



03 | 2007 4 Euro

# Message

Trade Fairs Congresses Events

## To see



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## To taste



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Trade Fair for the Bakery  
and Confectionary Trades

## To enjoy

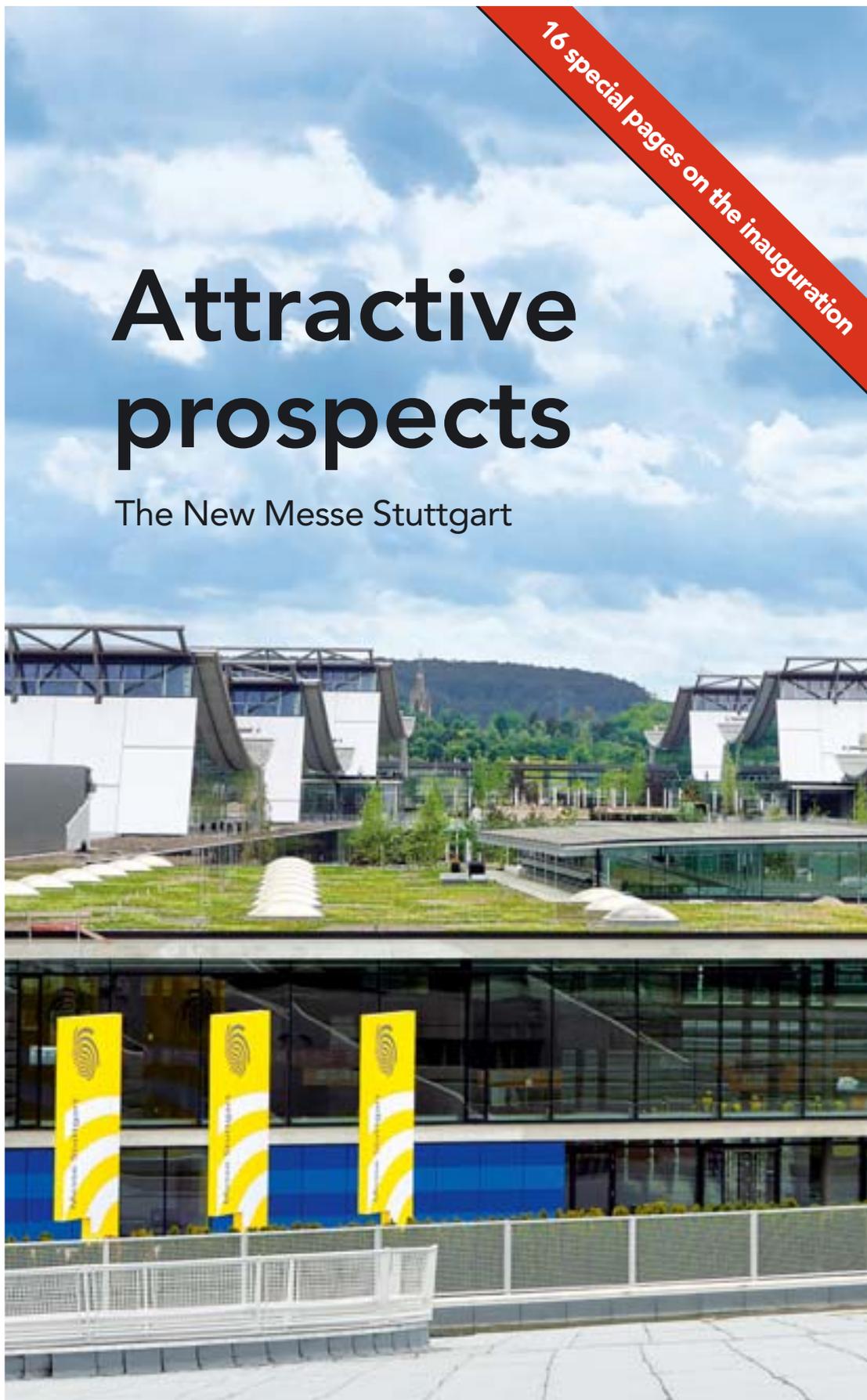


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16 special pages on the inauguration

# Attractive prospects

The New Messe Stuttgart





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## MESSEFOTOGRAFIE



## WERBE-/STUDIOFOTOGRAFIE



## EVENTFOTOGRAFIE



## WIR FOTOGRAFIEREN IHRE HIGHLIGHTS

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Alles aus einer Hand.

## News – Trends



Open at last: organisers are expecting around 200,000 visitors at the "auf den Fildern" site for the official

## High tech and high life

### 19 October sees the official opening of the New Messe Stuttgart.

Enjoy the high life, take in the high tech: the official inauguration of the new Stuttgart Trade Fair Centre offers a bit of everything from 19 to 21 October. Running with the theme "Innovation meets emotion", more than 300 prominent and less prominent companies will be presenting their products

and services over three days to an expected 200,000 visitors. The list of exhibitors at the high-profile opening exhibition ranges from A for Audi to Z for Zahnradfabrik Friedrichshafen. Entry is free. The exhibition provides an insight into areas including Culinary Delicacies, Lifestyle and Leisure,

New trade fair: Lifestyle 2008

## Add a little style to your life

Running from 3 to 6 April 2008, the spring "Lifestyle" trade fair addresses popular topics including Wellness, Garden and Antiques, Design and Interior Design.

Three attractive subject areas will be presented under one roof at the spring "Lifestyle" trade fair running from 3 to 6 April 2008. The Garden incorporates the material covered in the past by the popular sales exhibition



of the same name for nature lovers and plant enthusiasts. It now includes a greater number of show gardens and an extended range of garden equipment. Products for a healthy, balanced lifestyle are the focus of the "Wellviva" exhibition. And "Antiques. Design. Interiors", a new exhibition highlighting the unusual and the elegant, promises quality over quantity. It is the ideal get-together for collectors of antique items and lovers of design artefacts.



opening of the New Messe Stuttgart.

Mobile World, Technical Visions, Knowing Your Craft, Healthy People and Economy. With a view to promoting diversity and regional identity, the programme of stage events in the exhibition halls will focus primarily on artists, groups and associations from the surrounding areas. Celebrations will begin with the official opening ceremony at 12.00 pm on 19 October to be attended by Federal German President Horst Köhler, Minister President of Baden-Württemberg Günther Oettinger, Lord Mayor of Stuttgart Wolfgang Schuster and 2500 invited guests. You can find more information by visiting [www.messe-eroeffnung.de](http://www.messe-eroeffnung.de).

New Messe Stuttgart:

## Fully equipped

2008 will be the most successful year in the history of Messe Stuttgart by a comfortable margin. No fewer than 24 new subject areas are currently in the 2007/2008 events schedule, of which around half represent in-house developments (see also pages 8-11). By way of comparison: 32 Landesmesse Stuttgart GmbH trade fairs and 20 guest events were staged at the old exhibition site in Stuttgart Killesberg. 13 new events were or will be premiered in 2007 alone. Managing Director of LMS, Roland Bleinroth, expects that the EUR 80 million turnover barrier will be broken for the first time in 2008. |



Thomas Brandl, Company Spokesman, Landesmesse Stuttgart GmbH (LMS)

The deed is done! After a 36-month building period, the New Messe Stuttgart is completed. The Stuttgart region and Baden-Württemberg as a whole can at last point with pride to a cutting-edge shop window to global markets that Europe's high-tech hub both needs and

deserves. Now it's time to get things underway. The expectations and standards of quality applied to the New Messe Stuttgart are high: more turnover, exhibitors, visitors and internationality. The LMS trade fair and congress players face a big challenge but the basic parameters appear to be favourable. We have Europe's most advanced and most attractive trade fair site; the direct link to Stuttgart Airport, the motorway and

## "At precisely the right moment"

railway network is unique. Stuttgart is literally "the central attraction" for many sectors of industry – and, to coincide with the trade fair inauguration, the economy is running at full throttle. The New Messe Stuttgart is very much the right place at the right time. From the very beginning, it achieves a hall turnover rate (frequency of being rented) of 13.7 – almost as much as the old site in Killesberg and way above the German average. National and international guest organisers have discovered the attractive qualities of Messe Stuttgart. "Message" is also going down the internationalisation route: a partial print run of this and future issues will be in English. Our initial focus has been on the new construction of the Trade Fair Centre and its completion. Messe Stuttgart expresses its thanks to all planners, architects and executives. We will be celebrating together from 19 to 21 October. Join us at the opening exhibition "Innovation meets emotion" and celebrate with us! |

Site and trade fair presentations

### LMS continues internationalisation process

Within the scope of their strategy of internationalisation, LMS has, over the past few months, organised a number of site and trade fair presentations covering key future markets, e.g. in the Netherlands, Turkey,



Czech Republic, Poland, Great Britain and Australia. The photograph above was taken during the presentation in Prague and shows,

from left to right: Vladimir Vurm, President of the German-Czech Chamber of Commerce and Industry (DTIHK); LMS Managing Director, Roland Bleinroth; LMS foreign representative Tereza Tumova; Silvia Blumenschein, head of the LMS International Business Development department; and Bernhard Bauer, Managing Director of DTIHK. While the Wine Farmers & Fruit Growers Exhibition – the “daughter” of the INTERVITIS INTERFRUCTA (IVIF) – posted record figures of more than 200 exhibitors and almost 6000 visitors in July, new IVIF “satellites” in Yantai/China, Mumbai/India and Krasnodar/Russia should help to underpin this leading global position over the coming months.

Pan-European trade fair

### Combination

The two leading trade fairs covering theme parks, amusements and fairgrounds – the German “Interschau” and the Italian “Technofolies” – are joining forces in a drive to capture the pan-European market.

The organiser of the Interschau (Messe Stuttgart), the German Fairground Association (DSB) and the Technofolies organisers have pooled their resources to stage both events from 25 to 27 October 2007 for the first time in Italy. The plan is to alternate the annual trade fair between Stuttgart and Genoa. The combined Interschau-Technofolies trade fair will be hosted at the “auf den Fildern” site from 29 to 31 October 2008.

#### Building site(s)

by Ulrich Kromer, Managing Director of Landesmesse Stuttgart GmbH (LMS)

## New thought processes



This autumn marks the beginning of a new era for Messe Stuttgart. Our new site entered into operation in September with the “Motek” and “eltefa” trade fairs. The official inauguration and open day will run from 19 to 21 October 2007. After a three-year construction period, Stuttgart can now offer a state-of-the-art, attractive trade fair boasting transport connections without parallel in Europe in one of the strongest industry networks.

Looking back, it is true that the construction of this site led to complaints about over-capacity from a number of colleagues – in particular those in Frankfurt. Yet since construction started in Hessen – the new Hall 11 is scheduled to open in 2009 – the murmurings of complaint have died down.

The same applies to the issue of cooperation between trade fair companies. The announcement of the collaboration between Stuttgart and Hanover – a step which by no means guarantees success and is not without its hurdles – was greeted with criticism from colleagues in many quarters. But it is now being suggested

in Düsseldorf that an even more prominent collaboration between German trade fair companies – known as the “Tradeshow Alliance” – can become an instrument in international competition. It is unclear whether or not this Anglicism will increase its chances of success, but there is a mutual acceptance (including in Bavaria, where interestingly Munich and Nuremberg are apparently also considering a future joint venture) that the challenges of the future call for new thought processes.

Discussions have been ongoing – both publicly and behind the scenes – concerning the future of the trade fair economy in light of globalisation, the burgeoning importance of the Internet and intensifying competition. A number of colleagues, from the Rhine in the north to the Isar in the south, believe the response should be to request political powers in Germany to limit future international events to the cities with major trade fair centres. Other centres, in particular Essen and Stuttgart, have long since recognised, however, that not only big is beautiful. According-

ly, they continue to successfully develop a niche/specialist trade fair portfolio and focus on a basic model that meets all requirements, is networked, fragmented and nevertheless process-oriented and eventful. This strategy has proved successful in the past for the two trade fair companies, as well as for other medium-sized companies in Germany, and it will continue to be employed in the market. A number of German trade fair companies have implemented new constructions or extensions to their sites. Stuttgart has nevertheless notched up a unique success. The decision in favour of the “Stuttgart 21” project is key to Baden-Württemberg. It includes the construction of a high-speed ICE train station at the main entrance of the New Messe Stuttgart. The resulting infrastructure, encompassing trade fair and airport, is unparalleled. The exclusive nature of the overall project illustrates that longer lead times are sometimes painful but can ultimately create a unique forward-looking perspective. I look forward to welcoming you to the New Messe Stuttgart.



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# Leaps in Growth

Where is the New Messe Stuttgart heading? *Message* interview with Managing Directors Ulrich Kromer and Roland Bleinroth.

**Message:** The official opening of the New Messe Stuttgart is scheduled for October 19. How does it feel to be so close to your goal?

**Kromer:** We're both experiencing a huge sense of relief. After many years of highly effective work at Killesberg, our new facilities have finally put us in the Champions League. Our position in the trade fair business now does justice to

the economic power of Baden-Württemberg. In Fildern, we have a state-of-the-art trade fair centre with atmosphere and a welcoming character, not to mention fantastic infrastructure – in other words, all of the components that are crucial to modern trade fair operations.

**Message:** Anyone observing the mood in the region in recent months has sensed the popular appeal of the new Stuttgart Trade

Fair Centre. How do you intend to keep it that way?

**Bleinroth:** We don't really have to do very much. The new centre generates natural excitement. Its architecture, infrastructure and traffic connections – all points that were once liabilities and that could only be offset with considerable effort – are now assets. Exhibitors and visitors alike were thrilled by the first events held there. We've not only

noticed that in our conversations, but also in the number of bookings.

**Message:** 24 new topics alone through 2008: as a project of the century, the new fair centre has developed an impressive dynamism from the outset. To be perfectly honest, weren't you a bit surprised by it yourself?

**Kromer:** No. After all, it was and remains our mission to fill the new fair centre with life. With the 24 new topics, we've proven that the additional space we had been calling for was truly necessary. The new facility has already increased Stuttgart's attraction as a business centre.

**Message:** Which topics have you added specifically?

**Bleinroth:** Naturally, we initially concentrated on high-tech trade fairs, our core competency. Our second pillar is tourism and the hotel and catering trades, which we cover in both trade and public shows. We're also tightly connected to the market with our third pillar, the trades. Baden-Württemberg has a pronounced small and mid-sized business structure with very strong trades. Our state also has immense purchasing power, and that's reflected in our attractive range of public fairs.



Roland Bleinroth expects major leaps in growth thanks to the new trade fair centre.



For Ulrich Kromer the Messe Stuttgart is finally playing in the Champions League.

**Kromer:** Of the 24 new fairs, around half are guest events whose core values reflect our overall strategic direction and above all our vision of becoming Germany's premier high-tech trade fair venue.

**Message:** Do you expect this extremely positive development to continue beyond the year 2008?

**Kromer:** That's our mission, and we will be judged on its success. Considering recent developments, we have reason to be confident that the positive trend will continue. To be fair, however, it may not be to the degree that we are experiencing now. Naturally, trade fair centres can only go so far with their novelty value. Once that wears off, it's back to normal, everyday hard work.

**Bleinroth:** The further you look into the future, the less accurate forecasts tend to be. Our schedule for 2008, our first full year at the Fildern, looks very promising, however. Our booking rate is very good. With a sales factor of 13.7 in 2008, we have nearly matched that of Killesberg; it was slightly higher at 14.7. That's an outstanding development when you consider that the new centre has almost exactly twice the area.

**Message:** What positive economic effects can the new Stuttgart Trade Fair Centre have on small and mid-sized businesses (SMBs) in the region? ▶



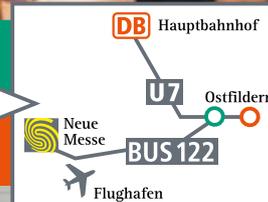
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“With our new facilities,  
the international character  
of the Messe Stuttgart is  
on the increase.”

Managing Director Roland Bleinroth

**Kromer:** Around 480,000 companies are present in Baden-Württemberg, and a large number of them are SMBs. Not all of them can afford a global presence. For such companies, the trade fair marketplace is in itself a valuable marketing and business promotion instrument. A further aspect is the fact that the exhibitors and partners of the Stuttgart Trade Fair Centre naturally do business here in the region.

**Bleinroth:** The overwhelming majority of our exhibitors are SMBs. With our new facilities, the international character of the Stuttgart Trade Fair Centre is on the increase, and that’s an especially important factor for SMBs. After all, many SMBs are already internationally positioned and have global reach, serving markets the world over. With our new trade fairs, we offer such companies even greater added value than before, as we are expecting even more international exhibitors and visitors thanks to our optimal connections to Stuttgart airport.

**Message:** Growing exhibitor numbers in international partnerships, consistent results at the domestic level – is that a trend that also applies to the Messe Stuttgart?

**Bleinroth:** No. We are experiencing great growth potential in both sectors. What’s more, the new facility gives us the potential for

major leaps in both areas. Stuttgart is one of the few trade fair locations that will be making big steps forward in the coming years.

**Message:** How is the internationalisation of the Messe Stuttgart progressing in this age of globalisation?

**Kromer:** Our share of non-German exhibitors is currently around 20 percent, and our initial target is 25 to 30 percent. On the other hand – and this is not something that we will realize from one day to the next, but over the course of the next ten years – our objective is to achieve international sales of around 20 percent. Those are the standards by which we will be measured.

**Message:** Which role will Stuttgart play among German trade fair centres in the future? That of the big fish in a small pond?

**Kromer:** Hardly. In terms of area, we’re in ninth place in Germany. With regard to sales, we can expect to peak in eighth place. It’s therefore more important for



“We want to become  
Germany’s premier location  
for high-tech trade fairs.”

Managing Director Ulrich Kromer

us to rapidly realize our goal of becoming Germany’s premier location for high-tech trade fairs, while remaining attractive with fairs for a broad public audience. Our core competence must clearly lie in the technology sector, however. |



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## Tap the potential of Stuttgart



Sepp Heckmann, Chief Executive of Deutsche Messe AG, Hanover.

## Synergy effects

Cooperation, not confrontation: the Hanover and Stuttgart trade fairs in perfect harmony.

**Message:** The new trade fair “O&S” (international trade fair for surface treatments and coatings) runs from 3 to 5 June 2008 and will for the first time be staged jointly by the trade fair centres in Hanover (Deutsche Messe AG Hannover) and Stuttgart (Messe Stuttgart). How did this collaboration actually come about?

**Heckmann:** Alternating with “Surface Technology”, the leading international trade fair for surface technology, which takes place in the odd-numbered years at the Hanover trade fair, there was a demand among exhibitors and visitors for an additional event in Southern European. The first O&S trade fair takes place in Stuttgart in 2008, enabling us to address this future-oriented market more effectively and with greater intensity.

**Message:** In these times of cut-throat competition between different trade fairs, did you not

have any reservations about taking this step?

**Heckmann:** I wouldn't say so. In today's highly competitive trade fair environment, it is quite normal to have reservations. But I think it's important to think outside the box. Only then do you recognise that, as trade fair companies, it is sometimes in our collective interest – in terms of economics and trade fair policy – to work together more closely. This is the only way to be able to offer the range and quality of products and services that our national and international customers justifiably expect from us

**Message:** So less of a love match and more a marriage of convenience? Is it fair to say that any other location in Southern Germany have been viable?

**Heckmann:** No. Like ourselves, Messe Stuttgart has a wealth of trade fair know-how and will also incorporate “Galvanica” in the O&S.

Furthermore, Messe Stuttgart is interested in raising its international profile in the long term. Our sales infrastructure boasts 70 offices and representatives worldwide; this could generate profitable synergy effects.

**Message:** Are further collaborations planned?

**Heckmann:** Following detailed discussion, both companies have expressed a firm interest in future collaborations. We are currently in the process of assessing ten other potential common exhibition areas, which we will continue to develop and prepare carefully in terms of content. We will announce our intentions at the appropriate time.

**Message:** Could the collaboration between Stuttgart and Hanover become a model for other trade fair companies to imitate?

**Heckmann:** I think that in Germany it benefits nobody to invent new trade fair subject areas for the sake of it. It's more important to

develop a satisfactory trade fair policy aligned with real market requirements. In this context, collaborations like those between Deutsche Messe AG Hannover and Messe Stuttgart are effective. And, with its new exhibition site, Stuttgart and its infrastructure is an extremely attractive location. In Hanover we stage many leading international trade fairs. It makes good business sense to consider devising special events to complement the leading trade fairs and establishing these in Stuttgart for the Southern European market.

**Message:** Do such collaborations ultimately serve the interests of Germany as a viable location for staging international trade fairs?

**Heckmann:** Yes. Cannibalisation in the German trade fair market has resulted in many trade fair companies being unable to record satisfactory economical results. Viable collaborations can be very helpful in this regard. |

### Three questions to: Peter Hofelich

## Peter Hofelich

Vice Chairman of the "Verband Region Stuttgart"



**01** You supported the new construction of the Messe Stuttgart from the very beginning. Why? When the Verband Region Stuttgart (political alliance representing the Stuttgart region) was founded in 1994, it was driven primarily by economic factors. This was a question of self-assertion in one of Europe's key industry regions and its increased alignment with new services. It was therefore logical that we should drive forward the concept of a significantly enhanced Messe Stuttgart to create an attractive shop window for the region. This is why the Verband Region Stuttgart gave its backing to the concept of constructing a new Trade Fair Centre from the very beginning.

**02** Has the new Trade Fair Centre already been accepted by people in the region? The public perception of the new Trade Fair Centre has developed very positively over the past few months. Now it is important that the Trade Fair Centre itself has a positive effect on the region. This should include the regional economy establishing itself in the programme of trade fair events. When you think of the wealth of spa resorts at the Albtrauf, for example, health as a trade fair subject area immediately springs to mind.

**03** Where could further synergy effects be generated between trade fair and region? It is more important than ever that the programme of trade fair events and the region's industrial basis are a good match; this is an ongoing responsibility on the part of key trade fair players at the "auf den Fildern" location. The current focus on high-tech trade fairs shows that they are on the right track. I see further room for growth, however. Furthermore, I believe that trade fair and regional business development should continue to coordinate closely on matters regarding the trade fair's programme of events, its marketing and integration in the region. It's a case of "working together to sustain our strengths". |

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# Tap the potential of Stuttgart

Stuttgart faces (10): Luigi Aracri, restaurateur in Stuttgart ("Primafila"/"Fellini")

## "Stuttgart has become far more cosmopolitan"



Luigi Aracri, born in Italy and restaurateur in the Baden-Wuerttemberg capital since 1977.

Restaurateurs know pretty much everything. If you've lived and worked in Stuttgart since 1977, as I have, you know the Stuttgart restaurant scene and its clientele pretty well. After graduating from the college of hotel management in Bad Wuertemberg at the end of the seven-

ties, I took my first job as manager of the Italian restaurant in the Hotel Interconti. At the time, you could still count the number of Italian restaurants in Stuttgart on two hands. In other areas too, culinary diversity was relatively modest and Stuttgart patrons generally kept to themselves.

Today, exactly 30 years later, everything has changed. Stuttgart has become far more cosmopolitan – and this was the case before last year's World Cup. There is now a huge number of restaurants to choose from. Visiting guests and locals are spoilt for culinary choice.

If you want to survive as a restaurateur in this climate, you have to be damned good. It's true that today's Stuttgart has little in common with the Baden-Wuerttemberg capital of

the seventies, but over the decades it has succeeded in retaining its personal charm, offering an attractive blend of modern architecture and unsung treasures. The city is thriving. Major international sport events are commonplace. It stages superb concerts for lovers of all music styles. It boasts the Stuttgart Ballet Company and the multi-award-winning Opera House. Anyone claiming that nothing's going on in Stuttgart has never been here.

I was born in Calabria 48 years ago but have lived in Stuttgart for 30 years and have long stopped thinking of myself as a foreigner. The fact that I come into contact with so many people in my profession means that I never had any problems in feeling at ease in this city. But then again Stuttgart made things easy for me. |

Message series: Stuttgart bars (9)

## Ciba Mato

Where to unwind after your congress or trade fair visit? Message continues its series of reviews of selected bars.

Its name initially seemed to be a harbinger of doom for this trendy bar in the Stuttgart city centre. "Cibo matto" (which essentially means "mad food") was the name originally chosen by proprietors Alexander Dohnt and Steffen Schunk for their lounge decorated in red and black. But a major German coffee company objected to the name and "Cibo" became "Ciba". Dohnt and Schunk stuck to their concept of a world food restaurant, cocktail bar, indoor and (in the summer) outdoor lounge, offering every-



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# Potential and projects

Many towns in the greater Stuttgart region rank among the key economic locations of the area. *Message* offers an insight. In this issue: Tübingen.



Picturesque: the quintessential Tübingen with the Neckarfront, a punter in action and the Hölderlinturm.

Tübingen is many things at first glance: old timbered houses and narrow streets, the castle, the Neckarfront, punters, the vast university and a complex of clinics. Labelled everything from provincial town to metropolis, university village to "Neckar Athens", Tübingen is on its way to becoming a key location for science and economy. A highly skilled supply of labour, fully

fledged industrial estates and an active regional economic policy make the town very attractive to the economy. And the fact that Tübingen is situated within easy reach of Stuttgart, one of Europe's most prominent commercial centres, enhances its attractive qualities as a viable location – as do the rapid transport connections to the Stuttgart Trade Fair Centre, the airport and motorway.

## Multiple location benefits

Factors promoting information transfer between research and economy include the Tübingen-Reutlingen Technology Park situated at two locations. One branch of this showcase project is located in the immediate vicinity of the Tübingen Max-Planck-Institute. Another site for companies specialising in medical engineering, IT and nanotechnology is situated in the neighbouring town of Reutlingen. All offering an optimum use of available space, short communication channels and high synergy effects.



Cutting edge: the intermunicipal Tübingen-Reutlingen Technology Park.

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## Message Extra: New Messe Stuttgart Gr



The curved roofs of the halls as well as abundant amounts of green in the Trade Fair Centre park outdoors and

Technologically top-notch, ecologically optimal: The New Messe Stuttgart is a ...

## Pièce de résistance

It is visible out the aircraft window upon approach to the Stuttgart Airport. The designers of the New Trade Fair Centre placed great value on structural clarity and orientation: The seven standard trade fair halls, the high-roof hall, the International Congress Centre Stuttgart (ICS) and the Trade Fair Centre square with underlying subterranean car park are arranged along an east-west axis which extends in both directions. The two-fingered car park, which has already become the local landmark of the New Trade Fair Centre, continues the axially dominant appearance over the A 8

motorway as an elegant, landscape bridge. This "extended hand" represents the harmonic relationship between the Trade Fair Centre and the natural contours of the environment—a key principle of the winning design, which the Stuttgart architectural office of Wulf & Partner presented in 1999: The topography of the Filder plateau is not a constructional hurdle, but rather a pool of ideas. The allure of the complex as a whole, which is tiered in three levels, is that distinct and orderly shapes overlay free and organic lines, such as in the shape of the arched Trade Fair Centre square, the car

# and Opening



innovative climate-control technology indoors – the new facility is exemplary in every regard.

park and the concave roofs of the exhibition halls.

Inside, distinct, logical designs convey safety and orientation. By the same token, elegant design and curved lines, such as the hall roofs, please the aesthetic senses of the observer. It is a very bright trade fair centre. Partially glassed facades and a circumferential glass ring supply the halls with daylight and accentuate the open and transparent dialogue with the environment.

As impressive as the structures are, so too was the way in which they were built.

For the construction of the car park over the A 8, the engineers chose the time-shifting method. This involved moving the individual sections of the steel-trussed girder structure on a sliding structure approximately eight metres above the motorway. Hydraulically controllable, steel-cable systems pulled the thousands of tons of the colossus forward centimetre by centimetre – during running traffic, unnoticed by motorists. A total of 16,000 tons of steel were joined section-by-section to form a continuous structure with six storeys of parking. A ▶



Trussed structures of the car park over the A 8 motorway.



„Big Packs“ temporarily secure the roofs during construction.

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## Message Extra: New Messe Stuttgart Gr

world's first. Never before were structures of this weight moved using the time-shifting method.

Inspector Bienzle, Germany's favourite TV detective, is sure to have noticed this, as well as the "big packs" which hung in the exhibition halls during filming of the "Tatort" television programme on the construction site during the summer of 2006. In designing these halls, the architects decided to use suspension roofs. Due to better distribution of the tensile forces in the base, they considerably reduce the amount of required materials yet still have a spectacular appearance. During the construction phase, it was necessary to "acquaint" the arched sub-roof structure with the future weight of the roof structures and insulation materials. This task was performed using plastic bags filled with gravel, each weighing up to one ton. At the same time, the "packs" protected the roof structures from strong gusts of wind until the last gaps in the building facades were closed.

### Innovative climate control technology

The climate control concept for the New Stuttgart Trade Fair Centre was also subject to the highest standards. Just recently, this concept was awarded the 2007 innovation prize by the renowned trade publication "Trade Show Executive". It functions using the principle of layer ventilation, a method used here for the first time in trade fair centre construction: Over the course of a day at a trade fair, two



Considerable energy savings are achieved by utilising the principle of layer ventilation in the exhibition halls.

air layers of different quality form in the exhibition halls. Layer ventilation takes advantage of this. It supplies fresh air only to the lower level of air, which is warmed by the trade fair activities. As a result, only half as much air is circulated as with a standard ventilation system. In each of the exhibition halls, the 16 source-air outlets – each approximately two metres high and more than five metres wide – are, therefore, not located on the ceiling, but instead near floor level on the long walls of the halls. Fresh air streams from the outlets to the exhibitors and visitors at a low rate of speed. The heated air in the upper half of halls is drawn out by pumps and, through heat recovery, benefits the Trade Fair Centre energy cycle. In addition, the Trade Fair Centre is also equipped with innovative heating and cooling technology which centrally adjusts the temperature in all halls, allowing the individual halls to operate with smaller systems than would otherwise be



Unmatched in Europe: More than 50 percent of the Trade Fair Centre's 83 hectares are green.

possible using a decentral supply. Less circulation means less consumption: Compared to the Munich Trade Fair Centre, the New Messe Stuttgart requires approximately 30 percent less energy for hall heating. As the same time, more than a thousand tons less carbon dioxide – the equivalent to the emissions produced by approximately 200 single-family homes – are generated per year in comparison to standard technologies.

### Ecologically optimal

But this is far from being the only “green” aspect of the New Messe Stuttgart. More than 50 percent of the facility’s 83 hectares are green areas, making it Europe’s greenest trade fair centre – another plus for space and visit quality. During a long day at a trade fair in the summer, a brief walk through the Trade Fair Centre park among beech trees and irises is just what one needs. In addition, all of the exhibition hall roofs are to be fitted with a total of more than 30,000 square metres of thin-layer solar cells. They will feed between 1.3 and 2.8 million kilowatt hours of alternatively

produced power back into the power network every year.

Also of ecological value is the handling of the surface water. There are three retention basins located in the north and east areas of the Trade Fair Centre grounds. An onsite pipe system gathers and transports the surface water which collects on the grounds to the basins. There, floating materials are removed in an environmentally friendly manner and the treated water then returned to the natural water cycle.

### The easy-to-reach trade fair

Traffic flows smoothly, exhibitors and visitors quickly reach their goal: This is ensured by the new infrastructure consisting of streets, bridges and tunnels which surround the Trade Fair Centre. The New Messe Stuttgart is made accessible by the A 8 and B 27, two high-capacity roadways. Via the Trade Fair Centre-airport motorway connection, motorists reach the large Trade Fair Centre car park after just a few metres. If it is full, a traffic and parking control system directs them to the next free parking space among the

18,500 located in the parking lots to the west, the subterranean car park or at the airport. Visitors arriving by air are just steps away from the Trade Fair Centre. Like passengers on the urban railway, these visitors can access the east entrance, the exhibition halls and the International Congress Centre (ICS) via the new pedestrian boulevard and Trade Fair Centre square. And within the scope of “Stuttgart 21”, the Trade Fair Centre will be connected to the regional and high-speed network of German Rail directly at the main square with a regional and main-line station in 2018. Just what every pièce de résistance needs. |



In 2018 “Stuttgart 21” will connect the New Messe Stuttgart to Europe’s main railway lines.

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# Message Extra: New Messe Stuttgart Grand Opening



As the managing director, Ulrich Bauer directs the Neue Messe project company.

## “At the time, I said spontaneously yes”

Nine years of construction: In this *Message* interview, Ulrich Bauer looks back on exciting times.

**Message:** As the directing manager of the project company, you have been responsible for the construction of the New Stuttgart Trade Fair Centre since October 15, 1998. Would you consider this to be the accomplishment of your lifetime?

**Bauer:** The New Trade Fair Centre is certainly a once-in-a-century structure for the Stuttgart region. For me, the nine years on the Filder plateau are the high point as well as the conclusion of my professional career. Immediately upon finishing my architecture studies at the TH München (Munich University of Technology), I had the opportunity to participate in a large-scale planning project with enormous cost volume: the competition for the facilities of the 1972 Munich Olympics. During the practical phase of my education, I then became involved with the second very large project: an 80 hectare redevelopment project in Düsseldorf. Interestingly enough, this involved construction over a railway line and a huge car park over a four-lane urban motorway. Following the second state examination, I became



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planning office manager and two years later head of the building department in the city of Troisdorf, in 1983 city manager for construction in Heilbronn, and in 1990 Lord Mayor of the city of Esslingen. After serving some 28 years in positions with responsibility in three municipalities, a new challenge began on June 30, 1998. The Lord Mayor of Stuttgart, Dr. Wolfgang Schuster, asked me if I could imagine becoming the managing director of the project company. "At the time, I said spontaneously yes."

**Message:** The fight for Trade Fair Centre location on the Filder plateau has often been a hard one. Did the controversies leave any lasting marks on you?

**Bauer:** No. There were many attacks – some of which were personal, even below the belt. But I didn't expect it to be any different. I've simply been involved in the system made up of administration, politics and the associated legal processes too long. Moreover, I was convinced of my task, of the location of the New Messe Stuttgart, its dimension and its necessity right from the start. In spite of all professionalism, one still

needs to be careful not to take the various hostilities too personally.

**Message:** Catchword: Key events. What were for you the most pleasant and what were the most difficult moments during the nearly 3 years of construction?

**Bauer:** A particularly positive memory for me is September 14, 2004: the groundbreaking ceremony. After many long years of preparation, we had finally reached the "point of no return". Then the actual construction phase began, organisation among the Trade Fair Centre opponents crumbled, it

"The New Messe Stuttgart is once-in-a-century project for the region"

became finally clear to everyone that the "New Messe Stuttgart" project would be a true success story, and suddenly everyone wanted to claim responsibility.

**Message:** And what were some of less pleasant moments?

**Bauer:** The fact that we mourned three accidental deaths at the construction site saddens me deeply. Even though carelessness was the primary cause in all three cases, these tragic accidents were a massive shock to all of us.

**Message:** Does your job come to an end with the official opening?

**Bauer:** Not quite yet. I have agreed with the board of directors of the project company to hold my position until December 31 of this year. So, I will still have two and a half months after the official opening of the Trade Fair Centre to properly finish a number of items. I'll be 68 years old by then, and am calmly anticipating the time which follows.

**Message:** Be honest: Has the New Trade Fair Centre been well received by the people on the Filder plateau?

**Bauer:** Yes. Moreover, with the New Trade Fair Centre and its infrastructure, Leinfelden-Echterdingen moves further into the Stuttgart region's field of vision. Sooner or later, Leinfelden-Echterdingen will develop into a significant trade fair city and then into a regional trade and industrial centre. |

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## Message Extra: New Messe Stuttgart Gr



What appears to be chaos at the Trade Fair Centre construction site is actually very well organised.

## Just-in-time

### To complete a project like the New Messe Stuttgart on time is no small task.

The numbers are impressive: Some 200 companies and up to 1,700 workers and craftsmen worked simultaneously on the New Trade Fair Centre project at peak periods. 83 hectares of land were to be built on, 1.8 million cubic metres of earth moved, around 65,000 tons of steel and 600,000 cubic metres of concrete transformed into modern trade fair architecture. The principle contractor alone prepared more than 62,000 diagrams for this purpose – laid out, they would cover four football fields.

How did the legions of workers know when they were to perform which task on the over 100 hectare site? The project managers from Drees & Sommer were responsible for this. During the three-year construction period, they ensured that everyone was always up to date on the current planning state of the project, knew his job and knew what he had to accomplish by when.

“In such a monumental project, structures need to be established and the overall project broken down into individual, comprehensible sub-

projects”, explained Thomas Jaißle, Managing Director of Drees & Sommer Stuttgart. Arranging clear deadline- and cost goals was also the responsibility of the project manager as was supporting everyone involved, such as regularly providing information to the Neue Messe GmbH project company as principle contractor, and consulting with the architects from Wulf & Partner. Also important: Speaking with the workers, who needed motivation from time to time. “There’s a significant human factor in such projects. We all go through peaks and valleys together”, knows Jaißle.

### Clear deadline- and cost objectives

The most important task of the project managers from Drees & Sommer was to organise the entire construction process. For this purpose, the Stuttgart-based company developed a construction logistic concept, a “bible for scheduling and for the construction process”, as Jaißle calls it. The creation, which spans several DIN-A4 binders, was



By the time all exhibition hall signage was on the walls, more than 62,000 individual diagrams had been created by the principle contractor alone.

produced with the aid of a simulation in which the engineers planned the construction of the New Messe Stuttgart – in 32 phases, from groundbreaking to commissioning. This process showed to what extent the technical groups had to work with one another in order to meet

deadlines and how the logistics needed to be controlled to allow everyone involved to work together smoothly. For the building firms, the concept served as the basis for understanding the process as a whole and for being able to calculate costs. At the start of con-

struction in September 2004, it was apparent how important the forethought was. “It was an enormous challenge to make clear to each company and each employee that they were to complete the right task at the right location on exactly the right day”, remembers ▶

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*Leinfelden-Echterdingen – where else.*

# Message Extra: New Messe Stuttgart Grand Opening



Without precise deadline controls, a project such as the construction of the Trade Fair Centre would never be possible.

Jaißle. The logistic capabilities of the project planners were put to the test at the interfaces as well. "We had to ensure that all work was performed on time and with high quality to allow the next technical crew to build upon the work of their predecessor. Only in this way was it possible to maintain the schedule."

The sheer magnitude of the project could be gauged only with difficulty. 1.8 million cubic metres of earth were moved on the construction site, 65,000 tons of steel and 600,000 cubic metres of concrete were handled, kilometres of ventilation ducts and electrical lines were laid and thousands of lights installed. During the course of this work, Drees & Sommer co-ordinated the co-operation between the companies and the delivery of the materials with the aid of a material flow concept which they developed.

## On-time completion

On September 30, 2007, Drees & Sommer handed over the New Trade Fair Centre on schedule to the principle contractor. How were the approx. 20 architects, civil engineers, process engineers and business administrators from Drees & Sommer able to complete the massive project just-in-time? "Our recipe for success included forward-looking scheduling and brutal deadline controls", explained Jaißle. Target-performance lists were periodically adjusted; every two weeks a control meeting was held. "As soon as something begins to get out of hand, countermeasures need to be taken immediately, deficits pointed out and solution suggestions developed." The ability to keep the overall goal in view – with several hundred project participants, some 30 meetings per week and tens of thousands of prepared drawings – also represented a master logistical performance. "Communication is decisive", said Jaißle, with reference to the Project Communication Management System (PKM) developed by Drees & Sommer, which was used to exchange all documents via the internet. Thanks to PKM, all participants were always equally informed. One thing couldn't – and shouldn't – be replaced by the PKM system: person-to-person communication. ||



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# Strong Sponsors for a Strong Trade Fair

Car park, Trade Fair Centre park, internal logistics: Three areas of the Trade Fair Centre currently bear the names of the sponsors Bosch, Rothaus and Schenker. *Message* introduces them.



## Robert Bosch GmbH

The 55 metre wide and 12 metre high logo of Robert Bosch GmbH shines from the Trade Fair Centre car park.

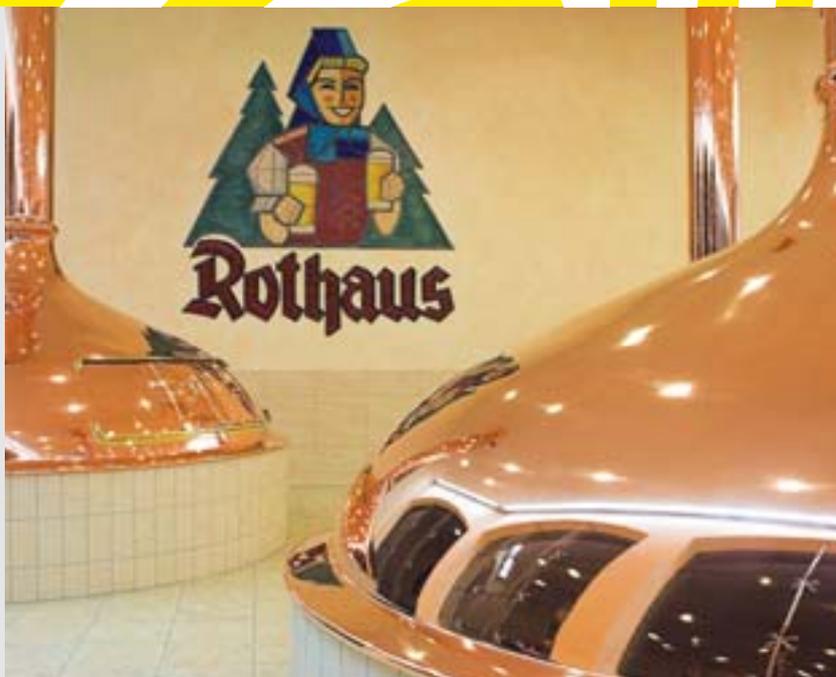
“We feel closely linked to the region. With our sponsorship, we are pleased to be able to contribute to the construction of the Stuttgart Trade Fair Centre”, Wolfgang Chur, member of the Board of Management of Robert Bosch GmbH, gave as the reason for the involvement of the technology and service corporation. The logo with the armature and the five red letters have characterised the outward appearance of Bosch for decades. The logo depicting a “magneto armature within a circle” was drafted in 1918 by Gottlob Honold, former head of develop-

ment at Bosch. With the prominent placement of the logo on the car park over the motorway, the company would like to further increase its strong brand presence. “Our logotype will be visible from both directions of travel. This will allow us to reach some 140,000 motorists who are underway on the A8 motorway every day”, anticipated Kai Peters, Department Manager for Brand Management and Marketing Communication at Bosch. In addition, Peters also expects that the involvement will have an identity-boosting effect on the employ-

ees in the company’s home base of Stuttgart. The company, which was founded here in 1886 as a “Workshop for Precision Mechanics and Electrical Engineering” has become a globally significant development, manufacturing, and sales network. In the areas of automotive and industrial technology, consumer goods, and building technology, some 260,000 associates generated sales of 43.7 billion euros in fiscal 2006. The Bosch Group comprises Robert Bosch GmbH and its roughly 300 subsidiary and regional companies in over 50 countries.

## Rothaus AG

In the heart of the New Messe Stuttgart, the "Rothaus Park" forms a green oasis for visitors and exhibitors.



Founded over 200 years ago by Martin Gerbert, Prince Abbot of the Benedictine monastery of St. Blasien, the Badische Staatsbrauerei Rothaus AG located in Grafenhauen-Rothaus in the High Black Forest provides workplaces to more than 230 employees. The state-owned business is one of the most successful breweries in Baden-Württemberg and one of the most significant regional breweries in Germany. Between 1965 and today, the company's annual production has increased tenfold, from 87,000 hectolitres to more than 930,000 hectolitres.

### **Rothaus Park: Green oasis at the Trade Fair Centre**

The reason for the success lies primarily with the high quality of the beer. The brewing water is drawn from the company's seven own wells located near the brewery. The high demand for Rothaus beers, particularly the famous "Tannenzäpfle", has required large investments in recent years. Today, the brewing process is among the most modern in Germany. The brewery recognised the importance of trade fairs to the economy of Baden-Württemberg a number of years ago. For the company with long-standing tradition, it was a logical step to contribute to the largest trade fair centre in the state. ▶



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## Schenker AG

Invisible to visitors, of critical importance to exhibitors. In the future, internal logistics will bear the name Schenker.

Schenker Deutschland AG, with headquarters in Frankfurt-on-Main, is among the leading logistics providers in Germany. The company with a deep heritage belongs to the Transport & Logistics department of Deutsche Bahn AG and has over 100 sites, every one of which is integrated into the global network of its companies in each country.

### **Schenker AG: Top-notch trade fair logistics**

This includes approximately 1,500 sites with some 55,000 staff members. Whether Stuttgart, Dubai, Shanghai, New York or Cape Town – wherever the customers want it, Schenker teams work to find the optimum interplay among all involved parties and establish the organisation necessary for meeting deadlines. For over 135 years, the name Schenker has stood for the efficient organisation and processing of the flow of goods. The service provider manages national and international overland transport, air and sea freight and is also a specialist for trade fair logistics. As sponsor and official contract carrier for the New Messe Stuttgart, Schenker Deutschland AG offers custom solutions and security for a perfect and successful presentation.

**We will be introducing other sponsors of the New Stuttgart Trade Fair Centre in the next issue of Message.**

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The New Trade Fair Centre and its outstanding infrastructure are important factors for the Stuttgart metropolitan region in international competition.

# Great Expectations

The New Stuttgart Trade Fair Centre, a once-in-a-century structure, unites the various expectations of the city, region and state. *Message* inquired.



**Dr. Günther Baumann**

President of the Stuttgart Region Chamber of Industry and Commerce (IHK)

The European metropolitan region of Stuttgart will be further strengthened in international competition by the New Trade Fair Centre. With exhibitions and congresses which have an increasingly European orientation, even more foreign visitors than in the past will be attracted, thereby making an important contribution to locational marketing. It will provide an important impulse for growth and employment in the Stuttgart region and throughout the entire state.



**Dr. Wolfgang Epp**

Chief Executive Officer of IHK Reutlingen

The New Trade Fair Centre provides the Stuttgart region with an impulse as an economic location and will provide for growth in the number of guests, especially from abroad. Of this I am certain: Thanks to its optimum travel connections, the New Messe Stuttgart will be in the top tier of the leading trade fair centres. This is good for the trade fair organisers and also for the Neckar-Alb region, located only 20 minutes by car from the Trade Fair Centre.



**Roland Klenk**

Lord Mayor of the City of Leinfelden-Echterdingen

Even today, Leinfelden-Echterdingen is among the most sought-after business locations in the Stuttgart region and beyond. The New Trade Fair Centre is, therefore, an additional location factor for us, particularly if it means that we can create a new industrial park in the immediate vicinity of the Trade Fair Centre and airport for businesses associated with these facilities.



**Günther H. Oettinger,**

Minister President of the State of Baden-Württemberg

With its architecture, technology and travel connections, trade fairs and congresses, the New Stuttgart Trade Fair Centre embodies a piece of the innovative forces which characterise our state. From an economic perspective, I am certain that the Trade Fair Centre will serve as an important impulse for growth and employment. Above all for small- and medium-size businesses. These business in particular can count on a considerable increase in trade-fair-related employment potential during periods of high utilisation of the Trade Fair Centre.



**Ernst Pfister,**

Member of Parliament, Baden-Württemberg State Trade and Industry Secretary

With the opening of the New Stuttgart Trade Fair Centre, Baden-Württemberg fully meets the demands for offering its highly innovative and heavily export-oriented economy a platform for international high-tech and capital-goods markets. The opening of the new facility strengthens not only Baden-Württemberg as a trade fair location, but the economic location of Baden-Württemberg as a whole.



**Rainer Reichhold**

President of the Stuttgart Region Chamber of Trade

Our small- and medium-size businesses need the New Trade Fair Centre as a display window to the world. Not just anywhere, but rather at the gates of Stuttgart. The architecture of the Trade Fair Centre is sophisticated, its infrastructure functional. These are good prerequisites for both established as well as new events. These include numerous trade fairs about and for the trades. The future is sure to hold even more congresses and events from which our businesses will profit.



**Dr. Wolfgang Schuster**

Lord Mayor of the City of Stuttgart

In the future, the name Stuttgart will stand for world-class not only with respect to automobiles, high-tech, sport and culture, but also with regards to international, top-class trade fairs at Europe's most beautiful trade fair centre. Profiting from this will be the heavily export-oriented small- and medium-size businesses and, indirectly through tax revenue and workplaces, the entire region. We are all very proud of the New Stuttgart Trade Fair Centre.



**Dr. Bernd Steinacher**

Regional Director Verband Region Stuttgart

A modern trade fair centre is a standard part of a European metropolitan region at which our businesses can present and inform themselves. A large plus for the New Stuttgart Trade Fair Centre is its location, which the Verband Region Stuttgart defined during the course of an extensive search process and then legally saw through. Though the New Trade Fair Centre may not win points for size on a European scale, its location is sure to.

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# メッセ・ *Leinfelden-Echterdingen* シティ

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](http://www.leinfelden-echterdingen.de)



*Leinfelden-Echterdingen - ここ以外のどこで。*

### Trade Fair Calendar

#### 6–8 November | VISION

International professional trade fair for industrial image processing and identification technologies

#### 6–8 November | COMPOSITES EUROPE

European professional trade fair & forum for composites, technology and applications

#### 8–11 November | PFERD STUTTGART



The trade fair for steed and rider

#### 10–11 November | ANIMAL

Exhibition for pet owners

#### 15–18 November | Hobby & Elektronik, Kreativ- & Bastelwelt, Modell Süd Bau & Bahn, Süddeutsche Spielemesse, Digital Lifestyle

#### 17–25 November | Familie & Heim

The big shopping and adventure trade fair with "Der Kreis", international consumer trade fair for the kitchen and bathroom

#### 22–25 November | Lust auf Genuss

New international indulgence trade fair with cooking festival

#### 23–25 November | Int. Mineralien- und Fossilienbörse

#### 1–2 December | PET VET

Small animal convention for vets and veterinary nurses, with trade exhibition

#### 2–3 December | hair & style management

Professional trade fair for hairdressing supplies, cosmetics, nail design, salon management, fashion, championships

#### 12–20 Januar | CMT 2008

# "Practical relevance is in the foreground"

Industrial image processing is booming. Dr. Dietmar Ley (VDMA) discusses the latest trends in technology.



Dr. Dietmar Ley, Chairman of the VDMA's specialist Industrial Image Processing department.

**Ley:** We are noting a sharp growth in components, as well as configurable systems, which are simple to operate and have a broad area of application. As far as applications are concerned, those for inspecting interfaces are currently just in front.

**Message:** What are the sectors in which IIP is used particularly a lot? And where is there still untapped potential?

**Ley:** In the industry sector, the automotive industry is in the lead with 29%, followed by the glass industry with 13% and the electronics industry with eight percent. I see significant potential in non-industrial applications, which already make up 20% of our sales volume. Typical examples of applications outside of factories include intelligent traffic systems, applications for identifying persons and image processing procedures involved in analysing blood and DNA samples. There are also several new areas of application in medical engineering, for instance systems for diagnosing burns or skin diseases, which can help doctors enormously.

**Message:** What do users expect of the new designs?

**Message:** Industrial image processing (IIP) is a growth sector par excellence. Will it continue to grow?

**Ley:** Yes, we are expecting sales to grow by around six percent in 2007 as well. No forecasts have been made for 2008 yet, but it's fair to assume a level of growth on a similar scale. Export plays an important role. In 2005 for the first time, we achieved a larger turnover abroad than at home, and in 2006 our profits from export were already 57%. A quarter of our total sales came from the rest of Europe, and roughly 15% from America and Asia.

**Message:** Which products are in particular demand?



Industrial image processing is booming. Growth expected in 2007: approximately six percent.



Products and service: at Stuttgart's "Vision", the most important trade fair in the world for the IIP sector, innovative developments and their concrete applications take centre stage.

**Ley:** Above all, simple operability. Previously, postdoctoral engineers were needed to operate the systems, but these days a short briefing is enough. This has a direct effect on sales, since the simpler an application is, the easier it is to sell the products. Of course, the devices are also getting smaller all the time. Previously, a large-capacity computer was needed to do what can now be performed by a machine the size of cigarette packet. This opens up entirely new areas of application for image processing.

**Message:** The latest developments will be presented at VISION from 6th to 8th November at the New Messe Stuttgart venue. What are the main trends you will be focussing on?

**Ley:** VISION is the most important meeting point in the world for the IIP industry, focussing on component products. You will see current trends, from digital cameras to new interface standards, to innovative solutions in the area of IIP software. With the "Industrial VISION Days" being held during the trade fair and their three-day lecture program, we are making a point of addressing a wide variety of visitor groups, from end users to image processing developers. Technical innovations and the results of current research can be seen there, as well as basic developments, innovative products and examples of applications. Thus, practical relevance is always in the foreground. |

## Trade Fair Tickers



### 12-14 June | MiNaT 2007

Stuttgart's new exhibition centre at the airport opened its doors with the international professional trade fair for micro and nanotechnologies. Approximately 1,800 trade and professional visitors caught up on the latest developments and trends in these sectors.

### 13-16 June | BLECHexpo / SCHWEISSTEC 2007

With a gross exhibition area of 60,000 square metres, approximately 850 exhibitors, the advantage of 50% more space and visitor numbers up nearly 80%, Stuttgart's trade fair association is forging ahead into new dimensions.

### 15-17 June | Slow Food 2007

The first Slow Food trade fair in Germany has far exceeded initial expectations. Approximately 10,000 visitors attended at Stuttgart's Killesberg venue.

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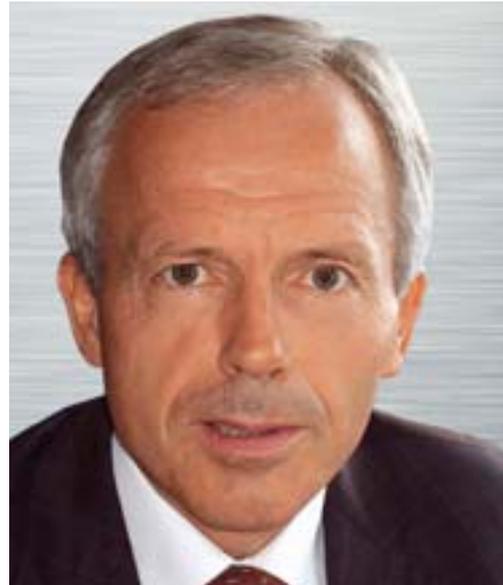
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## Trade Fairs – Marketplaces



Andreas Kofler, Managing Director of the Württemberg baker's guild.

### “Quality counts”

Andreas Kofler of the Württemberg baker's guild, in interview.

**Message:** One trend to be seen at “Südback”, Germany's largest professional trade fair for bakers and confectioners (6th to 9th October) is the rise of the quick “in-between” snack. What strategies can bakeries use to establish themselves in this growth market?

**Kofler:** With their range of products changing throughout the day, bakeries have an excellent basis for meeting such customer requests. The freshness and high quality of their products, as well as the competence of their employees, play a significant role.

**Message:** The demand for organic products is growing. Is this an opportunity for bakeries and patisseries too?

**Kofler:** There is big potential in organic bakery products. The growing demand for organic foodstuffs and baked goods demonstrates customers' desire for reliance and transparency. Bakery enterprises are well placed to satisfy these requirements because of their regional integration and the high quality they demand of the raw materials and additives they use.

**Message:** Vocational skills alone are no longer enough. How is the baker's job description changing?

**Kofler:** The same is true in baking: don't be satisfied with the knowledge you have, keep gaining more qualifications. Sectors such as marketing or the planning and utilisation of modern personnel management tools are becoming increasingly more important and more complex. |

# Continuing Education in Business Know-How

Since the introduction of the European Business Competence Licence, Messe Stuttgart now requires its employees to have certain key abilities and expertise.

What is Cash Flow? How do you calculate the profit margin of an assignment? Where is the short-term price floor? With the introduction of the European Business Competence Licence (EBC\*L for short), as well as the Stuttgart exhibition centre's accreditation as a test centre, employees at Messe Stuttgart are now offered further training in which they can obtain an internationally-recognised certificate as evidence of their extensive competence in business management. A key element of the EBC\*L is an internationally-standardised catalogue of learning targets,

which ensures a uniform standard of business management knowledge in the areas of business objectives and figures, accounting, costing and business law throughout Europe.

## Innovative personnel development

Messe Stuttgart provides its employees with an audio-visual learning program, which they can use in their free time to acquire business knowledge and test themselves, for both monitoring purposes and exam preparation. Then, at the EBC\*L test centre in Stuttgart, they take a written test consisting of 20 open questions

and solve a case study. The EBC\*L certificate has become established as an internationally-recognised standard in business management training. It was brought into being in 2002 by the Council for Business Competence in Europe and can currently be acquired in 14 European countries. In Germany, the certificate is issued by the Council for the European Business Competence Licence via the TÜV Rheinland Group. At Messe Stuttgart the acquisition of business management expertise is a recently-introduced, innovative concept in personnel development. |

Retro Classics meets Barock

## Positive Balance

Over 200 top-class vintage cars took part in this year's Concours d'Elegance, "Retro Classics Meets Barock" in Ludwigsburg's Schlosspark. "Our idea was right", said initiator and



More than 200 vintage cars took part in Ludwigsburg's "Retro Classic Meets Barock".

organiser Karl-Ulrich Herrmann, also with the highly-positive public feedback in mind. Approximately 25,000 vintage car enthusiasts turned out to see the showpieces in spite of a heavy thunderstorm. Thankfully, the precious vehicles were not troubled by hail. |

An advertisement for the Combino exhibition system. The top part features the brand name "Combino" in a large, bold, black font with a registered trademark symbol. Above it, the tagline "aufbauen mit Clips:" is written in red. Below the name, "Ausstellungssystem" is written in white on a red background. The main image shows a modular exhibition stand with various colored panels (blue, orange, green) and a central desk. The stand is set up on a blue patterned carpet. Below the image, the text "professionell – praktisch – preiswert" is written in bold. Underneath, it says "Vielseitig einsetzbares, hochvariables Aluminium-Rohr-Rahmen-System für Ausstellungen, Messen und Präsentationen." At the bottom, the company name "Combino Vertriebs GmbH" is written in red, followed by contact information: "D-73235 Weilheim/Teck · ☎ 07023/744242 info@combino.net · <http://www.combino.net>"

# Top Products for New Target Audiences

The classical bakery and patisserie trade now has to hold its own more than ever in the face of tough competition. Südback 2007 presents some appropriate ideas.



At Südback, bakers and confectioners can learn the newest tricks from their colleagues.

The job description of bakers and confectioners has changed. Having the essential skills is, indeed, still central, but this alone is no longer enough to guarantee economic success. Robert Widmann of the Baden-Württemberg confectioner's guild knows that "the modern baker-confectioner must be equally accomplished with breakfast ideas as with warm snacks".

The most important thing is to attract young customers. These days,

the "barista" should be offering coffee specialities from all over the world in his or her coffee shop – from latte macchiato to coffee with various toppings. Exclusive chocolates and ice-cream creations are also the order of the day, says Widmann. These can be seen at the confectioners' trend forum at Südback from 6th to 9th October in hall 7 of the new exhibition centre. There, Südback is celebrating its 20th birthday in 2007.

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Composites Europe:

## Expert's Forum

Composites Europe will be held at the New Messe Stuttgart from 6th to 8th November 2007, in the middle of the marketplace. The professional trade fair, with its accompanying forum, is Germany's largest B2B platform for composite materials, technology and applications. The exhibition is centred around raw materials bonded by threads, which are used as trendsetting materials in particular in vehicle construction, aviation and space travel as well as in the construction industry and the electronics sector.

The trade fair illustrates the entire value creation chain of composites industries, from raw materials to semi-finished, finished and intermediate products to manufacturing technologies and services. Located at the heart of Baden-Württemberg's "high-tech region" and in the middle of one of Europe's largest economic areas, it reaches the most important application industries. Global leaders in the automotive engineering, machine construction and electrical engineering sectors, as well as in aviation and space travel, are located close by.



Six-hour marathon at the Messe Stuttgart: the Finale of the Ninco World Cup 2007.

## Stuttgart's Mini World Championship

The new exhibition centre is attracting countless market leaders to Stuttgart's model building & model railways trade fair 2007.

Roland Bleinroth, Managing Director of the Messe Stuttgart, is optimistic about Stuttgart's model building & model railways trade fair (15th -18th November 2007): "Many well-known companies in the industry, such as Märklin, Viessmann, Graupner and Ninco, have already reserved their floor space." One significant reason for this flurry of bookings, according to Bleinroth, is "the optimum conditions at Europe's most modern exhibition centre".

One crowd-puller at the model trade fair is the finale of the 2007 Ninco World Cup, at which the best international racing teams will compete for the podium places. To do so, the best 16 teams of three drivers must demonstrate their skills in a six-hour race on the car racetrack. Formula One atmosphere is guaranteed at Stuttgart's mini world championship.

Model railway fans will also be interested in the world record attempt

by international N friends from Europe and the USA. They want to build the longest mobile N-track module arrangement, more than 500 metres long, in Hall 1.

### Added value for model fans

During the four days of the trade fair at the new Filder site, model-making enthusiasts can find information on new product ranges and gain valuable tips, as well as enjoy several special exhibits: model aeroplanes glide through the exhibition hall during the indoor flight show and model boats race in 500 square-metre tanks. Alongside Model Building and Model Railways, the South German Toy Fair, World of Arts & Crafts, Hobbies & Electronics and the new Digital Lifestyle, as well as, for the first time, Family and the Home, are all held under one roof to complete Stuttgart's autumn trade fair line-up. (from 17th November).



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## | Trade Fairs – Marketplaces

# Pioneering Work for Small and Medium-Sized Businesses

The Stuttgart exhibition centre is a member of the German Confederation of Small and Medium-Sized Enterprises (BVMW). What does the BVMW do?



Members of the state economic senate and BVMW managing directors visiting the Stuttgart Parliament.

A steady driving force in this boom, small and medium-sized businesses in Germany provide approximately 70% of jobs and 80% of apprenticeships. The German Confederation of Small and Medium-Sized Enterprises (BVMW), to which the Messe Stuttgart belongs, is the largest voluntary association of small and medium-sized businesses, and an important voice for economic interests. Amongst other things, it requires medium-sized

companies to be taken into consideration which befits with their size when economic framework conditions are laid down.

Many improvements in legislation bear the signature of the BVMW, whose expert knowledge is increasingly in demand in political spheres. For this reason, 60 BVMW federal senators of commerce recently appeared before Baden-Württemberg premier Günter Oettinger to present their requests. Moreover, the BVMW is a platform for an intensive exchange of ideas and successful co-operation between organisations.

### **Platform for Successful Co-operation Between Organisations**

A state economic senate for Baden-Württemberg has been in existence for several years under the direction of Petra Hetzel, BVMW District Managing Director for the Stuttgart metropolitan region. "The BVMW economic senate encompasses traditional medium-sized business people who perform outstanding services for our state and set an example as mentors and pioneers. They bring with them their lifetime achievement, specialist knowledge and dedication." They meet regularly to discuss strategies for political discussion and methods of exerting influence. The state economic senate is made up of: Hubertus Müller (Haushahn Lifts), Gerhard Bach (chief management consultancy coach), Rüdiger Hahn (Winkler vehicle parts), Klaus Rehder (Euler Hermes), Gunther Adelhelm (Human Internet Consult), Dr. Werner Hagen (KBA-Metalprint), Michael Fischer (Loba sealing systems), Dr. Oliver Schmidt (Menold Bezler RA office), Cornelia Hölzl (Murrplastik), Rainer Bozenhardt (Academy for the promotion of company pension schemes), Christoph Hassler (Siemens Communication), Konrad Meier (TDS, IT services), Jan Glass (teamtechnik Group, machines and equipment), Prof. Dr. Georg Heni (Wirtschaftstreuhand), Dr. Hajo Otten (Witte, Weller & Partner patent agents). At federal level, the economic senators' owner-managed companies provide 135,000 jobs between them and generate an annual turnover of 17 billion euros.



Informationen unter [www.steinenbronn.de](http://www.steinenbronn.de)  
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### Die Gemeinde Steinenbronn

Mit seinen derzeit 6.100 Einwohnern ist Steinenbronn ein moderner Ort mit vielen reizvollen und schönen Freizeitmöglichkeiten in idyllischer ruhiger Landschaft.

Die Gemeinde profitiert dank ihrer Lage im Einzugsgebiet der internationalen Wirtschaftsmetropole Stuttgart von hervorragenden Infrastrukturen und einem großen Marktpotenzial. Die gute Erreichbarkeit verkürzt den Weg zur Kundschaft, vergrößert das Einzugsgebiet bei der Personalsuche und erleichtert die Versorgung mit den notwendigen Produktionsgütern.

An zentralen und peripheren Lagen stehen baureife Areale sowie bezugsbereite Gewerbe- und Büroflächen in verschiedensten Größen und Preisklassen zur Verfügung.

Der Steinenbronner Gemeinderat setzt sich entsprechend für wirtschaftsfreundliche Rahmenbedingungen und kurze administrative Wege ein. Darüber hinaus bieten ein sehr günstiger Hebesatz bei der Gewerbesteuer sowie niedrige Gewerbebaulandpreise kalkulierbare und attraktive wirtschaftliche Vorteile.

Steinenbronn hat sich in den letzten Jahren als innovativer Unternehmensstandort profiliert und bietet ein attraktives Umfeld sowohl für Start-Ups als auch für bereits etablierte Produktions- und Dienstleistungsbetriebe.



Das Gewerbegebiet „Maurer“ mit Entwicklungsmöglichkeiten in südlicher Richtung

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# Increased Demand for Information

Stuttgart's "Fachdental Südwest" is Germany's largest regional dental trade fair. This year's topical issues include nutrition and clinical diagnostics.

"The job of dentists and laboratories has changed dramatically in recent years", says Joachim Klein, dental laboratory spokesperson of the dental trade confederation in the south-west region. "The health care reforms, in particular, have increased the demand for information by all parties."

### Product-Independent Trend

Dentists, dental assistants and dental technicians will all be found at the south-west dental trade fair, held on 26th and 27th October 2007 for the first time at the New Messe Stuttgart by Stuttgart airport. The host dental depots and the Messe Stuttgart expect approximately 10,000 visitors to the stands set up by over 200 exhibitors. Innovations including clinical practice equipment, auxiliary materials and pharmaceutical products will be displayed, among other exhibits. Recent technical literature and innovations in the area of service provision, as well as CAD/CAM and 3D x-ray diagnosis systems all have their



Healthcare reforms have led to an increased demand for guidance in dental practices, too.

place at Germany's largest dental trade fair.

But product-independent trends will also be showcased at this event. Dr. Gerta Oost, experienced nutritionist and lecturer at several higher education institutions, explores, for example, links between diet and dental health in her presentation. Bernhard Bundschuh's presentation

on the topic of "SHI-physician legislation-law of modification" should also be a must on the agenda of many trade fair visitors, since the plethora of legal updates are the still main cause of irritation in many dental practices. Alongside the south-west dental trade fair, the general assembly of Württemberg dental technicians takes place on 26th October.

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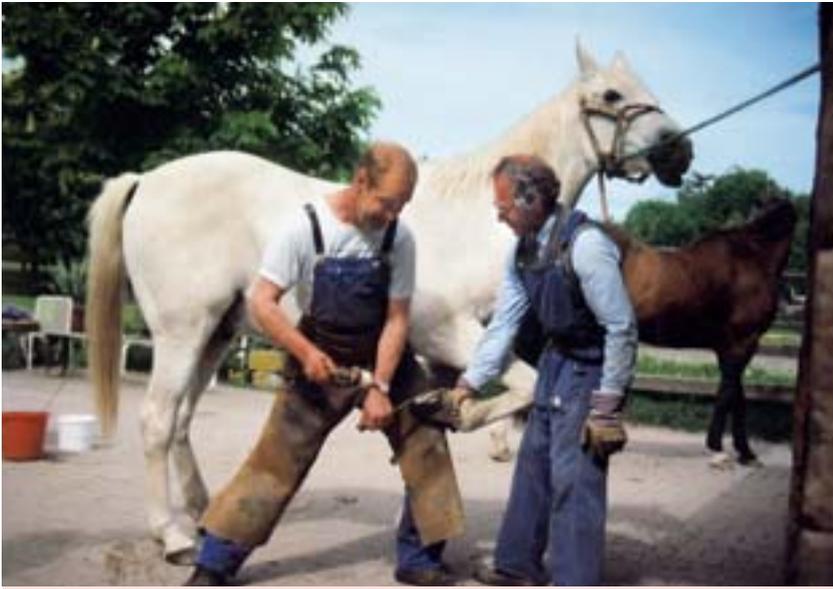
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Dream Job: blacksmith. The classical trade is once again a lucrative one.

## Well shod

There is future in the blacksmith trade: the equestrian sector is booming, riding is a popular pastime.

At Stuttgart's "Horse", which is to be held for the first time as a self-contained trade fair at the Messe Stuttgart from 8th to 11th November 2007, you can look over the shoulder of a tradesman at work: Karl Schanz, 61 and a blacksmith for 46 years, shows visitors what makes his trade so special, even today. Firstly, the long training period: anyone who wants to become a blacksmith must first complete an apprenticeship – ideally as a forger or in another area of metalwork. Then, you must saddle up for a year-long placement as a blacksmith, a four-month blacksmith course and the concluding horse-shoeing examination. Only then can you carry out all the tasks of a blacksmith including iron mounting.

"A good blacksmith must, most importantly, have a genuine connection with horses, and ideally be a rider himself", says Schanz, who has introduced a total of 21 apprentices to the tricks of the trade. "It goes without saying that he must have mastered the profession of 'horse orthopaedics' at a technical level." Among others, Schanz attends to the show horses at the Stuttgart German Masters.

Approximately 170 exhibitors will present handsome offerings all about these handsome creatures at Stuttgart's "Horse". Western riding, recreational riding and therapeutic riding are among the highlights of the main program. |

Messe Stuttgart in co-operation with Messe Friedrichshafen

## Double transfer to Stuttgart

Stuttgart and Friedrichshafen, the two largest exhibition venues in Baden-Württemberg, are working systematically together on individual projects. The Messe Friedrichshafen is to transfer two professional trade fairs, "Camp Ground" and "Play & Leisure", both originally intended to take place at Lake Constance, to Stuttgart's. "Play & Leisure", an international professional trade fair for playground equipment and leisure facilities, will be held in 2008 together with "Interbad" in Stuttgart. "Camp Ground", an international professional trade fair for the camping industry, is moving to the New Messe Stuttgart in January 2008 and will be held on the first CMT weekend. |

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auch kommt...

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# BVMW die Stimme des Mittelstands



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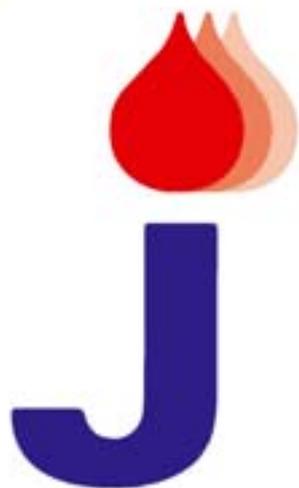
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# Largest CMT Ever

In the year of its 40th birthday, Europe's largest public tourism trade fair is once again breaking all records.

40 years of CMT, seen for the first time in the new full-to-capacity exhibition centre: the international trade fair for caravanning, motoring and tourism will, between 12th and 20th January 2008, have two reasons to celebrate. "Of course, we will be sticking to our tried-and-tested concept and continuing to build on it", says LMS Managing Director Roland Bleinroth. That means that once again, Stuttgart's CMT will start off this year with its boat, bicycle and adventure tours, canoe rendezvous, golf and wellness trips as well as cruises and other forms of ship-based tourism.

### 2008 Travel Innovations

In addition, visitors can enjoy attractive new themes such as Stuttgart's CULTURE Open, an international platform for those engaged in the cultural sector, tourism and those interested in cultural travel. "The basic program", Messe Stuttgart chief Bleinroth continues, "is being intensively developed further. The 'Travel Market', for



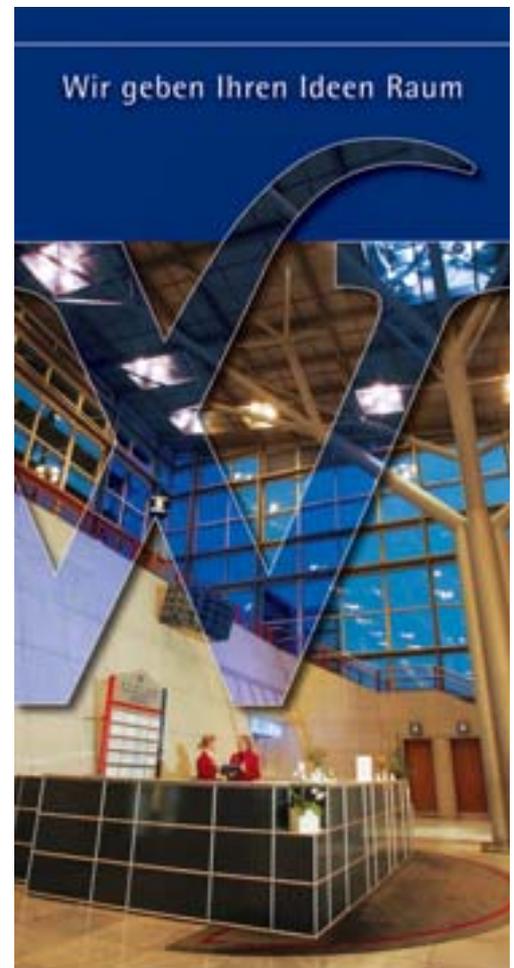
Be mobile: at Stuttgart's CMT, everyone can find a recreation vehicle to suit their lifestyle.

example, is there to offer those working in travel agencies, tour operators and tourist boards first-hand information."

Building on the very well-received "Alternative Tourism" symposium in 2007, Hannover's "Travel Pavilion" will be coming to CMT in 2008 for the first time as a guest exhibit. Moreover, during the first weekend of CMT, "Camp Ground", a self-contained, three-day professional trade fair for the camping industry, will celebrate its premiere. In 2008, for the second time in Stuttgart, the motoring organisation ADAC will present awards for Europe's best campsites.



More space, more themes: even after 40 years, CMT is as innovative as ever.



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## Trade Fairs – Marketplaces

Company profile: Lapp AG

### Global Player

Machines, robots and computers: none of the modern equipment in factories and businesses would work without efficient cables and lines. Württemberg's Lapp AG specialises in manufacturing industrial cables. Since it was founded in 1959, this Stuttgart-based family business has grown into a corporate group operating on an international scale, and many of its products have made cable history.

It started with nothing more than the creativity of Oscar Lapp, who, in 1957, invented an industrially-produced, colour-coded, flexible control lead, which he called "Ölflex". Over the course of time, intensive collaboration with customers and close monitoring of the market gave rise to a multitude of other innovative products: for machine and plant construction, the automotive industry, measurement and control technology, as well as for electrical engineering, plumbing, transport technology and energy management. Today, the Lapp Group consists of



Globally active, locally present: Stuttgart's Lapp AG headquarters.

companies with 15 production sites, approximately 100 agencies and around 2,700 employees. It is one of the world's leading manufacturers and suppliers of industrial cables, connecting and control cables, data and light wave conductor cables, connectors and system packaging. Lapp products are used everywhere: in Shanghai's Transrapid system, in Terminal 2 at Munich airport and in the Ore-sund Bridge, the world's longest cable-stayed bridge for combined road and rail traffic. Over 40,000 stock items are available to Lapp customers. And for those who cannot find what they are looking for, the Stuttgart company will develop and manufacture to measure.

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O&S: advancement

### New Themes

The international professional trade fair for O&S surface coatings will be held for the first time in the halls of the new Messe Stuttgart from 3rd to 5th June 2008. The joint venture



between Deutsche Messe AG and Messe Stuttgart is a continued development of the GALVANICA professional trade fair for innovative surface technologies, finishing and plating, which was held to great acclaim in Stuttgart in May 2006. This subsequent O&S event has adopted the additional topic area of lacquering technology into its portfolio and is receiving prominent support as a result: the specialist department for surface engineering in the VDMA trade association for general ventilation technology is, with immediate effect, the ideal O&S medium.



More mature games enthusiasts, in particular, are the perfect target audience for the Made in Germany role-playing games.

## Much More than Just Winning

Role-playing games are imaginative, lovingly created and generally non-violent. They provide an alternative to computer games.

Educational games, classic parlour games, action, fantasy, role-play: the choice has never been so varied. These include the “typical German” (considered as such not only in the USA) role-playing games such as the mega-selling “The Settlers of Catan”. Americans use the term “German games” to describe this kind of narrative, lovingly-created and appealingly-themed game in which winning is not the be all and end all and moreover is generally genial and peaceable. Such games are aimed increasingly at the “40 plus” generation, a group that, for demographic reasons, is already an attractive target audience for games manufacturers. Games enthusiasts can marvel at new trends in this genre at the south German games trade fair from 15th to 18th November in Stuttgart, as well as, of course, much, much more. |

Digital Lifestyle: New trade fair

### A One-Stop Shop

All the important trends from the consumer electronics branch under one roof: this is what the New Messe Stuttgart trade fair “Digital Lifestyle” will have to offer when it opens its doors for the first time from 15th to 18th November 2007. “The new event for digital lifestyle is very well suited to our strong economic region and Europe’s most modern trade fair venue”, declares Roland Bleinroth, Managing Director of the Messe Stuttgart. “The industry meeting point is looking for its peers in southern Germany, and offers manufacturers a broad marketing and advertising platform.” Dr. Walter Kroha, Managing Director of the Digital Lifestyle Association (DLA) and co-host of the trade fair says “The aim of Digital Lifestyle is to bring together the many retailers in photography, entertainment electronics, IT and telecommunications. For trade fair visitors, this translates to a vast array of attractive offers. |



entertainment electronics, IT and telecommunications. For trade fair visitors, this translates to a vast array of attractive offers. |

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## Trade Fairs – Marketplaces

Messe Stuttgart partner: Berner Elektrotechnik

### Puppet Master

Telecommunications, data networks, security technology: Stuttgart's Berner Elektrotechnik GmbH is responsible for these areas at the New Messe Stuttgart. Now with 35 employees, the company was founded by Ulrich Berner in 1985 as a three-man outfit and classic electrical installation craftsman's enterprise.

This quickly changed, however. In view of the growing importance of communication and information systems, Berner expanded its company portfolio at an early stage to include these innovative and forward-looking business areas. Berner's collaboration with the Messe Stuttgart began in 1989. At that time, the main task at hand was to change the network technology at the Killesberg site over to modern fibre optic technology and then maintain the network, including all active components such as hubs and switches, until the relocation in 2007, and upgrade functions where it was logical to do so, as well as to keep the entire infrastructure running. At Stuttgart's new exhibi-



In control: Berner Elektrotechnik oversees the networks at the new exhibition centre.

tion centre, too, the Stuttgart-based company, as a contractual partner, takes care of all of the highly-integrated networks and, together with Panasonic, is also responsible for the telephone technology there. The networked applications include not only classic areas such as networking all halls, exhibition centre employees and contractual partners of the exhibition centre, but also services such as ticket sales in the car park and at the exhibition hall entrance, telephone and internet access for exhibitors as well as all measuring and control technology.



## Wir bekommen Zuwachs.

Im Oktober 2007 eröffnet das zweite Mövenpick Hotel direkt am Stuttgarter Flughafen und in unmittelbarer Nähe zur Neuen Messe. Weitere 326 komfortable Zimmer, ein Restaurant mit 174 Sitzplätzen und offenem Kamin, eine gemütliche Terrasse, Bars, ein Konferenzzentrum mit modernster Tagungstechnik sowie ein großzügiges Spa- und Wellnessangebot erwarten Sie. Wir freuen uns auf Ihren Besuch.

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Interbad 2008: still no. 1

### Synergy effects

Stuttgart's Interbad, the leading European trade fair for swimming pools, saunas and spas, will, from 2008, be held in parallel with the new Play &



Together with Play & Leisure, Interbad attracts still more exhibitors to Stuttgart.

Leisure, the international professional trade fair for playground equipment and leisure facilities. The German society for the pool industry and Messe Stuttgart expect synergy effects for exhibitors and visitors as a result of combining these events. Andreas Wiesinger, competence division manager for the Messe Stuttgart says: "At Interbad alone, we expect the number of exhibitors from both home and abroad to increase to 420. In 2005, Play & Leisure in Friedrichshafen attracted around 150 exhibitors."

SEMICON Europa 2007: move to Stuttgart

## Technologies of the future

The new exhibition venue at the airport is already attracting numerous new trade fairs. One example is SEMICON Europe, the international trade fair for semiconductor products, materials and services. At its 31st appearance, SEMICON will be presenting finished products as well as materials for manufacturing semiconductors, flat-panel displays and memory chips. The photovoltaic industry will also be represented here from 9th to 11th October 2007. Heinz Kundert, President of SEMICON Europe says: "We decided on the new exhibition centre in Stuttgart because there we have access to a high-tech environment".



SEMICON Europa: everything for semiconductor and photovoltaic products.

New Messe Stuttgart: "Ideenpark 2008"

## Experience technology intensively

From 17th to 25th May of next year, the New Messe Stuttgart will be hosting the technology and experience trade fair "Ideenpark 2008". The aim of this nine-day event is, according to premier Günther H. Oettinger, "to encourage young people to take an interest in technical, scientific and engineering professions". Held by ThyssenKrupp in co-operation with the state of Baden-Württemberg and covering an area of approximately 40,000 square metres with more than 150 interactive exhibits, Ideenpark 2008 offers an insight into the world of technical innovation. And, what's more, visitors receive a first-hand account: roughly 400 engineers, researchers and students will be explaining their ideas. A comprehensive series of workshops completes the program to make "Ideenpark" a celebration of technology and learning.



Ekkehard D. Schulz, Chairman of ThyssenKrupp AG, premier Günther H. Oettinger and Messe Stuttgart chief Ulrich Kromer (l. to r.) at the official presentation of "Ideenpark 2008".

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# The Market for Mens' Cosmetics is Booming

Cosmetic products for men will be sharing the limelight for the first time at Stuttgart's hair & style management.

Soap, deodorant, shampoo, after-shave: in the past, men did not need more cosmetic products than this to give their looks a boost. This has now changed dramatically. It is not only the market for facial products for men that is booming, men also expect more from their beard and haircare products – as well as from their barber.

With its "Men's Stuff" presentation area, Stuttgart's hair & style management (2 – 3.12.2007) will do justice to this trend. There, exhibitors will display special personal care products for men and

introduce the most recent trends in beard, skin and hair care in practical demonstrations. Many studies show that the market for men's cosmetic products does not appeal only to those competing for the title of "best ager". With interests in outward appearances growing, personal hygiene and beauty care play an increasingly important role in the lives of most modern men, and they no longer consider visiting a beauty salon a taboo. In places with particularly fashion-conscious populations, up to 25% of beauticians' clients are men.

At hair & style management 2007, men take centre stage as both hairdressers and beauty customers.

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## Şengül Altuntaş

Project assistant for the "Ausstellung für Metallbearbeitung (AMB)"

You know the organisers of the AMB as open and cheerful characters: together with team leader Daniela Löbbe, Şengül Altuntaş is organising the Ausstellung für Metallbearbeitung, one of the most important professional trade fairs for machine tools and precision tools in the world. She currently has a lot to do, since layout planning for the 2008 exhibition is in full swing. "I secure exhibitors, send off documents, distribute positioning suggestions and accommodate change requests", Altuntaş outlines her job. What does this mean exactly? "We are the

first point of contact for exhibitor requests, regardless of whether the request concerns booth construction, connections to running water or catering." A Turk born in Germany, Altuntaş loves contact with people. As a result of her Turkish roots, she is comfortable speaking Turkish as well as both German and English – a factor that benefits both exhibitors and visitors. Altuntaş has been working at Messe Stuttgart for ten years. She is also currently studying business economics at the Academy of Business and Public Sector Management, VWA.



CMT 2008: partner countries

## Dream destinations

Italy and Australia are the partner countries of the forthcoming CMT, to be held for the first time at the new exhibition venue from 12th to 20th January 2008. The CMT 2008 partner region for caravanning is Istria, the largest peninsula in the Northern Riviera. It is one of the most important caravanning destinations in



Popular: our southern neighbours are among Germans' favourite destinations.

Europe and has an excellent tourism infrastructure. Politically, by far the largest part of Istria is Croatian, with smaller areas belonging to Slovenia and Italy. In 2006, approximately nine million Germans spent their annual holidays there – 5.9% more than the previous year.

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## Herzlich willkommen in Nürtingen!

# The main man

As an entrepreneur and organiser of trade fairs, Paul Eberhard Schall has been on the road to success for 45 years.

Hard work, perseverance and a sense of what is “in”: these are the virtues that have enabled Paul Eberhard Schall to write his entrepreneurial success story over the last 45 years. Schall laid the foundations in 1962. At the age of 23, he founded his company Paul Schall Jr Graphical Machines. The young businessman asked himself how he could organise machine sales more effectively right from the start. Schall’s answer: with a trade fair. In 1964, as the youngest trade fair host in Germany, he organised the first MOGRAMA, a trade fair for modern graphical machines, at Stuttgart’s Killesberg site. In the following years, Schall’s company developed into a medium-sized busi-



Paul E. Schall (right) and Ulrich Kromer signing the contract in 2004.

ness of 20 employees selling graphical machines and, as “P.E. Schall KG Ausstellung + Werbung”, organised trade fairs. MOGRAMA was held for the second time in Stuttgart in 1968. The repeated success of this event brought reassurance. With his idea of holding regional professional trade fairs, Schall caused a stir in the trade-fair landscape of the time. He ventured once again onto the trade-fair stage in 1972 with FAMETA, the professional trade fair for metalworking machines. In 1975, Schall took the decisive step of moving full-time into the organisation of technical professional trade fairs. In 1981, he hosted FAKUMA, International Trade Fair

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Topclinica 2008: medical trade fair

## A Gap in the Market

In June 2008, the Stuttgart exhibition centre will be presenting a new professional trade fair for medical engineering with its associated convention. “TopClinica” was launched jointly with the Baden-Württemberg Department of Trade and Industry and many



market leaders in the medical industry. It offers decision makers and purchasers of medical technology from clinics and hospitals a new platform that does not exist in such a form at any other trade fair in Germany. “With ‘TopClinica’ we are bridging a gap in the market for the health care industry”, declares Ulrich Kromer, Managing Director of the Stuttgart exhibition centre. “The heart of medical technology beats in Baden-Württemberg.” “TopClinica” will be held from 11th to 13th June 2008.



MOTEK is held for the first time at Stuttgart's new trade fair venue in 2007.



Bettina and Paul manage the business.

for Plastic Processing, at the Friedrichshafen exhibition centre. This was followed one year later by MOTEK, and CONTROL in 1987. In 1989, he opened the Sinsheim exhibition centre.

### TA feel for trends and industry expertise

Today, the Frickenhausen-based organisation is the largest private-sector organiser of technical professional trade fairs. "It is essential to make decisions based on a feel for trends, possess expertise in the relevant industry and have all five senses working together" – this is how Schall describes his business philosophy. International trade fair activities, the relocation of important Schall trade fairs from Sinsheim to the New Messe Stuttgart

and the expansion of successful trade fairs at the Sinsheim site will determine the next few years. At the new exhibition centre in Stuttgart, P. E. Schall GmbH & Co. KG is hosting the five international professional trade fairs BLECHexpo, SCHWEISStec, MOTEK, BONDexpo and CONTROL. "All five are very well suited to the high-tech location of the new exhibition centre and will help give even more of an edge to its profile", stresses Ulrich Kromer, Managing Director of Messe Stuttgart. The Sinsheim exhibition centre is henceforth to organise the professional trade fairs "Druck + Form" and "Car & Sound", and is also home to public trade fairs such as "Faszination Motorrad" and "Faszination Modellbau".

## New Messe Stuttgart: particulars

### Successors

After two years heading Landesmesse Stuttgart GmbH (LMS), Michael Föll, First Mayor of the regional capital Stuttgart, took over the rotating role of Deputy and stepped aside for the Minister of Economic Affairs, Ernst Pfister. The latter had previously succeeded the retiring State Secretary, Dr. Horst Mehrländer, on the Messe Stuttgart's board of directors.

The total number of board of director members thus remains at 13 – five seats for both the state of Baden-Württemberg and the regional capital, two for the Chamber of Industry and Commerce for the Stuttgart region and one for the Chamber of Trade for the Stuttgart region. Added to these are permanent guests without votes: Ulrich Bauer, Managing Director of the Neue Messe project company, Leinfelden-Echterdingen's Lord Mayor Roland Klenk and the LMS chairman Frank Herrmann. The state of Baden-Württemberg and its regional capital each hold 50% of the shares in the exhibition centre; the Chamber of Industry and Commerce and Chamber of Trade are silent partners.

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# “A growing market with potential”

Message portrait: Andreas Wiesinger, Divisional Director of Medicine & Health/Economy & Education



Ulla Schmidt plays an important role in the life of Andreas Wiesinger. The Federal Minister for Health has a considerable influence – at least indirectly – on the trade fair projects organised by the Divisional Director of Medicine & Health/Economy & Education at Messe Stuttgart. Wiesinger and his ten-strong team is responsible for twelve trade fairs. Five employees focus on health issues: dental technology, medical engineering, rehabilitation, health-care for senior citizens and the sick – but also more palatable topics, such as spas and wellness.

## Healthy potential

Wiesinger identifies “a growing market with potential. That is why we are starting the TopClinica next year, a trade fair with parallel congress programme. The

TopClinica is a new concept for the trade fair market. No previous event has taken an interdisciplinary approach to addressing clinic requirements, from medical engineering to consumables, furnishings and equipment to hardware and software.” The TopClinica concept is designed to generate across-the-board interest, appealing to directors, clinic heads, nursing staff and IT managers. The intention is to pave the way for investment decisions and help in their coordination. Wiesinger is confident of the trade fair’s success. “We are expecting around 200 exhibitors and 7500 visitors from all over Europe,” he says. In contrast to this, the long-established MEDIZIN trade fair places its focus on doctors in private practice and their staff. Dental health is another important topic. The trade fairs

with the highest standing in this field in Germany are “Fachdental Stuttgart” and “Fachdental Leipzig”, which are aimed at dentists and dental technicians and are organised with the cooperation of regional dental associations. And animals are also high on the agenda. The “Pet Vet” congress and parallel exhibition is one of the most important events of its kind in German-speaking countries and is a must for vets and their staff.

Looking to the new trade fair site, Andreas Wiesinger, who was born in Stuttgart, is delighted that the Baden-Württemberg capital has succeeded in establishing two high-profile trade fairs, “didacta” and “Interbad”. Interbad, the leading European trade fair for swimming pools, sauna and spas, was previously staged – alternating



## Wir sind eben mitten in Stuttgart.

Was gibt es Schöneres, als nach einem Kongress in tollem Ambiente direkt zu Fuß ins Nachtleben der Stadt eintauchen zu können? Und danach ganz bequem wieder ins Hotel zurückzukommen? Kommen Sie zu uns und erleben Sie es!

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with Düsseldorf – every four years in Stuttgart. “From October 2008, it will be at home in Stuttgart and take place every two years,” Wiesinger is pleased to announce. Above all the outstanding transport infrastructure was the determining factor in opting for Stuttgart. The expected 400 exhibitors and 20,000 visitors will be travelling to the trade fair from around the world.

#### Education and remuneration

“didacta” is Europe’s leading trade fair for education and training. It covers the segments nursery care, pre-school education, schools, universities and vocational training and is organised by non-material sponsors “Didacta Verband” and “VdS Bildungsmedien”. The sponsors had previously staged the “didacta” at different locations. In the future it will be based in Stuttgart and alternate with Cologne and Hanover. The next event will be in February 2008 and is expected to notch up 600 exhibitors and around 80,000 visitors. Andreas Wiesinger has one more leading trade fair in his portfolio: “Invest”. In cooperation with partner “Börse Stuttgart” (Stuttgart stock exchange), Wiesinger’s team has developed Invest into Germany’s premier investment trade fair, attracting around 200 exhibitors and 15,000 visitors every year. “Around a third of these are trade visitors,” adds Wiesinger proudly.

Wiesinger, a graduate in business administration, was exposed to trade fair environments at an early age. After completing a marketing degree, he worked for the German Agricultural Society (DLG) and helped organise the “Agritechnica”, “EuroTier” and “Anuga FoodTec” trade fairs. Following a brief period in management consultancy, he returned to the trade fair business.

He joined Messe Stuttgart ten years ago as project manager for a number of different public exhibitions. Most recently, he was appointed team manager of a trade fair segment before finally being promoted to the position of Divisional Director. The 39-year-old devotes his leisure time to his family (Wiesinger has a nine-year-old son) and has a passion for cooking.

New: do it! congress at the ICS

## Innovation forum for IT and the media

Once a year IT sectors and Baden-Württemberg’s creative economy meet for the do it! congress focusing on increased innovation in IT and the media. Now being staged for the eighth time, this year’s event takes place on 15 November and, for the first time, at the International Congress Centre Stuttgart (ICS) at the new Trade Fair Centre adjacent to Stuttgart Airport. The do it! congress offers a forum for companies, administrative bodies, scientific institutions and the media to create networks and transfer know-how.

This year’s media forum will address topics including “Informa-

tion technologies as a service”, “New approaches in the battle for attention” and “War for talents: innovative recruiting strategies in the IT and media industries”. The MFG, Baden-Württemberg’s innovation agency for IT and media, will host the congress, which is expected to greet around 700 participants. This presents no problem to the ICS, which, thanks to its highly flexible space concept, can organise a broad diversity and size of events. With a total capacity of over 9000 guests and a wealth of high-tech equipment, the location conforms with international standards.

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## Events – Congresses

# Market Acceptance

The Stuttgart International Congress Centre (ICS) is solidly booked from the start in October 2007.

A glance at the booking list of the Stuttgart International Congress Centre (ICS) and it's immediately apparent – the schedule of the 9,000-seat top location in Fildern is well-filled from its opening in October 2007 onward. In particular, medical and general business topics feature prominently. The Stuttgart Knowledge Forum will be kicking things off on 5 October 2007, followed by the AOK-Tag, the meeting of Germany's largest statutory health insurance provider, on 31 October.

### Flexible capacities

The many highlights of the year 2008 currently include Interpharm with around 4,500 participants, the German Federal Dentist's Convention, the Congress of the German Urology Society, a wide range of industry events and the Federal Convention of the Christian Democratic Union from 30 November to 2 December 2008. "The Stuttgart International Congress Centre is off

to a great start," said Stefan Lohnert, head of the ICS, with satisfaction. For example, the German Diabetes Society (DDG) has decided to hold its medical congress, which draws around 7,000 participants, in the ICS every two years starting in 2010.

Especially welcome news: Lohnert and his team received the nod for a total of five events from 2010 to 2018. In the odd years, they will be held in the Congress Centre Leipzig.

### Prestigious congresses

"The annual DDG congress is already our second booking for a major event in 2010, after we were tapped for the congress of German savings banks with over 4,000 attendees," explained Lohnert. "We have gained market acceptance. Stuttgart, its region, and our convenient proximity to the airport and the A8 motorway attracted German and international congress organizers from the start."



Top address for congresses: the new International Congress Centre Stuttgart (ICS).

Friedrichsbau Varieté: Lollipop

## The economic miracle revisited

A wistful look at 1950s Germany – the economic miracle, the VW Beetle, the German “dis-



Lollipop: Stuttgart's Friedrichsbau Varieté takes the stage with music and artistry in a retro-styled 1950s theme.

covery” of Bella Italia, the Miracle of Berne and Rock 'n' Roll. Germany was once again a peaceful and pros-

perous place, and Toast Hawaii had attained culinary cult status. “Lollipop – Rendezvous with the 50s and 60s”, a revue by Stuttgart's Friedrichsbau Varieté, takes a warm, nostalgic look at that period of collective optimism. A colourful troupe of jugglers and other artists performs in a realistic urban set, while the aptlynamed five-piece Lollipopers band gets the artists moving and the audience grooving with old favourites and many undiscovered gems from our recent musical history.

From evergreens to petticoats, the styling of Lollipop, Stuttgart's homage to the era of the economic miracle in the 1950s and 60s, leaves nothing to be desired. For tickets, please contact Friedrichsbau Varieté – Kartenwelt, tel. +49-711-22570-70, fax -75, or [kartenwelt@deag.de](mailto:kartenwelt@deag.de).

## Event and congress preview 2007/2008



**5 October |**  
**Sixth Stuttgart Knowledge Forum (ICS)**

**12 October |**  
**Bruno Jonas**  
“Scheibenwischer” – political cabaret with a new programme (KKL)

**28 October |**  
**Joe Cocker**  
The legendary British singer on his tour of Germany (Schleyerhalle)

**31 October |**  
**AOK-Tag 2007**  
(ICS)

**5 November |**  
**Maurizio Pollini**  
One of the world's top pianists playing in Stuttgart (KKL)

**9 November |**  
**Konstantin Wecker**  
A German songwriting legend (KKL)

**25 November |**  
**Haindling**  
Bavarian pop-jazz-world-folk band on its 25th-anniversary tour (KKL)



**22 Januar |**  
**State Agricultural Association**

**18 – 20 April |**  
**Interpharm**  
(ICS)

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## Stuttgart Sightseeing

Sightseeing tip: Ludwigsburg Palace



Sightseeing classic: Ludwigsburg Palace with its many museums.

## The "Swabian" Versailles

The baroque palace in Ludwigsburg attracts many visitors to the region of Stuttgart all year-round.

At just 27 years of age in 1704, Ludwig of Wurttemberg wanted in fact to build himself a small hunting lodge in his forests north of Stuttgart. However, things happened differently: until 1733 his initial modest plan grew into the biggest palace in Germany – with 452 rooms in a 32-hectare park. Today the impressive

baroque residence is home, among other things, to the porcelain museum (established in 1758), the garden show "Flourishing Baroque", as well as a ceramics and a fashion museum. Further information regarding exhibitions and opening times can be found at: [www.schloss-ludwigsburg.de](http://www.schloss-ludwigsburg.de).

Hotel tip: Millennium Hotel

## Close by

Stay overnight and attend conferences: *Message* presents the region's hotels.

Many of the advantages of the location are obvious: The Millennium Hotel Stuttgart, a residential and conference complex that is part of the Stuttgart International (SI) Event Centre in the Filder area, is practically within earshot of the new Stuttgart Trade Fair Centre. The elegant 4 Star hotel for business and leisure travellers has 454 rooms and suites, which are located in two combined buildings. As an alternative to staying in the Millennium



Conference room in the Millennium Hotel.

Hotel, there are also SI suites available: 193 elegantly furnished one- and two-room apartments with lots of homelike charm and modern comfort.



Close proximity to the trade fair centre, musicals, gastronomy, and wellness: the Millennium Hotel Stuttgart.

For conferences, with a maximum of 1,000 participants, the Millennium Hotel has 22 conference rooms that provide the most modern equipment. Additionally, the full entertainment, wellness and gastronomy programme of the SI Event Centre is open to trade fair guests. For further information please call: 0711/721-1050.

## Highlights 2007



6 October – 24 March | Egyptian mummies – Immortality in the land of the Pharaohs  
Altes Schloss

19 – 21 October | Opening of the new Stuttgart Trade Fair Centre  
Neue Messe Stuttgart

6 – 24 November | LesART Literature days in Esslingen  
Public library, Esslingen

14 – 18 November | Stuttgart German Masters H.-M.-Schleyer-Halle

27 November – 23 December | Christmas Market Stuttgart city centre

12 – 16 December | Holiday on Ice Porsche Arena

Gastronomy tip: Bistro Augustenstüble

## France lies in the west of the city

From the rustic restaurants for lovers of Swabian cuisine to the star-awarded gourmet temple: Stuttgart has it all.

In Stuttgart West a small but pretty bistro is hidden away at Augustenstrasse 104. In the Augustenstüble guests can expect a menu with predominantly French specialities. The restaurant, which has only 30 seats, is run by Sabine und Günther Oberkamm, who up to three years ago ran the star-rated restaurant “Zum Hirschen” in Fellbach. The Augustenstüble does not want to be a gourmet temple. “We wanted to move away from star-rated gastronomy and return to simple, well-prepared meals”, explains Sabine Oberkamm. For coq au vin, tarte Tatin, Swabian ravioli or the daily-changing menu, only fresh products are used. The selected wine menu offers 15 different glasses of



The Augustenstüble serves simple, fresh, good, and predominantly French meals.

wine and approximately 100 bottles of wine. Since there are only seven tables, it is necessary to make a reservation. Opening times: Mon – Sat 6pm – 1am, kitchen open until midnight. Tel. 07 11 62 12 48.

# (T)Räume...



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Bettina Würth, Chairperson of the Advisory Board of the Würth Group, Künzelsau, Germany

than 30,000 full-time salespersons worldwide with basic and ongoing training is therefore one of our most basic tasks. Finding the proper framework and environment in which to address our customers is equally important.

In addition to the businesses and workshops of our customers, Würth has a number of other decisive marketplaces – and one of those is the trade fair environment. We use trade fairs to establish contacts to new customers, maintain our existing customer relationships, present products and increase public awareness of our company. In short, trade fairs are an ideal communication

# Communication Platform

platform for us. When trade fair organizers and operators do their ground work effectively, it lets us enter the marketplace with great prospects of success. I am absolutely convinced that the Messe Stuttgart is well-prepared to satisfy our requirements. My special respect goes out to the tradespersons involved in the project, with its 105,000 square meters of hall floor space and 40,000 square meters of outdoor exhibition area. Countless persons, tools, – and of course, screws – went into erecting these structures. It was a genuine challenge for the men and women who were involved hands-on. We are proud to have contributed our experience and products to the successful completion of the building project New Messe Stuttgart. The communication platform at „auf den Fildern“ is now ready. We would like to wish everyone involved the best of success – and the Messe Stuttgart a wealth of visitors.

## About this publication

**Published by:**  
Messe Stuttgart, D-70028 Stuttgart, Germany  
**Responsible for content:**  
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**Photos:** Augustenstüble, Badische Staatsbrauerei Rothaus AG, Berner

Elektrotechnik, Bürger- und Verkehrsverein Tübingen, Bundesverband Mittelständische Wirtschaft, Ciba Mato, Deutsche Messe AG, Die Creativ Partner, ENIT, F.P.S.I. - Redaktionsbüro, Friedrichsbau Varieté, Stuttgart Chamber of Trades, Stuttgart Chamber of Industry and Commerce, Reutlingen Chamber of Industry and Commerce, Infineon Technologies, Stuttgart State Capital, Landesinnungsverband für das Württembergische Bäckerhandwerk e.V., Landesmuseum Baden-Württemberg, Lapp AG, P. E. Schall GmbH, pro-Dente, Projektgesellschaft Neue Messe,

Retro Promotion GmbH, Karl Schanz, Schenker Deutschland AG, SI Erlebnis Centrum Stuttgart, Staatsministerium Baden-Württemberg, the town of Leinfelden-Echterdingen, the town of Ludwigsburg, Stuttgart Marketing GmbH, Konstantin Tschovikov/ Stuttgart Trade Fair Centre, VDMA Fachabteilung Industrielle Bildverarbeitung, Verband Region Stuttgart, Würth-Gruppe  
**Design, typesetting, repro:**  
Schwabe + Braun GmbH  
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**Printing:**  
Bertsch KG MEDIENPRODUKTION, D-70771 Leinfelden-Echterdingen, Germany  
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P.O. Box 10 32 52, D-70028 Stuttgart, Germany, Phone +49-0711-2589-436, Fax +49-0711-2589-305  
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