fair for the bakers and confectioners on 18 to 21 October 2014 and will provide impressive proof that it is anything else than stale or outmoded. Besides the latest products and trends on the stands of the around 600 exhibitors, the wide-ranging accompanying programme of the traditional Stuttgart trade fair will offer many aspects to do with training. It will show attractive career prospects in the trade and will also award various prizes to apprentices and training firms. The bakers' trend forum will present seven vocational schools from



südback, the traditional Stuttgart trade fair for the bakers' and confectioners' trade, will celebrate its 25th anniversary in 2014. Around 600 exhibitors will present their new products this year.

Baden-Württemberg as well as apprentices from Alsace with specialities on the topic of snacks and trendy pastry products. The Wild Bakers, the master baker duo from Gomaringen familiar from TV shows and events, will demonstrate to young career hopefuls that baking can also be entertaining and fun in their baking show. A number of competitions will also motivate young professionals in the bakery: the BakerMaker Award recognises unusual commitment by bakery firms to train new recruits. In the Baking Star Contest it is all about the handicraft skills of apprentices and young baking talents. And in the Carlo Wildt Cup, which will be awarded for the 10th time this year, the best young talents in the confectionery trade will pit their wits and skills in a tough competition.

For the 25th time in Stuttgart

The fact that südback 2014 is taking place for the 25th time in Stuttgart is a small but fitting reason to celebrate, both for the organisers and the exhibitors. Since it started in 1978, the trade fair has steadily grown in significance. The trade visitors from the bakers' and confectioners' trades come from home and abroad, and here they find a wide-ranging exhibition with the main themes of working and oper-

ating technology, raw materials, shop fixtures and fittings, merchandise, sales promotion and services. Besides the classic offers, the trade fair will also present the latest trade developments and important trends, such as the eating out market and catering. This will also attract decision-makers

from the gastronomy, hotel and catering sectors to Stuttgart. The partners of Messe Stuttgart at südback are BÄKO-Zentrale Süddeutschland eG., the State Association of Guilds of Württemberg Bakers and the State Association of Guilds for Baden-Württemberg Confectioners.

TRADE FAIR TICKER

6.–8.05. | PFLEGE & REHA

Almost 7,300 trade visitors and congress participants took the opportunity to find out the latest information on novelties and trends at the Trade Fair for Elderly Care, Nursing and Rehabilitation – a significant rise in the number of visitors.

3.–5.06. | MEDTEC Europe/SÜDTEC

A total of 810 exhibitors from 31 countries presented their new products from the medical equipment sector at MEDTEC Europe to more than 6,300 trade visitors. Concurrently, SÜDTEC, the cross-industry supplier trade fair, took place.

3.–5.06. | UNITI expo

At the new international leading trade fair for filling station technology, 344 exhibitors from 29 countries in the ICS presented their products in Hall 4 and the Oskar Lapp Hall to over 10,000 visitors.



5,500 trade visitors came to LASYS.

24.–26.06. | LASYS

The fourth edition of LASYS, the International Trade Fair for Laser Material Processing, ended after three action-packed days with a rise of four percent in the number of visitors. Around 5,500 trade visitors came to Stuttgart from home and abroad.

1.–2.07. | Consense

Around 1,400 experts from Europe and the USA visited Consense, the International Trade Fair and Congress for Sustainable Building, Investment, Operations and Maintenance, in Stuttgart.



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Swiss cheese specialities: one attraction at the Slow Food Market in Zurich.

Slow Food Market 2014 (Zurich):

Export of the trade fair for good taste

The Stuttgart trade fair topic Slow Food also goes down very well in Switzerland: with around 200 exhibitors and approximately 10,000 visitors, the third Slow Food Market last year again turned out to be extremely successful. The Stuttgart public trade fair export will now be held for the fourth time in Zurich from 14 to 16 November 2014. "The Swiss Slow Food Market was the first Stuttgart public trade fair whose concept also succeeded straight away outside Germany," enthused Guido v. Vacano, Divisional Director for Lifestyle and Leisure at Messe Stuttgart.

Another good reason for the trade fair organisers to extend the range of topics even more this year. The centre-piece of the event is "The market - an experience for the senses". A huge market hall offering visitors the chance to sample, discover and buy a wide range of regional specialities from producers and manufacturers. During the public "forum" visitors will obtain valuable information on manufacturing traditions of different products – moderated by professionals and food scouts in public talks and podium discussions.

ARCHITECT@WORK 2014:

Exclusive event for architects

ARCHITECT@WORK STUTTGART is an event aimed exclusively at architects, engineering offices, interior designers, shop fitters and other customers with the emphasis on product innovations. This trade fair will take place for the second time on 3 and 4 December 2014. A large number of manufacturers and exclusive distributors will solely present new products, innovative products, materials, applications and services which were submitted beforehand to a committee comprising architects and

interior designers. In the run-up to the trade fair, the committee will evaluate the innovation value of every product by focusing on a balanced spectrum and a suitable representation of the individual product groups. Visitors to ARCHITECT@WORK, which is being organised by Xpo Messe Kontakt from Cologne, will acquire technical knowledge on innovations during short seminars in which the participants will also have the opportunity for an intensive exchange of experiences.



VISION, the leading world trade fair for machine vision, will attract the crème de la crème from the industry at the beginning of November 2014.

Computing power in production

Compact, robust, high-performance: industrial PCs play an important role in machine vision. Now also at VISION in Stuttgart.

Machine vision is team work: the team members include not only a camera, a lens and illumination, but also a high-performance processing unit. The processing unit processes and evaluates image data. First-class results can only be attained if every team member is efficient. Robust industrial PCs (IPCs) are proven partners in this respect. "IPCs are an important topic at the leading international trade fair VISION," says

Florian Niethammer, Project Manager for VISION at Messe Stuttgart. "However IPC manufacturers have to date been slightly under-represented. We want to change this in 2014 with the special stand 'IPC 4 VISION'. The special stand will be set up for the first time as an attractive presentation platform in a prominent and exclusive position in the entrance area of Hall 1." As the leading world trade fair for

machine vision, VISION will take place for the 26th time from 4 to 6 November at the Stuttgart trade fair grounds. IPC manufacturers will now also be in the limelight among the around 400 expected exhibitors of components such as cameras, frame grabbers, illumination systems, optics, software, accessories, complete solutions and specific machine vision applications.

WHAT YOU EXPECTED:



WHAT YOU DID NOT:

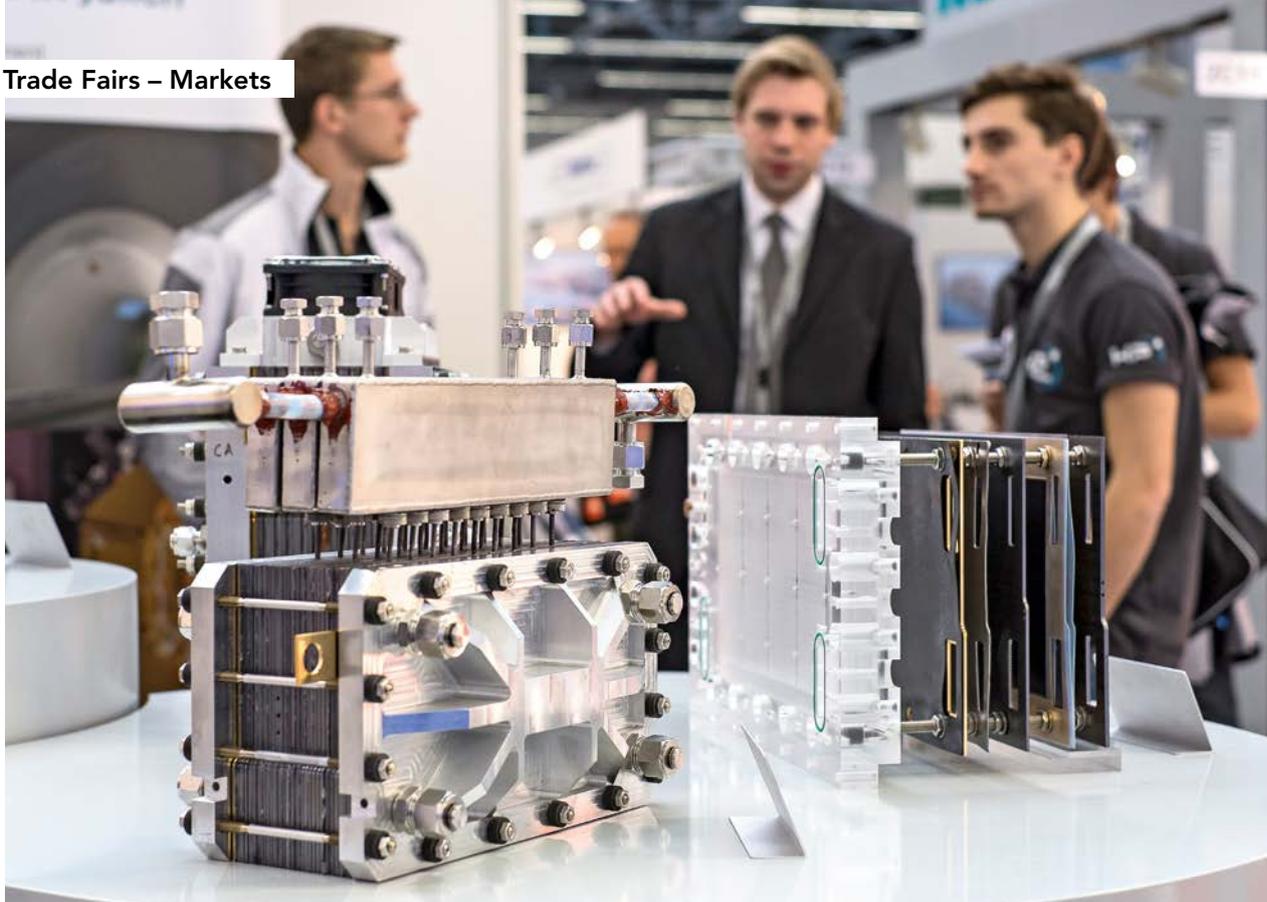
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WORLD OF ENERGY SOLUTIONS is the trade fair platform for the global battery, hydrogen and fuel cell industry.

Future energy management

Experts from 35 countries meet at WORLD OF ENERGY SOLUTIONS.

Battery, hydrogen and fuel cell technologies are bringing about a breakthrough in energy technology. The focal point of the industry in 2014 will be WORLD OF ENERGY SOLUTIONS in Stuttgart – a trade fair, a conference and networking event, a marketplace, an industrial driving force and a think-tank all rolled into one. More than 3,000 experts and decision-makers from over 35 countries are expected at Messe Stuttgart between 6 and 8 October 2014.



Hydrogen in the tank: an important alternative drive concept with a future.

The special feature of WORLD OF ENERGY SOLUTIONS: the trade fair is accompanied by a first-class international conference. The trade fair will present cutting-edge solutions for the entire production process relating to battery, hydrogen and fuel cell technologies. The focal points will be specific application areas and technological developments in electric mobility. The conference will bring pioneers and lateral thinkers from all over the world onto the podium.

“Our event profile is unique in Germany,” enthuse the organisers, i.e. the Baden-Württemberg State Agency for Electric Mobility and Fuel Cell Technology Baden-Württemberg e-mobil BW GmbH, Landesmesse Stuttgart GmbH, Peter Sauber Agentur Messen und Kongresse GmbH, and Wirtschaftsförderung Region Stuttgart GmbH (WRS).

Industrialisation measures and lower costs will be two of the key topics during WORLD OF ENERGY SOLU-

TIONS 2014. That's because battery, hydrogen and fuel cell technologies are technically sophisticated and will revolutionise mobility and energy supply. However, the wide-scale market launch of fuel-cell powered vehicles and stationary battery storage systems vehicles is now contrasted, for example, by the lack of automation and the associated high production costs for fuel cell and battery systems.

WORLD OF ENERGY SOLUTIONS will show that some progress is being made here. The conference will closely examine pioneering projects in Japan. Panasonic will provide insights into its fully automated fuel cell production. It is regarded as ground-breaking in the industry. The conference programme will also illustrate how lower costs can be attained by optimising components and using alternative materials, for example ceramic systems. Battery and fuel cell experts from development and research will show revolutionary innovations in four topic blocks.

Networking the world

GlobalConnect is the most important forum for exports and internationalisation in Germany.



Companies can find suitable cooperation partners at GlobalConnect in Stuttgart.

GlobalConnect enjoys an excellent reputation in the industry. For a good reason: "GlobalConnect is the largest networking event in Germany for the topics of exports and internationalisation," says Andreas Wiesinger, Divisional Director at Messe Stuttgart. "Its elements are ideally matched and promote communication among trade visitors."

Extensive consulting programme

Dr. Nils Schmid, Baden-Württemberg Minister of Economics and Finance, also makes some positive comments on the development of the trade fair. "Since its première in 2008, GlobalConnect has become firmly established as the largest event for foreign trade in Germany. GlobalConnect offers small and medium-sized export-oriented companies an extensive information and consulting programme with its exhibits, its guest congresses of renowned institutions and over 70 special talks." The world will again be a guest at GlobalConnect on 4 and 5 November 2014. Every two years, the forum brings together internationally operating companies for discussions with service providers, consulting companies, chambers of commerce and industry, company

networks and business promotion agencies. An important function, especially also for Baden-Württemberg, one of the highest exporting German federal states.

Companies which stimulate economic growth in Germany through first-class international business will therefore be honoured with the presentation of the GlobalConnect Award at Messe Stuttgart. "The presentation of the GlobalConnect Award will encourage companies to be even more active internationally, thereby strengthening Germany even further as an industrial location", says Tassilo Zywiets, Managing Director of IHK-Exportakademie GmbH and Head of the Foreign Trade and Services Department of the Chamber of Commerce and Industry of the Stuttgart region.

The federal state of Baden-Württemberg, the Baden-Württemberg Chambers of Commerce and Industry, Handwerk International Baden-Württemberg, Baden-Württemberg International and Messe Stuttgart will offer the Award for the fourth time throughout Germany. All nominated companies will also be able for the first time in 2014 to win a public prize if they obtain the most votes during online voting.

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Excellent prospects: machine vision industry expecting 12 per cent growth in 2014.

VISION 2014:

Substantial growth in machine vision

The signs are pointing to growth at VISION, the leading world trade fair for machine vision. “The European machine vision industry is in very good shape,” enthuses Donato Montanari, a member of the Executive Committee of the VDMA Machine Vision Association and Managing Director of the Machine Vision Business

Unit at Datalogic Automation srl. “According to a current market survey by the German Engineering Federation (VDMA), turnover in this sector in 2013 rose by almost ten per cent more than first anticipated. We are expecting further growth of twelve per cent in 2014. This is great news for our industry.”

European machine vision manufacturers are benefiting, for example, from strong demand in both the industrial and non-industrial segments. Non-industrial applications recorded the biggest increase with 19 per cent and therefore continued the positive trend from previous years in 2013.

südback 2014:

High-tech solutions for bakeries

Any bakers or confectioners wanting to achieve further success in spite of enormous economic challenges must always keep a close watch on technical advances. These advances open up numerous opportunities to gain decisive competitive advantages: from a new oven which improves the quality of products thanks to its technological sophistication and more rational pre-production due to subtle and resource-conserving refrigeration systems through to special bakery machines. During südback 2014, which will for the 25th time from 18 to 21 October 2014, experts will discuss the most important innovations in operating technology. Market leaders and specialists will provide the bakery industry with suitable solutions.

One high-tech example among many: an innovation from König, a company specialising in small baking ovens. The Certo Pan M dough sheeting line can process 600 kilogrammes of dough per

hour and is ideally suited for rectangular and round bread rolls, as well as for a wide range of Mediterranean bakery products. “Every company can therefore extend

its product variety with a small baking oven,” says Franz Sommerauer, Sales Manager at König. Maximum hourly output rate of the machine: 7,500 rectangular and 6,000 woven rolls.



High-tech in the bakery: the Certo Pan M dough sheeting line from König.

Trade fair première

New international trade fair for tool, pattern and mould making 2015 in Stuttgart.

Messe Stuttgart is expanding its product portfolio in the area of industry trade fairs with Moulding Expo Stuttgart. The International trade fair for tool, pattern and mould making will celebrate its première next spring from 5 to 8 May 2015 and will be held thereafter in Stuttgart every two years. The concept for the new trade fair was developed and agreed with the relevant industrial companies in the economically strong sector (turnover of € 8.8 billion in 2012).

Moulding Expo Stuttgart is being supported by the three most important industrial associations: the German Engineering Federation (VDMA), the Association of German Machine Tool Manufacturers (VDW) and the Association of German Tool and Mould Makers (VDWF). They will act as the promotional and professional supporters of the international trade fair.

“Moulding Expo has a clearly focused concept and is aimed at tool, pattern and mould manufacturers together with the corresponding users, for example from the automotive, medical technology and plastics industries,” says Ulrich Kromer, President of Messe Stuttgart, explaining the coherent conception of the event. “In future, new technologies and efficient materials will be presented at the Stuttgart Trade Fair Centre every two years.”

Whenever products are manufactured, there is demand for the know-how of tool, pattern and mould makers. “The industry is the main interface between a product idea, the design and the finished product,” emphasises Kromer. “Tool, pattern and mould making plays a key role as a supplier, especially also for the strong automotive industry and the medical technology industry in Baden-Württemberg. Moulding Expo will therefore be held with us in the key to markets,” stresses the President of Messe Stuttgart. Moulding Expo Stuttgart will be divided into two exhibition areas. Firstly,



The new Moulding Expo trade fair will ideally complement AMB in Stuttgart.

traditional tool, pattern and mould making with forming dies and moulds, gauge and fixture construction, and secondly the segment of manufacturers and systems for the industry. This segment will include, for example, cutting machine tools, precision tools, other abrasive machines, die spotting presses, test presses, surface treatment machines, welding machines and hot runner systems.

Central platform for the industry

Moulding Expo will ideally complement AMB, Exhibition for metal working, in Stuttgart. “With Moulding Expo,” emphasises Thomas Walter, Vice President Industrial Solutions at Messe Stuttgart, “we are establishing the central international platform for the industry in uneven years together with the three associations, in addition to the exciting plans of the VDW in Düsseldorf.”

For this purpose, Messe Stuttgart has also agreed content-related cooperation with Carl Hanser Verlag: the German publishing company will help to formulate the accompanying programme of Moulding Expo in the form of talks on the plastics processing industry.

A technical forum will be devoted, for example, to important topics from the areas of process engineering in injection moulding and mould making for plastics processing, as well as aspects from the area of industrial property rights.

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Purchasing power of the 50-plus generation will become increasingly more important.

“Old people”, no way!

The 50-plus generation will become an increasingly more important target group in the future.

Whether fashion, living, travel, health or leisure, an interest in all facets of life does not end when people reach a certain age. People actually look more purposefully for things which suit them. THE BEST YEARS – “The exhibition for staying active“, which will be held on 17 and 18 November 2014, will feature the entire range of products and services for an active life - always tailored to the special needs of the 50-plus generation. From mobile phones, holiday destinations and finding a suitable life partner through to drum lessons, THE BEST YEARS exhibition promises to have the right product or service for everyone. The “Volunteering Marketplace” will focus on voluntary activities: many of organisations will provide information about their work and will round off the extensive programme with talks.

After many years, industry and commerce have still not yet widely recognised the real importance for them of the purchasing power and consumption behaviour of the 50-plus generation. Although the number of elderly

persons and their percentage in the population in many western industrial nations are increasing substantially. In Germany alone, 1 in 3 persons in the year 2050 will be over the age of 60 according to the German Federal Statistical Office.

“Due to their numerical importance, their purchasing power and their consumption behaviour, older customer groups are now already changing (consumer) society. Industry and commerce should become more aware of the increasing economic importance of the ‘55-plus generation’ and actively face up to this new challenge in good time,” was therefore the demand by PricewaterhouseCoopers and the Institute for Marketing and Commerce at St. Gallen University in a study on the topic of the “55-plus generation”. The study also commented: “Manufacturers and commercial companies need strategies with which they can operate successfully on the ‘mature market’. They must pay attention to the life reality of these customer groups.“ Like THE BEST YEARS.



Painter Cornelia Richter with a student in the artists' gallery at KREATIV Stuttgart.

Artists' gallery

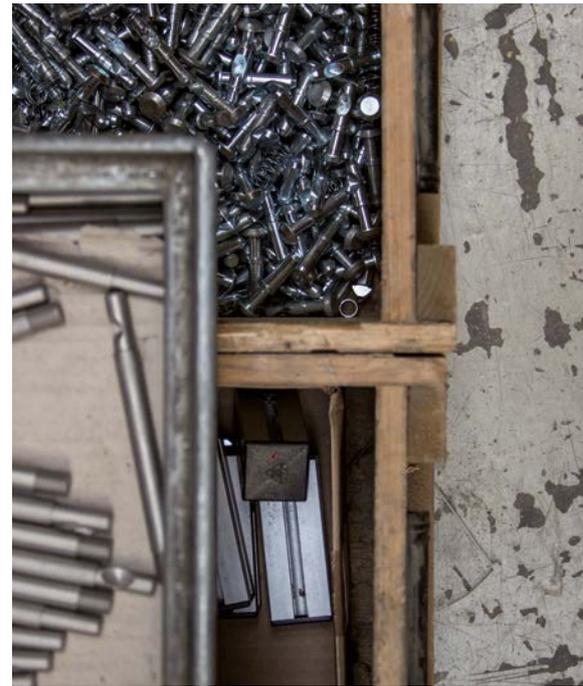
Take creative suggestions home: KREATIV now provides this opportunity twice a year.

An inspiring mixture of an art exhibition and programmes for personal creativity – this will be offered by the artists' gallery during KREATIV Stuttgart from 20 to 23 November 2014. Renowned artists will exhibit and sell their works during the art exhibition. Exhibition visitors wanting to become personally creative will look for something suiting their needs in the wide range of workshops, will learn new techniques under professional supervision or will refine their existing artistic skills. Visitors will be able to purchase the necessary materials and tools on the spot. Art colleges and organisers of art holidays will provide information on their services. KREATIV Stuttgart has been the meeting point for creative persons, DIYers and handicraft enthusiasts for ten years. The event was established in 2004 under the name "Kreativ-und Bastelwelt". Since then, it has become a success story. A new chapter was opened in spring 2014. Under the name "KREATIV", Messe Stuttgart has been staging this popular exhibi-

tion twice a year since then in spring and autumn. Increasing numbers of exhibitors and visitors prove that deceleration and relaxation through creative hobbies are becoming continuously more important. The "spring edition" of KREATIV Stuttgart in April 2014 therefore proved to be a big success.

Everything by hand

The ever popular topic of handicrafts is also an inherent part of the public exhibition at Messe Stuttgart. This section therefore features an extensive range of products. They extend from decorative materials for the table or for clothing, patchwork, wool, yarns, sewing machines, embroidery kits, dress patterns and buttons through to other craft supplies. Other focal points of interest at the KREATIV Stuttgart include felting and the trend topic of upcycling. For example designing first-class products from seemingly worthless materials.



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The last Motek/Bondexpo trade fair duo of P. E. Schall attracted trade visitors from just under 100 countries to the Filder.

Useful synergy effects

Motek and Bondexpo, the successful trade fair duo of the guest organiser P. E. Schall, will also impress trade visitors from home and abroad in 2014.

The visitor barometer for Motek 2014, the world's leading trade fair in the field of production and assembly automation, is showing "a great rush". "The competence and know-how platform Motek with Bondexpo will again profit from continuously high demand for components, assemblies, subsystems and complete solutions for the automation of production, assembly-, test engineering, packing and intralogistics through robotics, handling technology and material flow systems," enthuses Rainer Bachert, Project Manager of Motek/Bondexpo with responsibility for process chain automation at the organiser P. E. Schall GmbH & Co. KG. Bachert also immediately gives the reason for the large numbers of visitors: "A higher level of innovation compared with other industries is necessary in order to continuously respond to the challenges facing producers and their suppliers in regard to increased efficiency, constantly high quality, maximum delivery flexibility and low costs. These

challenges are covered in a very impressive way by the range of products and services presented at the leading trade fair Motek together with its bonding, joining and connection technology satellite Bondexpo. The trade fair duo promotes the competitiveness of users."

More visitors from abroad

And this is also urgently required in times like these. "China is now literally sucking up a large proportion of robotics and handling technology along with peripherals," says Bachert describing the situation in the industry. "This means that other production countries must immediately follow suit in order not to fall behind in terms of productivity and profitability. This also explains the large number and still increasing proportion of trade visitors with decision-making powers from foreign countries near and far." Whereas these trade visitors at the last

Motek/Bondexpo in Stuttgart came from just under 100 countries, the number will probably rise again in 2014. German and foreign trade visitors will obtain important assistance in the new edition of the special trade fair guide "Assembly system manufacturing", which was published for the first time last year. In 2014 P. E. Schall GmbH & Co. KG. will also publish the special-guide "Joining process technologies". Bachert: "Trade visitors from all over the world will therefore obtain genuine value-added for decision-making on the spot." Another new feature of Motek/Bondexpo is the "Motek handling award", which will be presented jointly with the trade journal "handling". This award will honour outstanding products and system solutions in the field of production and assembly automation, as well as important innovations in the special fields of handling technology, robotics and material flow and conveying technology.



Jewellery to buy and make yourself is one topic at the popular public exhibition.

Minerals, Fossils, Jewellery 2014:

Free professional workshops

Collectors, experts, jewellery enthusiasts and creative minds meet twice a year at "Minerals, Fossils, Jewellery" in Stuttgart to talk shop, discover something new, exchange items and make purchases.

One special attraction of the public exhibition, which will be held as part of Messe Stuttgart's autumn line-up in 2014 from 14 to 16 November, will be its extensive accompanying programme: renowned experts will certify minerals, fossils and precious stones.

During the workshops visitors will be able to perform some hands-on work, e.g. produce their own chain or forge an open silver ring under expert guidance.

Free workshops and participation activities relating to the myth of gold will be other visitor attractions at the traditional Stuttgart exhibition: simply register directly at the particular goldsmith on the stand, pay the costs for the material, become creative yourself and learn from an expert on the spot.

hair & style management 2014:

Trade fair for stylish hairdressers

Gain new momentum, pick up scissors yourself or cross your fingers in the competitions: visitors can look forward to an extensive accompanying programme at hair & style management from 30 November to 1 December 2014. Legal advisers, business promotion agencies, coaches and experts from the areas of hairdressing salon fixtures and furnishings, marketing and communication will answer questions from young hairdressers during the Start-Up Forum. The competitions to be held during the trade fair will include, for example, the Baden-Württemberg and Hesse Regional Hairdressing Championships.



Professionals demonstrate their skill at hair & style management.

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Trends, Strategies, Solutions

IT & Business, DMS EXPO and CRM-expo turn Messe Stuttgart into a Mecca for IT users, providers and experts.



Social sharing in a company environment: a current trend focus at the Stuttgart IT trade fairs.

Sharing content in Facebook & Co. in the private sphere is widespread. In many companies the social sharing culture is revolutionising people's daily working lives: employees hold discussions over Instant Messenger, video or audio conferencing services in real time, access the same info over a central 'wiki' although they are working in different places. They can share ideas, process files together in the shortest space of time. The result is swift processes and added value at all levels – in collaboration and customer communication.

“Anyone interested in finding out more about this trend can ask the experts at the IT & Business, DMS

EXPO and CRM-expo from 8 to 10 October 2014 at Messe Stuttgart. Under the banner of ‘Where IT works’ they explore the influence on corporate IT of current developments like mobile solutions, cloud computing and Big Data.

Business intelligence

The IT & Business is the trade fair for IT solutions. It focuses on enterprise resource planning or solutions that permit needs-oriented planning and controlling of operating media, IT systems and other resources. Related areas like software enabling companies to control access to high-security areas

are also represented. In addition, this year's IT & Business also concentrated on business intelligence, i.e. the analysis of data in electronic form. This is of particular interest due to the ever-growing volume of data. Another major focus at the trade fair is the hotly discussed subject of IT security.

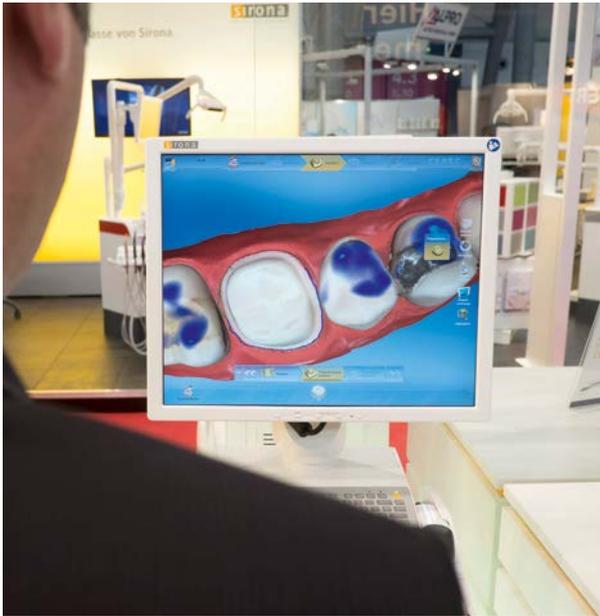
Trio with a practical mission

The DMS EXPO is sub-titled the ‘Leading Trade Fair for Enterprise Content Management’. Now for the 20th time in 2014 it presents methods, techniques and tools for capturing, managing, storing and supplying content and documents. They are used to support organisational processes in enterprises like archiving e-mails and invoices, solutions for internal collaboration and outputting documents over printers or electronic mailing.

Best practice examples

The name of the CRM-expo comes from the abbreviation of Customer Relationship Management. The fair slogan ‘Trends. Strategies. Solutions.’ makes it plain: we're talking about more than ‘just’ software here. This is about a ‘philosophy’ in which the entire company focuses on its customers.

In a common fringe programme the IT trio at Stuttgart give users the benefit of their experience in the form of best practice examples for introducing new strategies and solutions. Live comparisons of systems sensitise visitors to the finer points of their differences, while a live hacking demonstration demonstrates the importance of IT security at first hand. This year's patron is Dr. Nils Schmid, Baden-Württemberg's Minister of Finance and Economic Affairs, yet another indication of the importance of IT today for the economy as a whole.



Fachdental Südwest: High tech for dental surgeries.

Fachdental Südwest 2014:

Welcoming dental technicians

The Fachdental trade fairs in Stuttgart and Leipzig rank among the key marketing activities for Germany's dental industry and retail trade. The industry's market leaders are represented at the Stuttgart Fachdental Südwest on 10 and 11 October 2014.

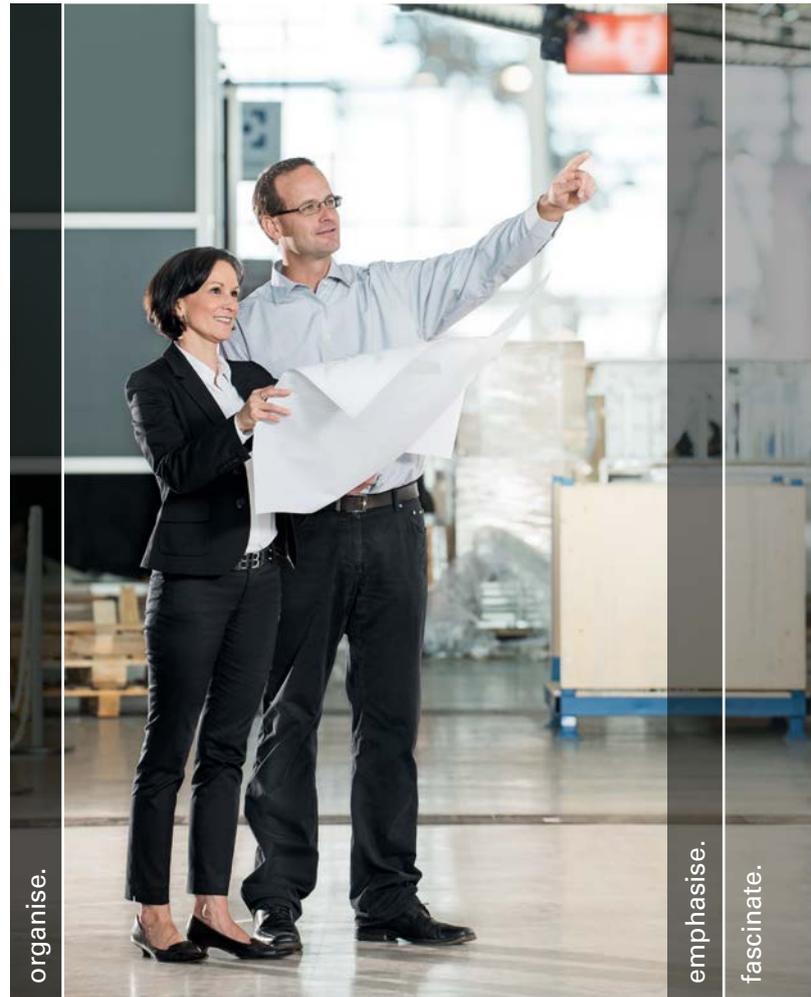
Innovations at this year's trade fair at Fildern include a more extensive offering for dental technicians. As Andreas Wiesinger, Vice President Messe Stuttgart explains: "The growing demand for products and services for dental technicians has prompted us to extend our offering for these visitors and to showpiece it accordingly.

More than 80 companies that provide materials, equipment and furnishings for dental laboratories have already registered with us. In addition, there will also be a CAD-CAM aisle at Stuttgart for dental technicians, with several exhibitors showing live demos from design to milling.

Practical know-how for routine surgery work

Prevention, cosmetic and paediatric dentistry topped visitors' wish lists in 2013 So in 2014 greater emphasis will be placed on these key topics in the exhibition and Dental Tribune Study Club Forum. Experts from the dental industry will provide first-hand information on current developments in dental medicine and technology at the centre of the trade fair hall.

Their presentations include important instructions on how interested parties can immediately implement these aspects and use them successfully in their daily surgery work. The forum at Fachdental Südwest is free for trade fair visitors. Register online in advance to automatically reserve a seat.



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Messe Stuttgart's Rothaus Park forms a green belt across the extensive fair grounds.

Black Forest flair at Fildern

Messe Stuttgart's park has the same name as the Rothaus Brewery. What the two companies also have in common? Their commitment to environmental protection.

Rothaus Park, a green oasis for visitors and exhibitors at the heart of Messe Stuttgart: it would be difficult to find a more harmonious symbol for the marketing partnership between the state-owned Badische Staatsbrauerei Rothaus AG in Hochschwarzwald and Messe Stuttgart. Both companies have long made a priority of environmental protection and sustainable management. Rothaus' consumption of power, heat and water is far below the average in the industry. Deploying advanced machinery and processes the brewery, found-



State-of-the-art technology: modern boiler house at the Rothaus Brewery.

ed in 1791 achieves a high level of efficiency, for instance in heat generation and recycling. Around 80 percent or approx. 15,000 megawatt hours of the total heat energy required has been generated by a wood-fired boiler since 2008 without leaving a carbon footprint. The wood chips come from waste wood from forestry work in the direct vicinity of the brewery.

The state-owned company with over 230 employees is not only a model of ecology, but also of economy. The Rothaus Brewery in Grafenhausen-Rothaus is one of Germany's most productive breweries. With a turnover of around 80 million euros and production of approx. 880,000 hectolitres of beer annually, Rothaus is also one of the largest breweries in Baden-Württemberg. In 'Ländle' as the state is affectionately dubbed, the company also generates the lion's share of its revenue: 90 percent of the beer from Germany's highest-situated brewery is sold in Baden-Württemberg. Rothaus has been state-owned since 1806 – and is thus one of three state-owned breweries

in Germany. The sole member of the executive board of Rothaus AG is Christian Rasch, a manager from the brewing industry. From 2008 Rasch was sales director at Hofbräu, since 2011 he has been spokesman for the executive management.

High quality beers

Rothaus has been doing its own marketing since June 2014 with "Brauwelt [Brewing World]", an interactive exhibition where visitors from all over the world can experience at first hand the century-old tradition of brewing and Black Forest culture. The company's best source of advertising is of course its high quality beers, the water for the brewing process is supplied from seven springs owned by the brewery in the surrounding area. The most popular beer remains the Rothaus Pils, especially in the 0.33 litre "Tannenzäpfle [pine cone]" bottle. Followed by Märzen Export, wheat beer, shandy, alcohol-free and – as a special highlight – a Rothaus Black Forest Single Malt Whisky.



Stroll, shop and seek information: Stuttgart's Familie & Heim has something for everyone.

Lifestyle and pleasure

A classic, the Stuttgart Familie & Heim is one of the most successful consumer trade fairs.

Kitchen and household, wining and dining, building and modernising, plus attractive special areas like the 11th International Kitchen Show and the Leinfelden-Echterdingen business hub: shopping fun and first-hand experience await all the family at the Stuttgart shopping and experience exhibition from 15 to 23 November.

Furniture, kitchens and lots more

With around 2,000 square metres of exhibition space in Hall 8 reserved for furniture, the Familie & Heim again becomes the region's largest temporary furniture store. Around 20 furniture stores are represented at the fair in 2014: large companies like Gamerding-er XXXL and Möbel Rieger, smaller-scale manufacturers and specialists in leather and upholstered furniture, bed systems and exclusive designer articles. The extensive furniture offering is enhanced by the 11th International Kitchen Fair in Hall 4, where regional kitchen specialists present their new fair models in a space of around 2,000 square

metres. The benefit for users: thanks to the purchasing power of the leading European combine, DER KREIS, interested parties obtain detailed personal and expert advice, attractive trade fair offers and premium service. Highlights of Stuttgart Messe's 2014 autumn line-up with ten public events include the performance of the Anita and Alexandra Hofmann duet. The two hit stars will perform on 18 November. Admission to the fair is included in the fair ticket.



Top attraction at „DIE BESTEN JAHRE“: Anita and Alexandra Hofmann.

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The world's Number One

R+T Stuttgart, the leading world trade fair for roller shutters, doors/gates and sun protection, is celebrating its 50th anniversary in 2015.

Roller shutters, Venetian blinds or awnings – there are many sun protection options. Highly integrated systems increasingly play a key role and are on the rise in all product categories. Expert Ingo Legnini, Deputy Managing Director of the sun protection REFLEXA-WERKE Albrecht GmbH, is familiar with current developments on

the market: “New shapes, new functions, all-round heat protection and increasing automation are the driving forces today.”

Modern sun protection systems are diverse in use and can provide a lot more than just shade. There is growing demand for large glass and window surfaces in office buildings,

private homes and public institutions. And with it, the demand for outdoor sun protection.

Energy efficiency in focus

At the same time, energy efficiency is nowadays playing an increasingly important role, with a focus on automated systems. They adapt automatically to light conditions to save on energy for heating, artificial lighting or air conditioning. Precisely due to increasing energy costs the demand for innovations in this field continues unabated.

In the case of outdoor sun protection energy saving is a crucial factor, also in connection with the materials used. “We are observing a trend towards materials that contribute to energy efficiency, require little maintenance and are produced sustainably”, comments Legnini.

At the anniversary fair of R+T Stuttgart, which begins on 24 February 2015, leaders in the industry will be presenting their latest developments for five days. The most innovative products in outdoor sun protection have an opportunity to win the highly acknowledged R+T Innovation Prize.



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On course for continued growth

In October 2014, international and Chinese exhibitors will be flocking to Nanjing for the AMB China, meeting place for the metalworking industry.

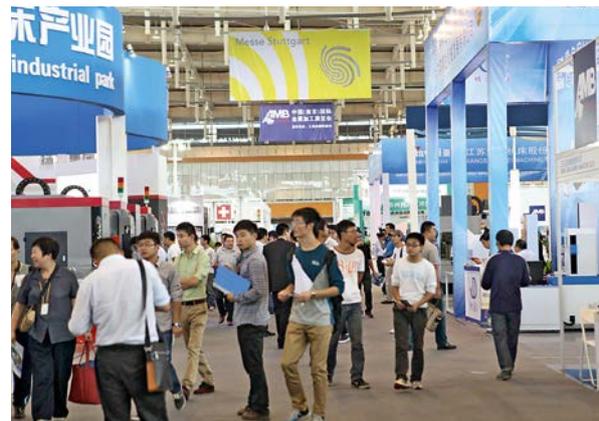
AMB China will be opening its doors for the fourth time from 13 to 15 October 2014. The industrial trade fair in Nanjing, the capital city of Jiangsu province, has since become the most important regional platform for metalworking in China's flourishing Yangtze Delta. Exhibitors' growing interest in the trade fair can also be attributed to its location at the heart of the Chinese manufacturing industry. As Christoph Hoene, Asia Manager, responsible for Chinese business at EMAG Group, Salach explains: "Jiangsu alone accounts for around 20 percent of all companies engaged in China's metalworking industry. If you count the neighbouring provinces of Shanghai, Anhui and Zhejiang, the figure rises to 40 percent, which makes Nanjing the perfect location."

EMAG Group is a long-standing exhibitor at the AMB in Stuttgart and has kept a close eye on the development of the Chinese spin-off. In 2014 the company will be taking part in the Nanjing trade fair for the first time. Aside from EMAG, which is showing lathes adapted for the Chinese market in a space of 200 square metres, international and Chinese manufacturers from the machining, forming, precision tool and



The perfect spot: AMB China in Nanjing is at the heart of the Chinese manufacturing industry.

automation engineering fields are using the trade fair to showcase their products. AMB China's extensive fringe programme addresses current topics like the recruitment of qualified managers and skilled workers. AMB China's organisers therefore anticipate a further increase in exhibitors and visitors in 2014.



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PET-VET 2014:

A must venue for veterinarians

The PET-VET Small Animal Veterinarian Congress of the National Association of Practising Veterinarians in the Regional Association Baden-Württemberg e. V. has become a fixture in the calendars of veterinarians and veterinary assistants. The 16th edition of this Stuttgart trade fair opens its doors from 28 to 30 November with an extensive congress

programme of events, inviting practising veterinarians and their personnel to a professional exchange of ideas at Fildern. At the 2014 congress for small animal veterinarians presentations will be held by eminent experts on the main topic of dermatology. The offering is complemented by training session for equine veterinarians on 28 November on the subject

Valuable practical know-how for veterinary practices: PET-VET Congress in Stuttgart.

of 'Dermatological skin diseases'. The accompanying exhibition of the event this year numbers around 60 renowned exhibitors.

Professional programme

At last year's PET-VET 1,848 veterinarians, veterinary assistants and veterinary medical personnel attended the congress three-day professional presentation programme and the exhibition to participate in training and exchange ideas. The high number of visitors, which rose by 17 percent in 2012, was not only maintained, but even exceeded. The PET-VET participants were impressed by the event concept and particularly praised the high practical relevance of all presentations to their work.

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Topic Weddings

At 'wir heiraten!' exhibitors will be presenting wedding products and services in Stuttgart on 8 and 9. 11. 2014. The bridal show spectrum includes the latest collections of bridal and wedding apparel, wedding rings, jewellery, accessories, catering and party services, hotels, restaurants, locations, hairdressers, cosmetics and photographic and music service providers. The fringe programme features fashion shows, presentations, taster dancing classes, competitions and professional catering.



'wir heiraten!' has everything brides want.

Hobby & Electronics 2014:

Makers trade fair

Producing spare parts with a 3D printer, making new from old, programming, soldering – thousands of people have already been bitten by the maker bug and the fun of taking a creative approach to technology. Many regard it even as the seed of a social revolution by moving away from consumerism, convenience and profit and towards personal initiative, creativity and bartering.

The new maker trend originated in the USA and is becoming increasingly popular in this country. The Hobby & Electronics is therefore celebrating the première of the first Stuttgart 'Maker Space' from 20 to 23 November 2014. It focuses on the fascinating possibilities offered by 3D printers and the like. From creating printable CAD models and real-life printouts to reworks, the Maker Space's experts are on hand to help and advise show



New from old: The maker scene has fun with its creative approach to technology.

visitors. There are also 3D printers suitable for home use.

Creativity meets technology

Join in and try out is what it is all about in the Maker Space at the Hobby & Electronics. Two professional case modders are presenting twelve of PC housings whose outer appearance has been modified to spectacular effect. The creative possibilities are

unlimited: from a PC built into a microwave to a customised computer in a beer crate. The unique design of housing and components is what matters. The Maker Space experts help visitors case mod a PC housing. During the Hobby & Electronics visitors can thus design and build their own case mods. Jugendhaus Stuttgart is organising various workshop areas in the Maker Space with workshops for children and youngsters.

ANIMAL 2014:

Yes, we dance!

At the ANIMAL, Germany's largest pet show dogs and cats are showcased at their beautiful best on 15. and 16.11.2014. At the Open European Championships in dogdance, a dog sport discipline from the USA, competitors from 14 nations sway in time to the music. Come to the World Cat Show of the World Cat Federation (WCF) in Stuttgart and admire up to 500 cats from all over the world, with among other breeders from Australia, South Africa, Brazil, Russia and China.



Dogdance performance at the ANIMAL.



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Trade Fair People: “Do you know ...?”



Martin Heubach

Muted light filters through the wall of opaque glass accompanied by quiet choir song and silence. A place that contrasts strongly with the buzz of the fair. And yet the Church Service oratory is at the centre of it all. Opposite the cloakroom in the atrium, at the East Entrance, which is packed with visitors during peak periods. Church and fair – mixing prayer with business. How does that fit together? Fair deacon Martin Heubach (59): “Where a lot of people gather, there is always a need for spiritual support.” The diocese of Rottenburg-Stuttgart and the Evangelical State Church in Württemberg have offered their services at the fair for over forty years. They acquired space of their own when they moved to the new halls at Fildern. In the so-called “Breathing Space”, an increasing number of staff, visitors and exhibitors attend the 15-minute service (12.45 to 1 p.m.), conducted by one of the three fair pastors or one of 15 honorary religious officers.

As Heubach comments: “My job is to build relationships. I go around the fairs every day, talking to people.” In many cases it doesn't stop at small talk. “After my second or third visit a lot of people tell me about their problems, and ask me for advice.” As a trained provider of emergency pastoral care, Heubach must also rise to the occasion in emergencies. He remembers an exhibitor who, during a heated argument on his mobile phone, had a heart attack, collapsed and died: “His colleagues, who were present at the scene, were in shock afterwards. I took care of them, notified their families and made sure that they were taken back to their hotel.”

With his work Heubach has also succeeded in convincing critics: “One fair employee, who had no high opinion of a church at the fair, recently called over to me: “Good to have you here, when are you going to drop by for a coffee?”



Trade fairs are an important factor for developing business relations with China.

Messe Stuttgart:

Messe in the booming Chinese market

With world players like Daimler or Bosch and a high concentration of SMEs, the Stuttgart region is one of Europe's strongest business communities. However, activity on the domestic market is no longer enough to stay competitive. An increasing number of companies in and around Stuttgart are represented in China and want to have

a share in the huge economic growth and technical advances.

According to a voluntary survey by IHK Stuttgart in China, a total of 430 companies in the region are active there, and according to the State Office for Statistics, in 2013 as in the year before China was Baden-Württemberg's fourth-largest foreign trade partner.

Messe Stuttgart plays an important role in forging business relations between the region and China. The company has been represented in Nanjing by its own subsidiary and a current staff of around 40 people since February 2011. Bernhard Müller, as authorised representative responsible for foreign business, comments: “For companies not yet involved in China, fairs are a great tool for setting up a distribution channel there.”

With currently six fairs in China Müller appeals to mainly medium-sized companies: “We organise booth building and initiate contacts between sellers and buyers from large reliable Chinese companies”, adds Müller. “We also take care of all the exhibitors' issues, from catering on the stand to fair hostesses who can provide interpreting services.”

Another aim of Messe Stuttgart in China: to create awareness for leading fair brands like CMT, AMB or the guest event Logimat in the Far East. Müller: “We take Stuttgart fair topics to China to encourage Chinese exhibitors and visitors to come to Stuttgart.”

Spielemesse 2014:

Games landscape

Games, fun, excitement: families with children, educators or professionals will all find games to suit their taste at the Stuttgart Spielmesse from 20 to 23 November 2014. Southern Germany's largest consumer show of its kind offers visitors a wide range of toys, parlour games, puzzles and educational games. Highlights like the schoolchildren's event "Stuttgart spielt", the German educational game prize award ceremony or the Education Forum turn the event into a special occasion in the Messe Stuttgart's autumn line-up.

On Fair Friday games enthusiasts are in for an extended treat. After the fair closes, the large games island stays open until 10 p.m. and offers visitors the chance to try out games at their leisure. Pros from the Bietigheim Gamepoint are on hand to give you advice and tips.



Chess and more: The Spielmesse is an El Dorado for games fans of all ages.

During the kids and schoolgoers event, budding players are offered a varied programme of activities with the games rally "Spiel Dich schlau" and the Baden-Württemberg board game championship "Duell der Schulen". What is special about the champion-

ship: school classes who have registered for the rally get the games for free in advance to practise their skills. The four best players qualify for a top team, which then competes against the teams from other schools in the grand final of the Spielmesse.

eat&STYLE 2014:

Gourmet Live Event

At the eat&STYLE, Germany's largest Food Festival, everything focuses on eating, drinking and enjoyment in the Messe Stuttgart's autumn line-up from 21 to 23 November 2014. According to the organiser FLEET Events GmbH 2014 innovations include the so-called 'TrendKitchen'. Eighth to twelve of the region's most popular restaurants serve their best dishes as tasters. As part of an interactive cookery course visitors can team up with VIP experts to brush up on their culinary talents.



eat & Style: TV pro cook-in.

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State-of-the-art: the fair's visitor access system.



Always up-to-date: the visitor guidance system.

Top IT applications, sales-boosting activities: JANUS COMMUNICATIONS does both.

Similarly to other companies, IT applications are essential to trade fair companies today. One look at online ticketing and visitor access systems reveals the sophistication of these systems. Other examples are the accreditation of journalists, the visitor guidance systems and the Messe Service Stuttgart (SMS) offerings.

JANUS COMMUNICATIONS ensures that these areas are always available and up-to-date for exhibitors and visitors. However, that is not all by a long chalk. Sales-boosting activities like fair newsletter service, events and AFTERWORK service are also performed by JANUS along with IT project management duties or support in the development of IT-based global marketing concepts.

As Denis Bernard, JANUS Managing Director responsible for fair projects comments: "With our long-standing experience, qualified employees and meticulous punctual work we do our part to ensure the smooth-running of events."

Hidden Champions: Walter Formen- und Kokillenbau GmbH & Co. KG



The headquarters of Walter Formen- und Kokillenbau GmbH & Co. KG are in Göppingen-Ursenwang.



Walter also manufactures the highest quality casting tools for aluminium rims.

Customary top precision from Göppingen

Committed employees, reliable suppliers, flexibility, know-how, precision: Walter Formen- und Kokillenbau GmbH & Co. KG has been offering all the benefits of a successful SME for more than 50 years .

The dictionary explains to the layman: coquilles are re-usable cast-iron moulds. So this goes a little way to understanding the nature of the products that has earned Walter Formen- und Kokillenbau, Göppingen its reputation in the automobile industry as a leading international supplier of aluminium rims, axle and chassis parts , clutch, gearbox and compressor housings.

Walter produces the high-precision casting tools for the job: from development, tool production to casting technology. Around 40 employees currently work for the successful SME at its headquarters in Göppingen-Ursenwang.

Founded there in 1960 by Karl Walter and managed today by his daughter Barbara Ellinger-Walter and his great-nephew Emil Werbitzky, the family-run company serves customers in Germany, Argentina, Brazil, China, Indonesia, Austria, Poland, Spain and the Czech Republic among other.

interbad 2014:

Summit meeting

The interbad 2014, which takes place from 21 to 24 October at Messe Stuttgart, hosts the first European Pool Summit (EPS) for swimming pool specialists from all over Europe. It is organised by the German Association for the Recreational and Medicinal Bath Industry (DGföB), which stages interbad every two years in cooperation with Messe Stuttgart. Among other, the EPS addresses current pan-European developments in energy and sustainability. In addition to the new products by exhibitors from home and abroad, the congress offerings and fringe programme are fundamental pillars of the concept. The 65th Congress for Pool and Bath Technology is divided into specialised conferences entitled "Public baths", "Saunas", "Physiotherapy", "Swimming pool personnel", "Private swimming pools" and "Special events" and includes practical know-how for deci-



High-tech baths and spas: High-quality installations for spas and wellness at interbad 2014.

sion-makers and managers of municipal swimming pools, proprietors and managers of privately run pools, hotels, saunas and spas, physiotherapists, as well as for swimming pool manufacturers and retailers. The German Associa-

tion for the Recreational and Medicinal Bath Industry (DGföB) is to bestow the "Public Value Award for Public Baths" at the congress – thus emphasising the importance of social value-added generated by public swimming pools.

BABYWELT 2014:

Everything for baby

The BABYWELT offers parents-to-be and young families a unique shopping experience with expert advice and a varied programme of fringe events. Well-known brands, regional suppliers and creative start-ups present trends and products revolving around pregnancy, birth and parenting from 21 to 23 November 2014 in Stuttgart. From prams for off-road conditions to clothing and educational toys.



Play and learn: a BABYWELT theme.

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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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MESSAGE PORTRAIT



“All out service”

Message portrait: Richard Costa, Vice President of Stuttgart Messe Services & Sales (SMS & V)

All out service. Supporting the exhibitor from the booking to the end of the trade fair. No trade fair is the same as the other. Pulling together: If you listen to Richard Costa (44) for any length of time, you'll soon notice that he's someone who really cares about the customers of Messe Stuttgart.

Since 1st July 2014, Costa has been Vice President of Stuttgart Messe Services & Sales (SMS & V). He had previously been the Deputy Vice President for six years and from April 2013 managed the exhibitor & visitor services department. Prior to that, the born and bred Stuttgarter worked in the field of lifestyle & leisure as a team leader where he had responsibility, among other things, for the consumer shows of Messe Stuttgart's autumn line-up.

“With many years of personal experience, Richard Costa is familiar with the multilayered tasks inherent of the area of services in the Stuttgart Messe Service & Sales department”, says the President of Messe Stuttgart Roland Bleinroth. “Above all, he has compelling ideas about its further development.”

Optimising processes

Costa benefits here from having gained experience of organising a trade fair himself as a former project manager. He knows first hand what it is like to be a service provider offering services to trade fair customers. Before he changed jobs, Costa worked for a Munich company in his home country and abroad for trade fair and event services. His qualification then was a degree in business administration which he earned from Munich University. In addition, he has qualified as a travel agent and business administrator for the tourism

industry. In his new position as Vice President, Costa is in charge of three departments at Messe Stuttgart each with two teams: totalling 40 members of staff.

His personal tasks, among others, include the optimisation of processes, controlling and the strategic further development of the range of services. For example, continuing optimisation of the SMS portal, an online ordering system, which exhibitors at Messe Stuttgart can use conveniently to order pretty much anything that they need to present themselves successfully at the trade fair.

Electronic invoice submission

Together with the areas of service media, sales partner management and the stand construction service, the SMS portal is allocated to the exhibitor services department. Department number two “customer order services” takes care of address management, order taking, writing and sending stand confirmations and invoicing, for example.

This process has been conducted electronically since July 2014 for own events: “It saves a lot of time, money and is far more sustainable than sending invoices by post in printed form”, says Costa, summarising the advantages of the new feature.

All that is left is department number three: sales. Briefly, this is where staff deal with the acquisition of new customers and visitor marketing for Messe Stuttgart's own events.

And what keeps Costa busy when he's not at the trade fair centre? Obviously his wife and various physical activities: walking in the mountains, skiing – alpine and cross-country – and mountain biking.

Building virtual customer networks

After the trade fair is before the trade fair: This old football saying also applies to gaining customers and to customer loyalty. Particularly in an age of social media.

Customer loyalty and gaining new customers: Both have become extremely important again in recent years. For the exhibitors at Messe Stuttgart – and for Messe Stuttgart itself, of course. There are many reasons for this: greater competitive pressure, increasing diversity in the products/services offered, fluctuations in the economy. As documented by the “trade fair trend 2013” of the German committee for trade fairs and exhibitions (AUMA): looking after regular customers and gaining new customers are among the three top aims of companies in addition to increasing awareness.

“At Messe Stuttgart, we know that the way in which customers become informed and structure their purchasing processes has changed drastically in recent years”, says the President of the trade fair site, Ulrich Kromer. “They have a plethora of information at their fingertips thanks to the internet. Never before has it been so easy to view and compare quotes, products and solutions from vendors.”

According to a study by the British B2B service provider, Base One Group, about 70 percent of B2B decision-makers

use the internet before making an investment. The procurement of information, especially, is now a net-related activity. Customers request and obtain information in advance to help with their decision-making. “This is why companies, including us of course, are reinforcing the virtual communication with customers”, Kromer emphasises. Messe Stuttgart is active on all relevant social media channels. The company informs its customers via Facebook, Xing, Twitter etc. “At the same time, we rely on the mobile application of our offers”, explains Wolfram Huonker, Online Marketing Manager of Messe Stuttgart. For example with responsive web design, the Messe Stuttgart app or lead management campaigns to create interest among the online community. “We are aware that it will be decisive in future, particularly for the development of the demand for trade fairs, how well trade fair organisers are included in social networks and other digital communication channels”, the head of the trade fair centre, Kromer, states regarding the online activities of his company. “And this applies to before, during and after the trade fair.”

Stuttgart-Marketing GmbH:

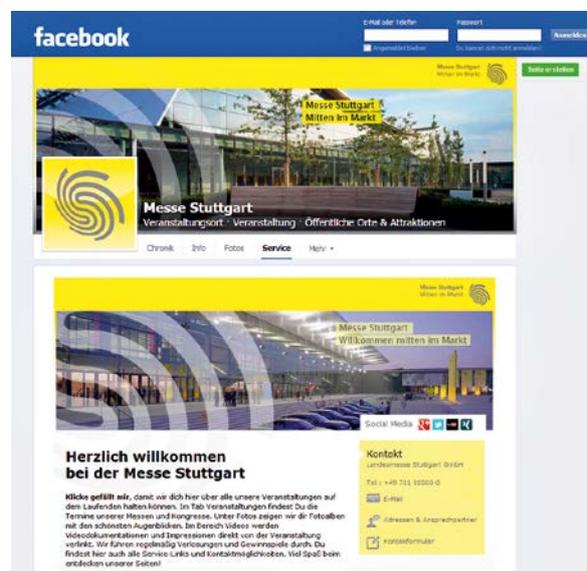
Highlight for “Hoppers”

Stuttgart has acquired a new tourism attraction: Since July 2014, comfortable open-top double decker buses drive to the highlights of the state capital with a “hop-on, hop-off” principle. The new STUTTGART Citytour was the brainchild of Stuttgart-Marketing GmbH. It is responsible for route, marketing and sales.

“The STUTTGART Citytour is a great advertisement for tourism”, the Lord Mayor, Fritz Kuhn, happily exclaims. “The round trip is not just exciting for tourists. People who live in Stuttgart or the region can discover unusual things

and places they never knew existed thanks to the tour.”

The new Citytour accentuates the significance of tourism for Stuttgart”, adds Armin Dellnitz, Managing Director of Stuttgart Marketing GmbH. “With this type of hop-on, hop-off system, we are in the premier league of European tourism destinations.” The event organiser of STUTTGART Citytour is the privately-run bus company Willms-Reisen-Touristik. A 24 hour ticket costs 15 euros. Further information is available at: www.stuttgart-citytour.de.



Messe Stuttgart is currently represented on all importance social media channels, such as Facebook (image), Xing, Twitter and so on. The new media are important instruments for customer loyalty and gaining new customers.



Open-top double decker buses of the privately-run bus company Willms-Reisen-Touristik take visitors to Stuttgart’s main tourism highlights with a hop-on, hop-off principle. Duration of the city tour: about 100 minutes.



Successful acquisition

The cluster strategy practised by Messe Stuttgart and ICS will bring new target groups to the Stuttgart location.

In May 2014, Messe Stuttgart and the ICS International Congress Center Stuttgart were present at the IMEX Frankfurt, the world's largest exhibition for the congress, event and incentives sector. And they had a positive message: "The cluster strategy launched in September 2013 and the organisational restructuring in the field of guest events have already resulted in concrete contracts being concluded," explains Stefan Lohnert, head of the Guest Events division. "We were able to present the first successes of our restructuring to an international audience at the IMEX." This included the Uniti expo in the automotive sector, a new international trade fair focusing on the world of filling stations, which successfully premiered

in Stuttgart in June 2014 with 344 exhibitors and 10,000 visitors. The Samsung Roadshow, in which the South Korean company presented its new products to 1000 trade visitors, was also a guest of the exhibition centre in 2014. The congress of the German Society of Gynaecologists and Obstetricians with 3,500 participants is scheduled to be held at the exhibition centre in 2016. The annual congress of the German Society for Pneumology and Respiratory Medicine will follow in 2017 – also with around 3,500 participants. The Guest Events team is also pleased to have secured two other large-scale events. "We have extended our contract with Trost Auto Service Technik SE until 2016," explains divisional manager

ICS and Messe Stuttgart concentrate customer acquisition on sector clusters.

Lohnert. One very encouraging success: In 2014, more than 21,000 visitors came to the 26,000 square metres Trost show in the Stuttgart exhibition centre to learn about passenger car and commercial vehicles parts, tools, the latest workshop equipment, diagnosis methods and about services for the modern motor vehicle workshop. More than 290 exhibitors presented their brands and product highlights. Another success of the cluster strategy of Messe Stuttgart and the ICS is the anniversary event of a major trade company which was founded in Germany. Around 15,000 employees are expected at the celebrations in August 2015.

Stefan Lohnert summarises the cluster strategy of Messe Stuttgart and the ICS in a nutshell: "Our goal is to be one of the leading venues in Germany when it comes to exhibitions and events for the automotive, IT, medicine, energy and trade sectors. The IMEX is a must-attend event for the sector and for us it was the perfect stage for giving Messe Stuttgart a sharper profile."

At the worldwide exhibition for incentive travel, meetings and events in Frankfurt/Main events and incentives organisers from all around the world meet more than 3500 international exhibitors from 150 countries. These include national and regional convention centres, tourist information offices, hotels, congress centres, airlines, events agencies, associations and representatives of the trade press.



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tekom Annual Conference 2014:

Top location

From 2014 onwards the Association for Technical Communication (tekom) is to hold its annual conference at the ICS International Congress Center Stuttgart. The tekom Annual Conference coincides with the tcworld and tekom trade show from 11 to 13 November at the Filder venue.

Besides the economic structure of the region, a powerful argument for relocating to Stuttgart was the great flexibility of the ICS facilities. With around 7,000 square metres of exhibition space, plus workshops and presentations in more than 20 conference rooms, the tekom Annual Conference places high demands. "We want to offer participants short distances and give them a clear



From 2014 tekom will hold its congresses in the ICS.

spatial orientation," explains tekom Managing Director Dr. Michael Fritz. "The ICS satisfies these demands superbly." In addition the region also has a good hotel infrastructure. There are sufficient accommodation options in all price classes in Stuttgart and the surrounding area with good links to the exhibition centre by public transport.

LogiMAT 2015–2017:

Three-year contract signed

LogiMAT, the international trade fair for distribution, materials handling and the flow of information, will be held as a guest event at Messe Stuttgart from 2015 to 2017. In June, a three-year contract to this effect was signed in

Munich. The trade fair of the EURO-EXPO Messe und Kongress GmbH has been a guest of Messe Stuttgart since 2003 and will occupy seven exhibition halls with a total area of 85,000 square metres in the future.

CONGRESSES 2014/ICS – MESSE STUTTGART

11.10.2014
Master Craftsmen's Celebration 2014

Organisers: Chamber of Crafts, Stuttgart Region

16.–18.10.2014
All for One Steeb company event 2014

Organiser: All for One Steeb AG

25.–27.10.2014
100-year company anniversary of Rössle & Wanner

Organiser: Rössle & Wanner GmbH

11.–13.11.2014
tekom Annual Conference 2014/ tcworld conference 2014

Organiser: tcworld GmbH

18.–19.11.2014
PTC Live Stuttgart 2014

Organiser: PTC Parametric Technology GmbH

24.11.2014
Bachelors' Night 2014

Organiser: Duale Hochschule Baden-Württemberg, Stuttgart

25.–26.11.2014
9th Stuttgart Fire Protection Day

Organiser: Beton Marketing Süd GmbH

13.–14.12.2014
SEMF Stuttgart Electronic Music Festival

Organiser: SEMF GmbH

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Sightseeing Tip: Stuttgart Christmas Market

The Christmas market is probably at its most atmospheric in Schillerplatz near Stuttgart's Stiftskirche and the Altes Schloss.

Traditional Christmas atmosphere

The Stuttgart Christmas market is a festival with a long history.

From 26th November to 23rd December 2014, the Stuttgart Christmas market is once more expected to attract over four million German and foreign visitors to the state capital. And here's a fact that not many know: The Stuttgart Christmas market is not only one of the prettiest and largest Christmas markets, but it is also one of the oldest in Europe. It was first



Festive music: One of the attractions at Stuttgart's Christmas market.

documented in 1692. However, its roots stretch even further back – to the beginning of the 16th century. An official market privilege has been identified from 1507, in which Duke Ulrich von Württemberg from the town of Stuttgart gave the demurrage fees that were collected to the annual markets. In all likelihood, the market privilege only provided confirmation of a pre-existing power. The market privilege mentions a horse market on St. Othmar (16th November), from which an annual market developed and moved ever nearer to Christmas. This resulted in a “Christ Child market” which was held from the Tuesday to the Saturday before Christmas. From 1780, the start of the Christmas market was fixed as the Tuesday after the third Sunday in Advent. A few years later, the original cattle market was closed. The new Christmas market entertained with tightrope walkers and jesters. Dancing bears, elephants, tigers and zebras performed to the public in menageries.

At the beginning of the 20th century, sensational items began appearing on the market, such as razors, model railways and gramophones. However, merchants' market goods still dominated, such as tableware, clothing and furniture. The Christmas market was even held every year during the war. The city recognised the Christmas market's significance for tourism in the early 1970s. The old stands made from folding tables, tent roofs and canvas covers were replaced with the same wooden stalls that were decorated elaborately. The market expanded right up to Schillerplatz, reaching its current size. Traditional merchants' goods can still be found at the Christmas market, but the range on offer at the approx. 280 stalls has certainly diversified somewhat: Wooden toys, nativity figurines, jewellery, sweet treats and culinary delights from all over the world are also on offer for both young and old visitors alike. For more information, visit www.stuttgarter-weihnachtsmarkt.de

HIGHLIGHTS 2014

18.–19.10.

Filderkrautfest (Filderstadt Cabbage Festival)

Venue: Leinfelden-Echterdingen

18.10.2014 –
17.05.2015

Myanmar – The golden country

Venue: Linden

Museum, Stuttgart



25.10.2014 – 12.04.2015

A Roman dream – Roman city life in south-west Germany

Venue: Baden-Württemberg State

Museum

21.11.2014 – 06.04.2015

Oskar Schlemmer – visions of a new world

Location: Stuttgart State Gallery

Restaurant Tip: Traube Tonbach

Gourmet-cuisine perfection

From traditional wine bars to exquisite gourmet restaurants: Stuttgart has it all.

Anyone who is looking for a culinary highlight either before or after a trade fair should visit the Traube in Tonbach. The traditional building in the Black Forest has over 130 classically elegant rooms, apartments and suites. Guests can choose from three à-la-carte restaurants within the main complex. The "Bauernstube" kitchen serves traditional delicacies from the Swabian and Baden regions that perfectly suit the rustic ambience. The elegant "Köhlerstube" serves sophisticated, international dishes. And Harald Wohlfahrt's famous "Schwarzwaldstube" is considered to be one of the world's best gourmet eateries. Here,



Haute Cuisine: Star chef Harald Wohlfahrt and the Traube Tonbach.

the three-star chef serves his classic French cuisine – a gourmet feast served over five courses. For more information, see: www.traube-tonbach.de, tel. +49 (0) 7442 492665.

Hotel Tip: Hotel Pullman Stuttgart Fontana

Premium resort for business travellers

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

Discerning business travellers should seriously consider the Hotel Pullman Stuttgart Fontana in Stuttgart-Vaihingen. From the hotel, it is possible to reach the Stuttgart Trade Fair as quickly as the Stuttgart Musical Theatre. The neighbouring city park provides an ideal location for a stroll through the green areas. The four-star hotel is perfectly suited to smaller events too: Thanks to its nine conference rooms, the hotel is able to offer business travellers everything they may need to work effectively.

A first-rate, 25-square-metre Classic room at the Pullman Stuttgart Fontana includes a double bed (dimensions: 2 x 100 x 210 cm), air conditioning, bath robe and slippers, flat-screen television, kettle and mini bar – including complementary mineral water. WLAN and HSIA are available at an additional charge.

For those who need to overcome jet lag or simply want to keep fit after work, the Pullman Fitness Lounge has state-of-the-art Technogym equipment for cardio and resistance training. The four-star hotel also has a heated swimming pool – the perfect way to finish a training session. A Finnish sauna, jacuzzi, Turkish steam bath and massage facilities are also available.

The Pullman Stuttgart Fontana also has various options for rounding off the day perfectly: A wine cellar and the Fontana Restaurant, which seats up to 120 people and serves regional and international dishes. There is also the air-conditioned "Icebreaker" bar, serving a wide variety of drinks, as well as hot and cold snacks. For more information, see: www.pullmanhotels.com/de/hotel-5425-pullman-stuttgart-fontana/index.shtml



Hotel Pullman Stuttgart Fontana:
Four-star hotel in Stuttgart-Vaihingen.



Rock 'n' Roll and Stuttgart Trade Fair – how does that work? I presented the latest Harley Davidson models at the CMT (international exhibition for caravanning, motoring and tourism), and “Die Kleine Tierschau” (Swabian comedy group) took part in the gala performance at the Retro Classic trade fair. But otherwise, a trade fair is certainly not the natural



Michael Gaedt, entertainer, musician, actor and founding member of the comedy group “Die Kleine Tierschau”

habitat for an old Rock 'n' Roller. Remember, Rock 'n' Roll and daylight don't mix. And I only know lacquer film, bar tables, plush carpet flooring, enchanting hostesses and free drinks every 20 metres from my artists' dressing room...

Hang on, I do also remember a trip to a trade fair for the global import and export trade. About 20 years ago, I tried to import beer into Germany with my Finnish friends, the Leningrad Cowboys. At the time, I thought that I would soon have to employ a couple of labourers to help me stuff banknotes into blue plastic sacks in the basement at night. Somebody could have told me sooner that it was a pretty stupid idea to bring “coloured water” in small bottles and cans from Finland into Germany. Because for a circus clown like me, the drinks market is about as inviting

“Rock 'n' Roll and trade fairs”

as an aquarium full of piranhas is to a hamster. That became very clear to me at the trade fair. I was standing behind my stand: Two beer tables, 30 crates of Leningrad Cowboy beer and two female Finnish truck drivers in their work clothes. A well-know German brewery had their stand right next to mine, and it was as big as the Mercedes Benz Arena. I'm sure you can imagine the rest: The blue rubbish sacks full of banknotes were just a pipe dream. I still hold hard-working trade fair constructors in high regard – they carry huge stands, and all the other mad things that are required, into halls, to make sure that visitors have an unforgettable day at the trade fair. Maybe we'll see each other at a trade fair sometime. Feel free to come up and ask me for an autograph. Because I am a bit like my very own trade fair stand.

IMPRINT

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Photographs: Badische Staatsbrauerei Rothaus AG, Carthago Reisemobilbau GmbH, correct., DER KREIS, Die Kleine Tierschau/Michael Gaedt, EUROEXPO Messe- und Kongress-GmbH, event-ex ag, FLEET Events Gesellschaft mit beschränkter Haftung (GmbH)/Michael Malfer, Fraunhofer-Gesellschaft, Geber86-iStockphoto.com Gesellschaft für Technische Kommunikation – tekome.V., HELLA Sonnen- und Wetterschutztechnik GmbH, Hofmann Management GmbH, Hotel Pullman Stuttgart Fontana, in.Stuttgart, JANUS Communication GmbH, König

Maschinen Gesellschaft m.b.H., Linden-Museum Stuttgart/A. Dreyer, Paul Horn GmbH, P. E. SCHALL GmbH & Co. KG, Schräglage, Stadt Fellbach, Stuttgart-Marketing GmbH, Traube Tonbach, Konstantin Tschovikov/Messe Stuttgart, UNITI-Kraftstoff GmbH, Verband Deutscher Maschinen- und Anlagenbau (VDMA), Walter Formen- und Kokillenbau GmbH & Co. KG, wulf architekten

Layout, composition, repro proof: Baumann & Baltner GmbH & Co. KG, 71638 Ludwigsburg, Telephone: +49 (0)7141 68896-3

Graphics: Gabriele Kleefeld

Advertisements: Beck Medien- und Verlags-GmbH, 73732 Esslingen, Call Karin Weber directly: +49 (0) 711 33 5916, Tel.: +49 (0) 711 937893 0, Fax: +49 (0) 711 937893 9, E-mail: weber@beckmedien.de

Print:

SV Druck + Medien GmbH & Co. KG, 72336 Balingen

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