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News – Trends



Many prominent figures from politics and industry came to the plains of Filderstadt for the trade fair opening cere

Emotional start

About 180,000 visitors came to the official start of the trade fair on the plains of Filderstadt.

“Pride and joy” are the dominant feelings for Ulrich Kromer, spokesman for Messe Stuttgart management, and his colleague Roland Bleinroth, when they draw a balance from the official trade fair opening. About 180,000 people took the opportunity to look at the 806 million Euro project and the “Innovation meets Emotion” exhibition during the ceremony period on the plains of Filderstadt. There were no traffic problems despite the rush.

Many areas for discovery

Particularly gratifying for the trade fair organisers: a good third of the visitors had never before been to one of the events. And subsequent results of a visitor survey were also reason

enough to be happy. More than 90 percent consider the trade fair to be important for Baden-Württemberg’s image, a huge 95 percent see the new Stuttgart trade fair centre as an important factor for the economy.

About 400 exhibitors predominantly from Baden-Württemberg showed during the three days how much innovation and emotion there really is in the area. The spectrum at the fully occupied trade fair site stretched from household to high-tech – a performance show for the whole of industry that the state has never experienced before.

In different areas of discovery in the halls, the 180,000 visitors could choose from lifestyle and leisure, treats, healthy living, technology visions, world of mobility, trade and



mony. The accompanying exhibition really drew the crowds.

industry close-up, handcraft locale and a forum of campaigns in the L-Bank-Forum (hall 1).

Economy and ecology

In addition to the starting ceremony with Federal President Horst Köhler, Prime Minister Günther H. Oettinger, Mayor Dr. Wolfgang Schuster and many other prominent figures from politics, administration and trade and industry, many visitors found the big musical firework spectacle in the Piazza packed with 30,000 people on Saturday evening to be the absolute highlight of the three day campaigns.

In his speech, Federal President Köhler praised the trade fair architecture as a “landscape of buoyant roofs” and a construction that is not just elegant but also sets an example in ecological terms. Prime Minister Oettinger spoke of “an important day for Baden-Württemberg”. With the trade fair centre, an important piece of future has been built, a site of innovation and value creation with which Baden-Württemberg has announced its presence back in the European league.



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

Motek, Eltefa, Südback, Semicon Europa, Animal, Vision, Pferd, the newly structured “Stuttgarter Messeherbst” with 160,000 visitors alone – full capacity

at the new site right from the word go. Several events shone with growth rates between 30 and 40 percent!

With the unique combination of airport and trade fair, a

campus has been built south of Stuttgart that the rest of Germany is envious of. The new

Mövenpick hotel has been opened, more hotels in the area are planned, with the dinner event

Pomp Duck and Circumstance a further attraction has found its home by the airport and trade

fair centre. Stuttgart is booming – but not just on the plains of Filderstadt. This edition of

“Message” lights up the metropolis in its whole diversity: as an area of finance, high-tech

“Stuttgart in its whole diversity”

centre, city of medical publishers, gourmet stronghold, education Mecca and as a home for very many old-timer fans. We supply the associated trade fairs with them in a practical way.

At the centre of this edition we have placed CMT next to didacta, who we welcome back to

Stuttgart after three years. CMT is Europe’s most important public trade fair for tourism and

leisure and is celebrating its 40 year anniversary. The anniversary edition will be the biggest

and most attractive than there has ever been. With “Reise-Pavillon” from Hanover and

“Camp Ground” from Friedrichshafen, the CMT has been given two new pillars. It enjoys

strong growth in the caravanning part above all: All of the important German manufacturers

are represented directly in Stuttgart and make the CMT a unique showplace for new products

in the South German region. Could we have invited as guest compere anyone other than

Erwin Hymer, caravanning legend from Bad Waldsee (upper Swabia), epitome of the

self-made man and clever enterpriser? We could not. Enjoy the “Message” issue.

New Messe Stuttgart

Bosch car park excels

The new Stuttgart trade fair centre sets new benchmarks across Europe with its pioneering architecture and technology: The European convention for steel construction EKS has presented the Bosch multi-storey car park above the A8 with the European steel construction prize, which is awarded every two years. The prize



Steel giant: The Bosch multi-storey car park above the A8 is a landmark of the new trade fair.

went to Donges Stahlbau GmbH from Darmstadt, construction company Projektgesellschaft Neue Messe and architect Kai Bierich (Wulf & Partner). It was presented by EKS president Ernest Hendrickx in place of Luxembourg's minister for economy and foreign trade, Jeannot Krecké.

In the honouring speech of the jury it was claimed: the six storey, 13,700 ton heavy construction above the busiest motorway in Germany is a spectacular, perfectly conceived building and is established even now as a landmark of the new Stuttgart trade fair centre. The 440 metre long, 100 metre wide and up to 22 metre high Bosch multi-storey car park has two cross members and stretches 100 metres along the A8 at ten metres in height and with no supports.

INTERVITIS INTERFRUCTA

Global brand

Establishment of the Stuttgart standard trade fair INTERVITIS INTERFRUCTA as a global brand is making ground at a fast pace. The Wine Farmers & Fruit Growers Exhibition attracted about 220 exhibitors at the end of July 2007 and 6000 trade visitors to Cape Town – in 2009 it will be held for the first under its new name INTERVITIS INTERFRUCTA Southern Africa. Messe Stuttgart and the German Association of Viticulture as a partner have assumed the majority at the successful event. In September 2007, the 1st INTERVITIS INTERFRUCTA took place in Yantai, China. At the end of January/April 2008 two “satellites” will be added in Mumbai (India) and Krasnodar (Russia), and in Talca (Chile) in September the third IVIF will be held.

Building site(s)

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



“Many many thanks”

From Messe Stuttgart's perspective a great act has been accomplished. With a high level of commitment, architects, civil engineers, planners, project managers and construction companies made the new Stuttgart trade fair centre into a fascinating structure. Many many thanks to all involved in the build. With many beads of sweat and even more overtime, those involved on the construction and operation side then inaugurated the new trade fair centre on 21 September 2007 with the Federal Chancellor's visit at the CDU's regional party conference. With MOTEK, eltefa, Südback, Semicon Europe, Interpellets, Composites Europe and many congresses and seminars, the site was completely bowled over twice in the first four weeks.

The highlights of this event series was the official opening ceremony from

19th to 21th October 2007 with Federal President Dr. Horst Köhler, Prime Minister Günther Oettinger, Mayor Dr. Schuster and many guests of honour and also the open days with 400 exhibitors and 180,000 visitors. A great event that aroused enthusiasm regarding location, traffic connection and ambience. Much appeal was found by the visitors in the presentation of exhibitors, which took place in a different way than normal, as they presented their products to the wide encompassing audience in a tangible and easy to understand way.

After almost three months of operation at the trade fair centre it can be said: that almost everything went well and worked – though some things should not have happened. And: many things have to be learnt again. It is also important to get a grip on shortcomings and

children's illnesses in any amount of euphoria. I would like to take this opportunity to thank all customers and partners for their energetic contribution and of course their understanding. I would like to thank our service partners and especially the members of staff from the trade fair centre for their enormous input and dedication. I wish you all a successful year in 2008 and good health.

If we can believe in the forecasts and prognoses, we can expect no less from 2008 after an already quite successful year in 2007. This is a good sign for the economy and also applies accordingly to all trade exhibitions throughout Germany. It is perhaps unfortunate, however, that we still have a tendency here to bring negative things to the fore instead of enjoying the positive things a little, to take pleasure from them and to work more on success.



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OCTANORM 

Tourism classic

The Stuttgart CMT turns 40. *Message* takes a look at the past and the future.



It breaks all records: The CMT 2008 on site of the New Messe Stuttgart will be bigger than ever before. From 12th to 20th January, approx. 1500 exhibitors from 95 nations will have about 180,000 visitors to present a wide spectrum of travelling destinations, leisure vehicles and holiday ideas to over nine days. The Stuttgart tourism trade fair is celebrating its 40th anniversary. Though, of course, the first event in 1968 is no comparison with today's CMT. Even the name was different back then: Founded as MSF (car, sport, leisure) by Messe Stuttgart, the ADAC and the Motorsport Club Stuttgart, it started off with the focus on motor-sport and offers from local sports clubs. "Football, handball, ice hockey and table tennis were popular topics back then, whole school classes came to Killesberg and marvelled at the sports fields built up in the halls", remembers Hans Müller, who looked after the CMT as project manager for 30 years. Three years later and the trade fair did not just change its name but also its content. Travelling became more a topic of central interest from 1971 with the CCT (caravan, camping, tourism).

From MSF to CMT

The starts were quite modest: Seven countries and three travel agencies exhibited their wares and services at the CCT. Austria, France, Greece, Lebanon, Tunisia, Algeria and South Africa were the first destinations to advertise for visitors in Stuttgart. One year later and the exhibition was given its final name and was called from then on CMT (caravanning, motoring, tourism). "The areas of tourism and caravanning have since then continued to grow", Müller explains. In the mid 70s, the desire among Germans to travel rose and with it also the interest in CMT: In 1976 they cracked the magic mark of 100,000 visitors. During a survey in 1978, the trade fair organisers discovered that many of the visitors took a day's holiday to visit the CMT. "It was then that we realised we had made it", Müller remembers. The upward trend continued, not least thanks to the unwaning dedication of "CMT Müller" and his team. "We



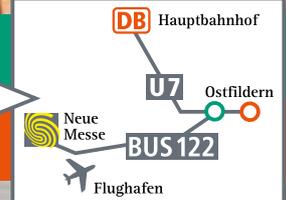
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Growth engine: At the anniversary CMT, the caravanning area is bigger than it has ever been.

knocked on many doors to convince countries to come to Stuttgart”, he said in summarising the efforts of years gone by. After experiencing it for the first time, visitors stayed loyal to the CMT afterwards. The exhibitors quickly realised that a big exhibition like the CMT was at least as important as the trade fairs in industry. The exhibition date was also favourable. At the start of January, people started thinking about where to go on holiday for the year. And so the CMT always took place in January and always lasted nine days. Today it is viewed as the pilot exhibition of the tourism industry for the coming year. Over the years, the layout of the exhibition stands changed enormously. Where palm tree surrounded holiday worlds

court for visitor attention today, often a counter and friendly representative had to suffice at the beginning. “The sophisticated stand designs only started to take shape in the 80s”, Müller says. Exception: the 100 square metre sized Bedouin tent at the CMT 1976. The sand required for decoration was flown in from Algeria. As the decades passed, the trade fairs organisers continually adapted the concept of CMT to the changing requirements of visitors and exhibitors. Where countries in the Mediterranean took centre stage at the start, there was an increasing number of far away destinations from the 80s. About 20 years ago, Messe Stuttgart also had the idea of engaging a different country each year as a partner. Whether the Seychelles, ▶



Trekking is back in trend. The CMT is devoting an additional focal area to it.



Ship crossings and cruises can be reserved in the special area called Kreuzfahrt- und SchiffsReisen.



The CMT has developed over a period of 40 years into Europe's top exhibition for tourism.

Taihiti, New Zealand or Mongolia - the list of CMT partner countries is long and rouses wanderlust. Partner countries of the CMT 2008 are Australia and Italy.

The topics of CMT has also developed further on a continual basis. With Golf Reisen in 1995, Messe Stuttgart inaugurated the first tourism exhibition for golf. "The exhibition has developed very well", project manager Angela Feufel explains, "and can double its exhibition area in 2008." The concept of subject orientated exhibitions has also proved to be successful in other areas, for example Wellness- & SchiffsReisen (holistic well being and cruise ships) or Fahrrad- & ErlebnisReisen mit Wandern (bicycle and adventure holidays with trekking), which showed trends for outdoor holidays on the first CMT weekend.

Caravanning – profit engine

There has been a particularly strong demand for products from the caravanning segment for a long time. "Originally, the topics focused mainly on tents and camping. But in the course of time more emphasis was placed on campers and recreational vehicles. Caravanning plays an exceptional role at the CMT today", explains Joachim Schubart, area manager for exhibitions at Messe Stuttgart. About 20 new caravans are presented every year. Roughly half of the area of the CMT 2008 is dedicated to caravanning. "That represents visitor interest", Schubart says. The trend leans towards more value for money models on one hand and to high quality materials on the other. The German manufacturers endeavour to compensate for the higher prices due to value added tax by a wide range of model enhancements in the lower price segment. In this way, the first hurdle is kept low to encourage new caravanning customers. At the same time, the awareness of comfort and convenience is rising among existing customers. "The branch is reacting to this with new interior concepts, high quality materials and an even better manufacturing quality", explains Hans-Karl Sternberg, managing director of the Caravanning Industrie Verbandes CIVD. More than 60 percent of CMT visitors own a caravan; ten percent are playing

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with the idea of buying a recreational vehicle. The importance of the trade fair for industry is correspondingly high: "The CMT is the most important trade fair in the south of Germany and also an important benchmark for people's attitude as the first caravanning exhibition of the year. This position is further enhanced with lasting effect by the new trade fair site", Sternberg affirms.

With relocation to the airport site, the exhibition area has almost doubled in size. But not just in terms of size, the CMT 2008 also has many highlights in terms of content. "Many exhibitors have thought up something new", project manager Sonja Hippold says excitedly. "The halls in Killesberg were always completely booked up in recent years. Now we can finally offer every exhibitor as much space as they want", Hippold exclaims with pleasure. The caravanning area is bigger than it has ever been for 2008, almost all areas of industry will be represented. The CMT has continued to develop for 40 years - and this year there is again something new to see. With the "Reisepavillon", an internationally unique trade fair for sustainable tourism is presented at the CMT. "We are positive that we will be able to attract interest in our offer of environmentally and socially compatible travel offers", says Anke Biedenkapp, manager of Stattreisen Hannover. From 18th to 20th January, information on the subjects of "Tourism and water", "Tourist perspectives in times of climate change" and "Holiday in natural landscapes" will be presented in the "Reisepavillon" (travel pavilion). Recognising trends in good time, occupying topics without delay:

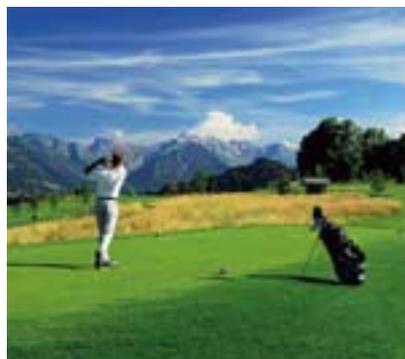
That has always been a central aim of the trade fair organisers. "The CMT is a pilot trade fair for visitors and exhibitors", says Roland Bleinroth, manager of the trade fair. To seek out new tendencies, Messe Stuttgart is working with partners such as the Forschungsgemeinschaft Urlaub und Reisen (research community for holiday and travel) who once a year gather together the desires and requirements of holiday-makers and present them at the CMT. "The results of the survey will flow into planning for the next CMT", explains Bleinroth. Current areas of rising interest are, for example, city visits, cultural trips and bus tours. Important insight is also provided by the holiday figures balance sheet from Dresden Bank. It shows where the German tourists travel to and what they spend lots of money on.

Europe's number one

In 40 years, the CMT has developed from a small trade fair for motoring, sport and leisure to Europe's biggest exhibition for leisure and tourism. From Corps Touristique (CT), the association of foreign national tourism organisations and railways in Germany, and now having even advanced to being the best travel exhibition (even ahead of the ITB in Berlin), the CMT has achieved everything. For the CMT team, the award is both recognition and a stimulus at the same time. Schubart: "Our aim is to further develop the trade fair and present new topics to the visitors. The large exhibition area, almost double in size, at the trade fair centre provides the best conditions for this."



The traditional "Motoring part" was restructured for the CMT 2008."



Dream trips: The golf and holistic well-being trips are among the successful CMT "satellites".

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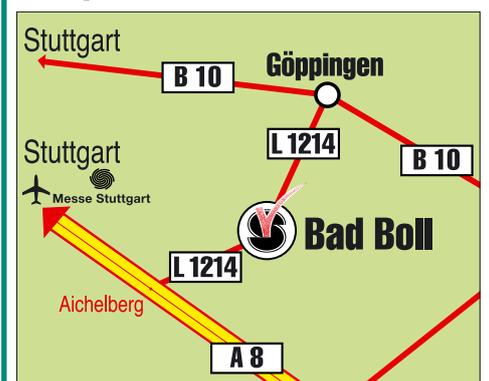


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Unique ensemble across Europe: Airport and Messe Stuttgart in immediate vicinity.

Motors of the metropolitan region

What do airports and the Messe Stuttgart have in common? Both have an important meaning for the citizens and the economy of Baden-Württemberg.

A look at the passenger figures of Stuttgart airport gives a feeling of gratification everytime. And it's no wonder. In the last five years, the airport on the plains of Filderstadt was among the German airports that recorded the highest growth. With 10.1 million passengers in 2006, Stuttgart holds sixth place in the German airport ranking system. 70 airlines start here to more than 120 destinations around the world.

Important location factor

Stuttgart airport does not just have a central importance for mobility of the state's citizens, it also plays an outstanding role – as does the trade fair centre – in the economy of Baden-Württemberg. The export state number one and its companies from the airport and electrical industry, motor vehicle suppliers,

machinery constructors and also many medium sized companies from production and service rely on a good working international airport to safeguard their success. "Stuttgart airport guarantees a fast and comfortable link to the global markets and is an indispensable location factor for the region", explains Prof. Georg Fundel, managing director of Flughafen Stuttgart GmbH. "Furthermore, the airport is among the largest employment sites in the metropolitan area of Stuttgart with more than 10,000 jobs and thereby provides considerable employment impulses for the state." The area encompassing airport and surroundings has the lowest unemployment in Baden-Württemberg.

Also unique across Europe is the "airport trade fair centre" that can be

seen far and wide and which the airport and the new Stuttgart trade fair centre form with their common attractive infrastructure. An important positive point: the practical and



Passage-way art: Installation in passage-way between airport terminal and trade fair Piazza.

above all short link between airport terminal and Piazza of the new Stuttgart trade fair centre. Walter Schoefer, managing director of Flughafen Stuttgart GmbH: “Nowhere else in Europe can international trade fair visitors reach their destination faster from the airport. This short route from the airport railway station to the exhibition halls is ideal even for visitors from the region.”

Another thing worth mentioning is that the route is not just short but optically attractive as well: the two-part light composition in blue and orange was created by internationally renowned artist Nikolaus Koliysis from Stuttgart. The fact that the trails of light, which meet in the middle of the passage, encourage observers to make associations with take-off and landing strips is deliberate.

A further, important “embrace” between the trade fair centre and



With ever increasing passenger numbers, the Stuttgart airport is ranked number six in Germany.

airport is formed by the Bosch car park over the A8 motorway, created and financed by the airport. It has about 4000 parking spaces, which are used by both partners in equal parts. An intelligent parking system brings visitors from the trade fair centre and airport safely and comfortably to their destination.

Three questions to:

Tanja Feucht

Managing director of Pomp Duck and Circumstance



01 The gourmet theater Pomp Duck and Circumstance, with over 100 artists and chefs from 23 nations, has been drawing visitors eager for discovery to the plains of Filderstadt since September 2007. Why did you choose Stuttgart?

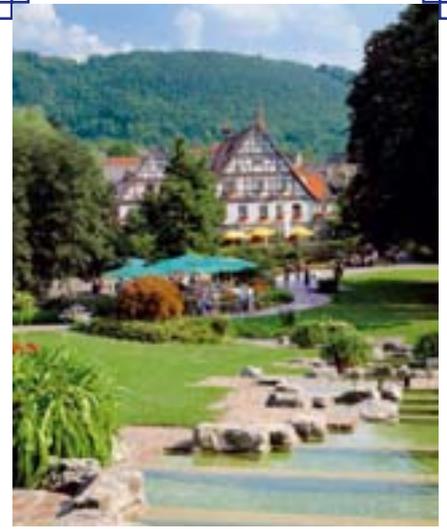
We analysed which cities have the right size and which offer the economical basis. Stuttgart is currently the up-and-coming city of Germany. It is big enough and has high economical strength. The city was very accommodating and local business development is enormous. Stuttgart was therefore an easy choice for us to make.

02 The show could previously be seen in Berlin. Is the audience in Stuttgart any different?

Yes, there is a completely different mentality here. The people are extremely enthusiastic. From five shows we had three standing ovations. This euphoria was not present in Berlin. It is great fun to mingle with the audience in the evening and to experience how the people enjoy themselves and how much fun they have.

03 Pomp Duck has a partnership with Messe Stuttgart for events and activities. What do you expect from this partnership?

We, the trade fair centre and the airport, are so close together geographically that the partnership seemed a sensible thing to do. Of course, the idea is for it to generate business in the first instance. We are very pleased to have found such great partners with the new trade fair centre and the airport. The huge trade fair centre, the aspiring airport and the world’s best dinner show – those are three top events in one location.



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Location Stuttgart

Stuttgart faces (11): Dr. Albrecht Hauff, publisher from Thieme Verlagsgruppe Stuttgart

Ideal location for a formidable audience



Dr. Albrecht Hauff, publisher,
Thieme Verlagsgruppe, Stuttgart

As the leading supplier of medical specialist information, Thieme has already been located in Stuttgart for many decades. With the new trade fair and International Congress Centre in Stuttgart (ICS), the location has gained a considerable amount of attractiveness for the publishing group – even in the immediate vicinity. In addition to

books, magazines and electronic media, we develop congresses and events offers for doctors and other professional groups in the medical industry or redirect them on behalf of medical organisations. Our audience is very demanding: it expects perfect organisation from an event, appreciates a comfortable and modern working atmosphere and also an optimal traffic connection. The light and aesthetic architecture of the trade fair and congress ensemble, its immediate vicinity to the airport and also the scheduled direct link to the main station and inner city provide the ideal framework for us and our customers. With the German cardio-diagnostic conferences, we were one of the very first event organisers of the ICS before official opening of the trade fair and gained

outstanding experiences. In 2008, we will continue the co-operation as congress partner for TopClinica. And we will commit ourselves in future as well in a stronger way so that medical congresses are held in Stuttgart – on the plains of Filderstadt.

I am sure that, with ICS and the new trade fair centre, the city will become a fixed variable for medical congresses in the mid term. But, for me, the new trade fair centre also has another effect: Stuttgart is increasingly becoming a destination for tourists. The trade fair centre contributes towards making the many other attractive facets of our Swabian capital city something to be experienced. Everyone who leaves Stuttgart with a positive image in their mind will keep it with them. And then come back again. |

Message series: Stuttgart bars (10):

Bix

Where to go after the trade fair or congress. In this series, Message presents to you some selected bars.

BIX is both: jazz club and bar. Since mid December 2006, the establishment based on Bix Biederbecke, one of the most important trumpeters of the Chicago style of the 1920s, has its premises in the Gustav Siegle house in Stuttgart's old town. BIX sees itself as the jazz window for Baden-Württemberg and showcases outstanding national and international artists. But it is also designed to offer a bona fide platform for the thriving and diverse Stuttgart jazz scene. All types of styles from the over 100 year history of jazz are presented there right up to current developments from the continually redefining music culture. The internationally acclaimed Stuttgart architect office Bottega & Erhardt is responsible for



BIX bar: Cool ambience with international drinks.



BIX club: Jazz has a long tradition in the state capital. The new jazz club in the old town ties in with this seamlessly.

the interior design of the club. Its size and unique architectonic concept guarantee an extraordinary music and bar experience for visitors. With its two levels, BIX has a bar on each of the floors for about 200 guests. This is where drinks are offered; an international wine menu and selected meals invite guests to meet with artists and friends after the concert. And: in a specially furnished lounge, cigar lovers are always welcome, too.

Opening times: Sun – Wed 6 pm – 1 am, Thu 6.30 pm – 2 am, Fri/Sat 6.30 pm – 3 am, phone 0711/470 43 13. |

Potentials and projects

Many towns and cities in the greater Stuttgart area are important business locations of the state.

Message presents them. In this issue: Filderstadt.

Filderstadt – the centre of the plains – is a top address: As an innovative business location in immediate vicinity of the new trade fair centre and Stuttgart airport; as a Mecca for culture, congress and leisure with nationwide important facilities like FILharmonie and Fildorado as well as green living quarters on the edge of the Schoenbuch nature reserve.



The FILharmonie: Important nationwide centre for cultural events and activities.

Top address of the region

The large district town with over 43,500 residents has received awards for many projects and concepts throughout Germany and is the pioneer for many other cities and communities: for example in the implementation of a citizens' community (the "Filderstaedter Weg") or in the integration of people with migration history. Filderstadt gained international awareness through the Porsche Tennis Ladies' Grand Prix, which was broadcast to 2005 in a part of town called Plattenhardt. The Filder clinic – a hospital with anthroposophical orientation – enjoys an excellent reputation throughout Germany. The geographical advantages of Filderstadt are appreciated particularly by business as well: the

central location in the Stuttgart region, the optimal traffic connections (Stuttgart airport, the A8 and A81 motorways, the B27 and B312 federal roads, connection to the tram lines), the vicinity to the air freight centre of the airport, to universities and research centres, to the state capital and, not least, to the new trade fair site on the plains of Filderstadt. Well-known, internationally operating companies quite consciously have their company office in Filderstadt: Modine, Metrohm, enteo, Octanorm, Herma, Dürr, TÜV Süd, Harman/Becker and many more. Just the way it should be for a top address in the Stuttgart region.



Filderstadt has an optimal infrastructure. Picture shows: air freight centre of Stuttgart airport.

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Trade Fair Calendar

12–2 January | CMT 2008

Int. exhibition for caravanning, motoring, tourism with the special exhibitions bike and adventure trips, golf and holistic well-being trips, ship crossing and cruise holidays, special trekking area, canoeing and kayaking concourse

18 January | Stuttgart CULTURE Open

Cultural tourism day within scope of CMT 2008

18–20 January | Reisepavillon

Int. trade for alternative travel

25–27 January | TV - Textilveredlung und Promotion

Int. trade fair for textile printing, embroidery, transfer and flocking

25–27 January | MEDIZIN

Trade fair + congress



09–13 February | INTERGASTRA

Int. trade fair for hotels, restaurants, catering, confectionery and cafés

19–21 February | LogiMAT

Int. trade fair for distribution, material and information

19–23 February | didacta

The trade fair for education

26 February | Sicherheit + Automation

Design engineers day with accompanying exhibition

26–27 February | INNOtex

Trade fair forum for functionalisation of textile materials

4–6 March | Lasys



INTERGASTRA is the forum for café, confectionery, catering, restaurants and hotels.

Principle of short routes: Regionality

Think globally, produce locally: “Regio-Food” is also a topic at the INTERGASTRA in Stuttgart.

Products from the region stand for quality and freshness. And this is also a reason why more and more consumers prefer local produce over imported goods. In addition to “organic”, regionality is currently the second biggest trend in the food area and therefore meanwhile also an extremely good selling point.

After an examination by the association of marketing and merchandising for agricultural and forestry products from Baden-Württemberg (MBW), 63 percent of the buyers of groceries place very high importance on the regionality of the products – with rising tendency. In particular with bread and bakery goods (76 percent), eggs (65 percent) and meat (62 percent), consumers consider the regional origin to be very important.

Baden-Württemberg has a very good basis as the state has a huge potential for foodstuffs rich in tradi-

tional and typical for the region. Down-to-earth classics from spätzle to bubenspitze, refined pork specialities or the many beers and wines produced in the state: In Baden-Württemberg, regionality has always played an important role. “With regional specialities, the customer buys an awareness of life, a typical eating culture, a product from a familiar setting, which also stands for the nature of the local people”, Peter Hauk, minister for nutrition and rurality, says in explaining the trend towards regionality.

Regional diversity

“Think global, act local” is the motto that more and more restaurateurs are following. The INTERGASTRA in Stuttgart is therefore dedicating a focal point to the principle of short

routes this year. Many small wine producers, cheese makers, hunters and coffee roasters present their products, for which individuality and freshness are equally as important. Innovations from hops and malt attract visitors to the beer gardens of regional diversity. In authentic beer garden atmosphere, seven private breweries from Baden-Württemberg show their specialities.

Innovative products

From 9th to 13th February 2008, a total of approx. 700 exhibitors will present innovative products and services from the area of hotel, restaurant, catering, confectionery and café at the New Messe Stuttgart. With an exhibition area of about 70,000 square metres, the 24th INTERGASTRA will be the biggest of all time.

The visitors can also expect a whole range of new products and services. The "Food Special" can be seen in hall 7, for example, with which the INTERGASTRA will also underline its competency as a trade-only event. Further highlights are the award ceremony for the catering innovation price 2008 and also the German premiere of the espresso machine show from the Enrico Maltoni collec-

tion. 22 carefully restored, fully functional exhibits tell the story of the espresso over the last hundred years.

With an international line-up, the barmaid festival of the German Barkeeper Union is also expected with participants from 30 countries. The confectioners will be performing at world class standard: They will demonstrate their ability for qualification of the German team in the Coupe du Monde de la Patisserie in the categories ice-cream, chocolate and sugar art.



Promotes trend towards regionality: Peter Hauk, minister for nutrition and rurality.

Trade Fair Ticker



6–8 November | VISION 2007

The international trade fair for industrial image processing and identification technologies was able to further extend its position as the leading trade fair in the world. This year the number of visitors to the new trade fair centre at the airport grew by about 13 percent.

8–11 November | Pferd Stuttgart / Animal 2007

The Pferd Stuttgart took place for the first time as an independent trade fair and was a huge success from the start. About 48,000 animal lovers visited both events on the plains of Filderstadt.

15–18 November | Stuttgarter MesseHerbst 2007

Storm of visitors at leisure and past-time trade fairs Hobby & Elektronik, Kreativ und Bastelwelt, Modell Süd Bau & Bahn) and Süddeutsche Spielemesse. 160,000 visitors rushed into the trade fair halls.

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Trade Fairs – Markets

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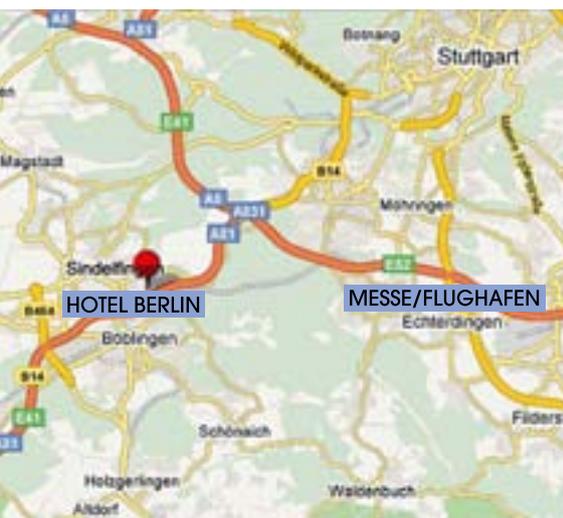
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The Stuttgart didacta opens up a whole world of modern knowledge mediacy to visitors.

Education and knowledge for every age

Blogs, podcasts, wikis: The innovative Web 2.0 plays an important role at the didacta education trade fair.

Commerce and politics both agree: Lifelong learning is as important today than ever before. As it happens, Baden-Württemberg continually achieves top scores in comparative studies on the subject of education involvement or college trade training. But it is clearly evident that there is a deficiency in skilled workers in the state as well.

Trend towards informal learning

At the didacta, which takes place from 19th to 23rd February 2008 in the New Messe, the subjects of qualifi-

cation and further education therefore play a central role. The leading European education trade fair naturally picks up on the newest trends. Exciting development can be found, for example, in the areas of E-Learning, in which more and more elements of the interactive Web 2.0 are integrated. Blogs (online diaries or journals), podcasts (audio and video messages) or wikis (internet pages that can be changed by users) are the main elements of E-Learning 2.0. They stand for new, informal means of learning, where the person learning is



Apprentices from Esslinger Festo AG profit from the great offers of their company.



Lifelong learning is more important today than it ever has been.

placed at the centre and actively steers the learning process. The interactive internet tools allow permanent dialogue and exchange and turn the students into creative co-authors in the creation of training modules.

The current learning theory assumes that learning success can be increased considerably if a person can integrate in an existing community on the relevant subject. Furthermore, an important prerequisite for effective learning is being able to recognise connections between different sciences, ideas and concepts. The abilities are made stronger with E-Learning 2.0. "Through further development of the internet there are wide encompassing perspectives for an altered learning and teaching culture", culture minister Helmet Rau prophesises.

Knowledge management

The growing importance of Web 2.0 and Social Computing is also acknowledged by the market leader in technical training and further education, Esslinger Festo AG. "Lifelong learning, including world-wide knowledge management and the global provision of this knowledge, play an important role. This is why we are developing and testing application scenarios and innovative tools in research projects for a new knowledge infrastructure based on the internet", explains Dr. Eberhard Veit, spokesman of the board of directors from Esslinger Festo AG.

The multimedia offers in professional training and further education will be just one of many subjects at

didacta 2008. This year, about 800 international exhibitors present trends and also latest products and services all to do with teaching and learning

Further education forum

Tantalising questions and unusual answers can also be expected by visitors to the further education

forum. For five days, many exciting subjects will be on the programme there in lectures and podium discussions. The Web 2.0 technologies are covered as well as the opportunities for co-operation between schools and further education institutions, teaching and learning media for the over 50s, aspects of motivation psychology or success factors of self marketing. |

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Verdeckte Messeermittler

Können heimliche Testkäufer die Qualität von Messen ermitteln? Studenten des Marketing-Lehrstuhls der Uni Hohenheim waren bei der offiziellen Eröffnung vor Ort.



Schönster Stand: Daimler bekam dieses Prädikat bei der anonymen Studentenumfrage.

Befragt von Studierenden des Lehrstuhls für Marketing der Universität Hohenheim kürten Besucher der offiziellen Eröffnung der Neuen Messe Stuttgart die besten Stände in fünf Kategorien. Zu den Siegern zählten die Daimler AG in der Kategorie „Schönster Stand“, Audi und Bosch („Informativster Stand“), Festo („Technikbegeistertster Stand“), Fischer und erneut Festo („Interaktivster Stand“) und Putzmeister in der Kategorie „Freundlichster Stand“. „Diese Aus-

steller haben gezeigt“, so Lehrstuhlinhaber Prof. Dr. Markus Voeth, „dass es der gelungene Mix aus Design, Inhalten und Kundenbetreuung ist, der sich Besuchern besonders positiv ins Gedächtnis prägt“. Wissenschaftlich stecke das Qualitätsmanagement von Messeausstellern freilich noch in den Kinderschuhen. Und das, obwohl Firmen in Umfragen Messen als ihre wichtigste Werbepattform angeben und ständig steigende Budgets dafür bereitstellen.

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DACH + HOLZ International:

Neue Fachmesse

Aus der Dach + WAND und der Holzbau + Ausbau wird die DACH + HOLZ, Weltleitmesse der internationalen Holzbaubranche. Zu den thematischen Schwerpunkten des neuen



Weltleitmesse der internationalen Holzbaubranche: die neue Stuttgarter DACH + HOLZ.

Branchentreffs, der vom 5. bis 8. März 2008 erstmals auf dem Gelände der Neuen Messe Stuttgart stattfindet, zählen die Bereiche Dach, Wand, Abdichtung, Holzbau und Hausausbau. In fünf Messehallen können sich Zimmerer und Dachdecker unter anderem über Neuheiten bei Steil- und Flachdächern, Leitern, Gerüsten, Solardach, Trockenbau, Dämmung und aus dem Bereich Metall informieren.



Ein Anziehungspunkt für Kulturreisende: das Stuttgarter Kunstmuseum am Schlossplatz.

Reiseziel Kunstgenuss

Immer mehr Menschen gehen wegen Kultur auf Tour. Die Stuttgart CULTURE Open trägt dem Rechnung.

Eine aktuelle Studie des Deutschen Tourismusverband e. V. (DTV) belegt: Der Kultur- und Städte-tourismus in Deutschland boomt. Laut DTV zählt er sogar zu den wichtigen Wachstumsmotoren der touristischen Nachfrage aus dem In- und Ausland. Top-Destinationen wie Stuttgart konnten in den letzten Jahren unter anderem durch attraktive (und neue) Kultur-, Event- und Freizeitangebote punkten. Die DTV-Studie zeigt außerdem: von der steigenden Nachfrage nach Kultur-Tourismus profitieren derzeit noch in erster Linie die deutschen Großstädte, allen voran die so genannten „Top 12, also beispielsweise Berlin, Dresden, Leipzig – und eben Stuttgart.“



Wichtiger Wirtschaftsfaktor: Kunstreisende nutzen auch andere Tourismusangebote.

Der allgemeine Trend zur Kurzreise schlägt sich ebenfalls bei Kultur-Trips nieder. Allerdings haben die heutigen Reisenden in Sachen Kultur mit den klassischen Besichtigungstouristen früherer Zeiten nicht mehr allzu viel gemeinsam. Die Reiseinteressen sind spezifischer. Der allgemeinen Nachfrageentwicklung entsprechend sind Kultur- und Städte-Traveler qualitäts-, aber auch zunehmend preisbewusster und vor allem spontaner unterwegs. Und: Die „Globalisierung“ macht auch vor dieser Spielart des Tourismus nicht Halt. Deutsche Städte- und Kulturdestinationen stehen bereits heute mit anderen Städtezielen in Europa und der ganzen Welt im Wettbewerb.

Touristischer Wachstumsmarkt

Zu diesem nicht nur für Touristiker spannenden Thema findet während der CMT am 18. Januar erstmals die Stuttgart CULTURE Open statt, eine Kooperation von Messe Stuttgart und Art Cities in Europe. Der Kongress mit Foyer-Ausstellung bietet Interessenten eine Vielzahl aktueller Infos rund um das Thema Kulturtourismus und dessen erfolgreiche Vermarktung. |



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Trade Fairs – Markets



Michael Klett, publisher: "School books have to react faster to changes these days."

Future of education

Message spoke before the didacta education trade fair to Stuttgart publisher Michael Klett.

Message: How does the Ernst Klett publishing company from Stuttgart react to rapidly changing framework conditions in the German education environment?

Klett: We distinguish our school-book sector, for example, in order to do justice to growing customer demands. We even refine our offers for the requirements of teachers, parents and adults. We have to react at the same rate to complex industry organisation changes. This means that in addition to schoolbook publishers in the closer sense, about 40 smaller publishing companies are active to deal quickly and flexibly with the new demands.

Message: In your opinion, is education currently becoming less or more important in social terms?

Klett: It is becoming much more important. So much so that – which is quite understandable – more is being demanded on a political level that can be done in the short term. This can be seen in the demands of enhancing teacher numbers or more intensive liaison and support. Parents and those choosing to educate themselves further are also ready to spend more money on their education.

Message: The Klett Group is a European education conglomerate with about 70 companies at 36 sites in 13 countries. School books still form the central area of business, however. What demands must modern training institutions embrace in the age of digitalisation and globalisation?

Klett: That would have to be answered with a doctor's thesis. I will single out one demand. In terms of certain aspects regarding the content, modern schoolbooks have to react faster to changes in content these days. Training timetables, which also cement areas of knowledge, stand in their way and, of course, so too does the school's borrowing system. Despite this, a way has to be found in this direction otherwise schoolbooks will no longer be completely accurate as the subject matter is quickly out-of-date.

Message: The internet is changing to Web 2.0, a "user participation net". What are the consequences of this for the area of education and for an education company like Klett?

Klett: I see a great opportunity for the future. Blogs, communities and other means of dialogue are enhancing our range even now. There are also fantastic opportunities for publishers in this area. |

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Trade Fairs – Markets

MEDIZIN 2008: Greater focus on surgeries and GPs

Information and further education in one

Visitors to the renowned medical trade fair MEDIZIN can expect many new features from 25th to 27th January 2008. Most importantly: MEDIZIN now focuses even more on surgeries, general practitioners and the continually rising economical and professional demands that the GP has to deal with.

The second big change: The new trade fair site with its elegant ambience. Trusted permanent features of Stuttgart MEDIZIN are the information events carried out alongside

the trade fair. This link between information and further education reinforces the efficiency and attractiveness of the trade fair.

Even the lectures in the exhibitors' forum supplement the classic trade fair offer with completely up-to-date subjects and trends from selected subject areas. This is where doctors can gain a profound overview of the current developments in their profession and can also inform themselves in full detail at the same time.



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The fine art of table culture

Anything goes: This motto also applies to modern table culture. On display at the INTERGASTRA 2008.

A laid table in catering can do anything these days. Corners can be combined with round plates and classic can be mixed with modern. But there is one thing that it must not do: leave the guest cold. At the INTERGASTRA trade fair from 9th to 13th February 2008 in the halls of the New Messe Stuttgart, the producers present a never before seen diversity in styles and opportunities for the most im-

portant stage a chef has. In the Couvert d'Or competition, the participants celebrate every trade fair day with the art of table culture. The golden rules of laying a table are, as always, an important orientation aid on the table. But beyond that, jolly anarchy and lust for experimentation dominate in many restaurants. The only thing that really has no place: plastic flowers.



Elegant or experimental: Modern table culture has no bounds.

PERSONAL 2008:

Best practice

A promising mixture of new and reliable is offered by PERSONAL 2008 under the slogan "People, performance & technology" on 9th and 10th April. There is a new attraction, for example, in the area of further education and training. With a large campaign area, on which trainers and advisors offer samples of their range in a live atmosphere, a dedicated plat-



Practical: Further education at PERSONAL.

form has been created for interactive encounters and experiences. By taking part in short seminars and training modules, interested parties also have the opportunity to test out for themselves further education and consultation offers on site.

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Trade Fairs – Markets

Trade Fair People (2): "Do you know ..."

Hartmut Lipka

Team leader, Messe Stuttgart

When care needs to be taken in the exhibition halls, caretaker Hartmut Lipka comes trundling along on his scooter. He used to zip from A to B in Killesberg. Now he has to cover even more ground with an exhibition site twice the size. Lipka is responsible for eight master craftsmen and about 20 temporary staff. He co-ordinates, among other things, staff requirement, co-operation with logistics partner Schenker and the in-house fire service. Once staff planning is established, he draws up the exhibition stand dimensions for the craftsmen. "To make sure the

electricity points are at the right place and the trade fair stands can be built properly. Apart from that, we co-ordinate chairs, tables, podiums and cabin walls. Before the trade fair starts, we also have to set-up the information counter and cash desks at the right place." How do you become caretaker? "I applied to an advert", says Lipka. "They were looking for someone with a master trade certificate in wood-working. In addition, I went to night school and had gained a certificate in basic business studies. The requirements were met and I got the job."



INNOtex2008 directs itself more strongly towards end users

Target group orientated address

On 26th and 27th February 2008, INNOtex will be starting in Stuttgart for the second time. The combination of renowned Denkendorf Kolloquium and accompanying INNOtex foyer exhibition awaits trade visitors from textile finishing companies, textile processing industry, textile creation and end user sectors with a wide range of new features.



The lotus effect can be taken advantage of even for modern high-tech textiles.

Compared with the premiere trade fair, more emphasis will be given to addressing end users in 2008. Messe Stuttgart and the German institute for textile and fibre research have selected four up-to-date and attractive focal areas for exhibition and congress for this purpose: Automobile and motor vehicle industry, textile construction, medical textiles and functional clothing.



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Trade Fairs – Markets

Messe Stuttgart Partner: Ziegler Systemhaus GmbH

Under high tension

Electricity, lighting, communication and safety technology: Ziegler Systemhaus GmbH is at home in all areas. The company, currently with 80 staff, was founded in March 2001 as a classic management buyout from Elektro Ziegler GmbH & Co. KG, which already counted among the biggest providers in the whole electrician trade.

As partner of the New Messe Stuttgart, Ziegler Systemhaus is responsible for the electrical technology. About 25 Ziegler employees are among the permanent staff on site; for big, particularly “energy intensive” events such as the AMB, international trade fair for metal processing, or the Stuttgart INTERGASTRA, the core of co-workers is stocked up to 50 or 60 people.

Three large warehouses are maintained by Ziegler at the trade fair site and they also have two offices in hall 1 where other contractual partners of Messe Stuttgart are located. Among the chief tasks of the professional electricians are electrical installations during assembly of



Ziegler Systemhaus deals with electrical technology at the New Messe Stuttgart.

a trade fair and, of course, also quick de-installation when the event is over. The task becomes particularly demanding in logistical terms when different trade fairs take place at the same time and have to be supplied in parallel at the new, large trade fair centre.

“Our advice and planning team analyses the requirement as accurately as possible and can match the relevant technology perfectly to the desires of the respective customers”, explains sales and marketing manager Mario Unterberger. Just the way it should be among professionals.

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Medtec 2008: Technology concourse

Innovations

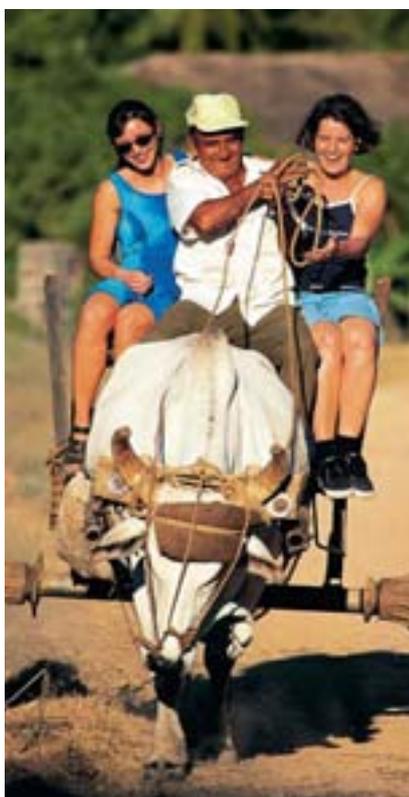
The Stuttgart trade fair and conference Medtec takes place from 11th to 13th March 2008 and focuses on everything to do with materials, components, manufacturing equipment and outsourcing for medical technology. During the top international event organised by Canon Communications LLC (Los Angeles), visitors can inform themselves about medical materials, mechanical and electronic components and also the latest trends in the areas of production technology, packaging, sterilisation and quality assurance. And they can do this from first hand because the leading suppliers from all areas of medical technology are represented on the plains of Filderstadt – from cardio-vascular medicine to orthopaedics, from drug delivery to diagnostics. The event organisers have housed special focal areas at the Medtec event in four special pavilions: PrecisionTec, Medical Plastics Technology, Automation Assembly and Medical Packing. Alongside the trade fair will be a conference event in the ICS.



Having consideration for the land and people

Environmentally and socially compatible travels have become a trend. Also at the Stuttgart CMT 2008.

In 1980, future researcher Robert Jungk made the demand in GEO magazine for a different type of travelling and popularised the term "soft tourism". What appeared initially to be something tagged on to the environmental movement has since become a fixed element of offers from holiday event organisers and develops more and more tourist regions. Aim: To counteract the burden that resources and environment have from mass tourism of this day and age with people and environmentally orientated travel reforms. To promote, for example, small projects that allow



Those who travel "differently" often come into close contact with the land and people.

natives to take part in important tourism decisions and that adapt the architecture of tourist facilities to regional conditions.

Alternative approaches

"Reisepavillon", internationally unique trade fair for sustainable tourism, deals with these and a wide range of other important subjects alongside the CMT 2008 from 18th to 20th January. In 2009 and in all uneven years, "Reisepavillon" will take place in Hanover and in the even years in Stuttgart. "In south Germany there are lots of travel happy consumers with disposable incomes. Furthermore, we are sure that we can score highly with our offer of environmentally and socially compatible travel offers", says Anke Biedenkapp, manager of Statreisen Hannover e.V. Among the focal points of the trade fair in 2008 are "Tourism and water", "Tourist perspectives in times of climate change" and also "Holiday in natural landscapes".

Since 1991, "Reisepavillon" presents a wide range of offers to specialists of the travel industry and also interested consumers. Special attraction of the event: A completely unique mixture of exhibitors from small and medium sized travel companies, target destinations, non-governmental organisations, public facilities and protected landscapes from Germany and the "rest of the world". Event organiser of the Reisepavillon is Stat-reisen Hannover e.V., among the other hosts are the Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ), Naturfreunde Internationale and the "anders reisen" forum.

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ACS Medientechnik GmbH

Trade Fairs – Markets

Company profile: Kienle automobile technology

Magic moments

The name Klaus Kienle stands for first class restoration of rare Mercedes-Benz automobiles and has done now for 25 years. In Heimerdingen in Strohgäu, in the northern industrial area, the Swabian self-made man runs his 1983 founded family business with about 80 members of staff. A quarter of a century's hard work turned Kienle from a simple car mechanic apprentice to master craftsman in the department for sports cars and state carriages in the Stuttgart Mercedes-Benz branch to the number one in the world among company independent Mercedes restorers.

Just like a real Swabian, Kienle rules his empire on the rigid maxim of "do it right or not at all". In the highly organised manufacturing shop nothing is botched. And if a botch is encountered, it was done by someone else who can pay a good sum of money in Heimerdingen to have it rectified. Kienle's speciality is the famous gull-wing



View into the sanctum: The workshop from Mercedes restorer Kienle.

Mercedes 300 SL, pre-war models or the "600" series "Adenauer Mercedes"; from the outside it looks like a representative but quite modest heavyweight, but the workings on the inside really show professional it is.

Those who want Kienle to bring their old Mercedes back to former glory have to be well positioned financially. Restoration of a 300 SL costs about 250,000 Euros; pre-war dreams like a compressor Mercedes 540 K special roadster can even fetch over a million.

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Lifestyle 2008:

Live life better

With the new "lifestyle" trade fair at the start of the year, Messe Stuttgart provides accents from 3rd to 6th April 2008 for a stylish, more conscious lifestyle with the basic themes garden, wellness, antiques, design and room layout. The "garden" part was the biggest sales exhibition in the past for all nature and plant lovers in the southwest. It is now presented with more display gardens and an extended scope of garden equipment, plants and consultation.

The balance of body and mind is at the centre of "wellviva" with products for body and spiritual regeneration. "Antiquitäten. Design. Raum." promises quality not quantity. Slow Food and the international mineral and fossil exchange are also presented under the "lifestyle 2008" roof.



New focal points

Message talks to Karl-Ulrich Herrmann, additional host of the Retro Classics event.

Message: What can visitors to the Retro Classics event expect from 14th to 16th March at the New Messe Stuttgart?

Herrmann: The biggest and perhaps best Retro Classics event with new facets. Based on current information, six halls with a total area of about 75,000 square metres will be filled, 20,000 square metres more than in Killesberg.

Message: What are the focal areas?

Herrmann: The „L-Bank Forum“ accommodates the large manufacturers and suppliers like Mercedes, Porsche, Ford or Bosch, high quality restorers and premium dealers. Other important dealers and restoration companies have their stands in hall 3. In hall 5, sufficient space is reserved for motor sport, classic motorbikes and also the growing “young-timer” segment. The German and international clubs can be found in hall 7. In hall 9, hobby mechanics may find what they’re looking for from the international parts market and collectors from the private exchange. Housed in hall 8 are the “heavy boys”, among which are also historical tractors and agricultural machinery for the first time.

Message: What are the additional highlights this year?

Herrmann: In the gallery of the „L-Bank Forum“ the special show “100 years of Tin Lizzy” awaits visitors on the anniversary of the legendary model T Ford. And in the trade fair area “Neo Classics”, we present manufactured vehicles and concept cars that are already considered to be classics due to their low numbers. |



Karl-Ulrich Herrmann, additional host of Retro Classics.

TV Textilveredlung & Promotion 2008:

International growth market

We all wear decorative clothing. The fact that there is a huge market behind these decorating techniques is shown by the international trade fair “TV Textilveredlung & Promotion 2008” at the New Messe Stuttgart from 25th to 27th



Industry presents its top products at the TV Textilveredlung & Promotion.

January 2008. The latest machinery can be seen there and also replenishable materials for all decoration techniques. Screen-printing is accepted as one of the most traditionally rich processes. There are different versions of transfer print. The general approach is: colours are not printed directly onto the fabric in this process. Instead, they are first transferred to a carrier material by way of digital printers or copiers.

Flocking is considered by experts to be the finest of all decorations on textile. In this process, flock fibres are fired at an area of the textile covered in adhesive by means of an electrostatic field. The fibres stand vertically next to each other here and form a nice, level, velvet-like surface. |



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Today lasers also play an important role in the automotive industry.

Great outlooks for laser trade fair

LASYS will take place in 2008 for the first time in Stuttgart and fits perfectly into the local high-tech portfolio.

From 4th to 6th March, LASYS will celebrate its premiere on the plains of Filderstadt. LASYS is an international laser high-tech trade fair tailored to innovative system solutions for laser material processing. It will take place every two years in future. Due to its strong application orientation, LASYS fits perfectly into the existing trade fair environment. Until now, laser system manufacturers were restricted to in-

dustry-specific trade fairs. LASYS on the other hand, shows in terms of material, industry and application what laser technology can do. In other words, it is directed towards a wider group. The first event is orientated around the following target groups: main customers from the automotive and automotive supplier industry, machinery and plant, metal processing industry and also fine and precision technology. ■

LogiMAT 2008: More space

Logistics forum

LogiMAT is on track for further growth in 2008. The international trade fair for distribution, material and information takes place on 19th to 21st February at the new trade fair site and is considered to be one of the leading intralogistic trade fairs in Europe.

As in previous years, LogiMAT will increase significantly in size and in the number of exhibitors. With 31,500 square metres it will occupy halls 4, 6 and 8 on the plains of Filderstadt; that equates to an increase of about 20 percent compared with last year's event. "Now that we have relocated to the new trade fair centre at Stuttgart airport, our growth knows no bounds in the future", explains Peter Kazander, head of Euroexpo.

The booming market of intralogistics backs this up. Profit for German manufacturers rose by 8.3 percent in 2006 compared with the previous year. The approx. 800 producing companies with roughly 92,000 employees earned a profit of 15.9 million Euros. ■

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Trade Fairs – Markets

“The care industry is a booming market.”

More people are living longer. The result: The demand for good care facilities is rising.



Home ambience: Rooms in an old people's home are meant to be comfortable.

Interior designer Sandra Grimm from planning and consultation office “Doppelpunkt” knows one thing for sure: “The care industry is a booming market. The trend is mainly in new products for more quality of care.” At the same time, the pressure of cost is noticeable in the health care system and requires innovations for more effective care.

Sandra Grimm should know: In co-operation with the master study course for Communication Management at the Pforzheim university, the office conceived the special show “Innovations 08”, which can be seen at the Stuttgart PFLEGE & REHA event from 8th to 10th April. Grimm: “Our aim here is to make the exciting innovations of the trade fair compact and make them visible at a glance for the visitors.”

The care market in Germany is among the most important growth industries and this is also made evident in a current survey carried out jointly

by the German industry bank and Prognos. This shows, among other things, that the care industry in Germany has reached an annual turnover of about 18 billion Euros. It is heavily influenced by regional and federal orientated competitive structures. International service providers play a completely subordinate role – just like in hospitals. According to Prognos, greater importance will be given in future to ambulant care services and also real estate for old people.

Congress and trade fair

Care for old people, nursing and rehabilitation: These three areas are at the centre of the PFLEGE & REHA event. More than 8000 trade visitors informed themselves about new features and industry trends in 2006 at one of the biggest German trade fairs for care and rehabilitation. The accompanying congress will again benefit decision makers and specialists for their professional further education.

INVEST 2008: Top trade fair for a top site

Top marks for Stuttgart

The finance centre of Stuttgart has now confirmed it scientifically and in wiring: Stuttgart is good but still hasn't fully utilised its strengths. This is shown in a survey carried out in 2007 by Stuttgart Financial, a joint initiative of the department of trade and industry in Baden-Württemberg and the Vereinigung Baden-Württembergische Wertpapierbörse e. V. in co-operation with the credit economy foundation from Hohenheim university.

"The finance centre survey supplies many illuminating views. On this basis we can further develop our activities in a targeted manner in order to increase the attractiveness of financial services in the city and state with lasting effect", explains the minister for trade and industry, Ernst Pfister. Prof. Dr. Hans-Peter Burghof from Hohenheim university evaluates the results as follows: "The finance centre survey makes it clear on one hand how well Stuttgart is prepared. But it also shows where there is still potential for enhancement. In the knowledge intensive financial services sector especially, the well trained expert plays a decisive role." With the political and legal framework conditions, Stuttgart does really well. Only in the tax and regulation areas does the survey see room for improvement.

With INVEST, the dynamic finance centre in Stuttgart has an adequate finance trade fair on site. The forum,



Professional info:

Investors in Germany's biggest finance trade fair INVEST.

organised by Messe Stuttgart together with the Stuttgart stock exchange, for private and institutional investors has recorded rising visitor numbers for years.

Germany's biggest finance trade fair

Not just in terms of growth has INVEST become the number 1 investment trade fair in Germany. The wide spectrum of offers and growing number of high quality exhibitors – banks, investment companies, bond dealers and issuers, index linked public limited companies, finance media and stock exchanges – contribute towards the success of INVEST. The finance trade fair will be held for the first time in 2008 – with an increase in 50 percent of exhibition space – from 11th to 13th April in the „L-Bank Forum“ of the New Messe Stuttgart.

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Strong advertising partners for a strong trade fair

From now on, two halls of the new Stuttgart trade fair centre will carry the name of their advertising partners L-Bank und Lapp Kabel. *Message* presents them.



L-Bank

With the "L-Bank Forum", L-Bank has secured the rights to the name of the second largest structure of the trade fair.

As a state bank for Baden-Württemberg, L-Bank supports the federal state in the arrangement of its future tasks. With different financial instruments, the L-Bank promotes companies and families in Baden-Württemberg and thereby works in close co-operation with the political decision makers. It is not in competition with credit institutions and trustee savings banks. Instead it works with them as a partner with the aim of making Baden-Württemberg even stronger.

Founders and receivers, in particular, can take advantage of the demand-orientated support programmes. L-Bank also offers future companies well-founded consultation and the experience of many economical success

stories. The experts at L-Bank convey this knowledge, for example, at finance lecture days, business start-up seminars and workshops, which are offered partly in co-operation with the chambers of commerce. In addition, there is also the opportunity at trade fairs such as NewCome in Stuttgart to ask advice from L-Bank specialists with regards to financial queries. Furthermore, Karlsruhe based L-Bank provides medium sized companies with cheap rate credit offers and thereby secures the solvency of the companies.

These credits are offered exclusively via the principle banks, which on their side profit from the fact that L-Bank accepts part of the finance risks. With a balance sum of about 52

billion Euros, L-Bank is one of the biggest supporting banks in Europe. From its profitability, it made means available to the state for development of the site.

Partners in business

"With the advertising partnership of the biggest hall, of the L-Bank Forum, we contribute gladly to the success of the new trade fair", chairman of the board of L-Bank, Christian Brand, says in explaining the commitment of his company in Stuttgart. It fully equates to the demands and expectations of L-Bank in making itself strong for a high performing economy, a high quality of life and a secure future for Baden-Württemberg. |

Lapp Kabel

Named after the founder of the world-wide successful Lapp Group, the 10,000 square metre hall number 6 is now called Oskar Lapp Hall.



Oskar Lapp Hall: With this name, the Lapp family remembers the company founder who placed the founding stone for today's successful Lapp Group. "Our father was a clever inventor and enterpriser who always caused furore in industry with new innovations in the area of cable- and industrial connections. It is convenient to remember him there where today's window of industry is in Baden-Württemberg and where the exhibition site can be found for many new inventions", explains Andreas Lapp, chairman of the board of Lapp Holding AG.

Stuttgart Global Player

Oskar Lapp (1921–1987) founded the family company in 1959. Today, the Lapp Group is an internationally leading manufacturer and supplier of cables, wiring, industrial connectors, cable accessories and communication technology. At the headquarters in Stuttgart and at 15 production sites in 37 sales and distribution enterprises and about 100 foreign agencies, the company currently employs approx. 2700 people. The Lapp Group expanded very early, including to the Indian subcontinent. Andreas Lapp is honorary consul of the Republic of India. In 2005, he founded the Indian Business Center in Stuttgart and is initiator of the event "Stuttgart meets Mumbai", which takes place this year from 1st to 3rd of February in Mumbai.



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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“The philosophy of good, clean and fair”

Otto Geisel, head of Slow Food Deutschland, in response to the trend for “gastronomical correctness”



Otto Geisel, Slow Food Deutschland.

Message: The Stuttgart Slow Food trade fair 2007 was an absolute success with about 10,000 visitors. With which new concepts do you intend to equal or even surpass the previous year’s success from 3rd to 6th April 2008?

Geisel: I think, above all, about the comestible tradesmen who can score highly with good products and who will have something to talk about as well. The exhibitors who took part the first time, report that they have never before been asked so many questions at any trade fair or market event. The support programme was also important and this is where we are making preparations in advance. More details won’t be disclosed just yet.

Message: As chairman of Slow Food Deutschland, do you know the local and international Slow Food scene by heart. What trends await you in 2008?

Geisel: We are currently in a position where we have to watch out for free-riders. For producers who pack industrial mass goods like there’s a small technical production company behind them. Furthermore, we have a growth in applications for organic certification, which ought to be done properly. More and more often there are people behind this who do not want to miss the opportunity to join the market but have absolutely no relation to sustainable production. That is why they will only hear the word “organic” from us in passing. Our demands go beyond that.

Message: You are a trained chef, have a diploma in hotel management, carry on the tradition of the four star “Hotel Victoria” in Bad Mergentheim whose restaurant has been awarded for years with the Michelin star. How do you live Slow Food in concrete terms?

Geisel: In our kitchen, we have proven that good products do not have to come from far away. Instead, the region offers almost everything that a star kitchen needs. Some may consider it to be an exaggeration that we have banned oysters and replaced them with crayfish from nearby waters. But we want to show that it is possible and many are already orientating themselves around this.

Message: What significance has the German Slow Food movement been able to achieve during your approx. 15 year existence here for producers, restaurateurs and end users?

Geisel: At first we were perceived more as a bon vivant movement or as a promotional organisation for Italian cuisine and lifestyle. That was a good thing because otherwise people may have taken us for fools. Today, we can find recognition everywhere with our philosophy of “good, clean and fair”. “Gastronomical correctness” has developed. |

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New centre for caravanning technology

A whole lot of high-tech can be found in caravans and recreational vehicles these days. The CMT embraces this.

Campers and caravans are highly engineered leisure vehicles. For this reason, caravanning fans have a particularly high demand for information with regards to high-tech. At the CMT 2008 from 12th to 20th January 2008, a special technical centre for recreational vehicles will therefore take place for the first time in hall 7. The important suppliers and OE manufacturers from the caravanning industry will be represented there. Among these, for example, are market leaders such as the global suppliers Dometic and Waeco, sanitary and technical specialist Thetford, heating experts Truma and Alde, running gear component supplier Alko and also the chassis



High quality household technology is also standard on the road.

refiners Linnepe, Goldschmidt and Sawiko. For CMT visitors this means answers from professionals to all questions about refrigeration, heating technology or running gear optimisation and also electrical and solar technology, doors, windows and awnings. There will also be a fuel cell specialist on site at the CMT for the first time who masters the complex materials of alternative drive technology.

Of course, the large accessories segment will also provide the opportunity to buy caravanning components and add-on parts. From outdoor clothing to satellite systems and awnings made from high-tech materials, the exhibitors in hall 7 will be presenting everything the caravanner's heart desires over a total area of more than 5000 square metres.

Even caravanning hobbies on the tourism side are not left short. The CMT organisers have summarised a wide range of top destinations in the "Camping World". Campsites from many countries show what they have to contribute here, travel-friendly communities lure with attractive offerings. One thing is noticeable above all among the holiday offers: The holiday form of caravanning has changed quite dramatically in recent years. Wellness offers are meanwhile on offer there and also camping golf holidays. The heart of the camping world and the technology centre is the "caravanning arena" with expert sessions that change several times each day on the subject of vehicle technology and other important questions pertaining to mobile leisure activities.



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“Europe is
a great
opportunity”



Message portrait: Krzysztof Karaś, representative of Messe Stuttgart in Poland.

Krzysztof Karaś has always believed in Europe. Long before Poland became a member of the EU, the Polish representative of Messe Stuttgart decided to study international economic and political relations at the

Academy for Economics in Poznan and quite consciously selected “European studies” as a subject. “The political will to join the EU was already there in Poland. It was never a question of time. Europe is a great opportunity for us. It

was my aim to work in Germany or in France or to have professional contacts with these countries.”

On completion of his studies, there followed a three month placement in the foreign trade department of the

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chamber of industry and commerce in Regensburg. "When I was there I was responsible, among other things, for researching data about the Polish market and for preparing and presenting them to representatives from German trade and industry who took an interest in investing in the Polish market. And I supported German companies in the search for Polish partners." After a six month placement in Ireland and various contracts for international companies in Poland, Karaś felt equipped to start at the German-Polish chamber of industry and commerce in Warsaw where he organised co-operation exchanges, supported companies in finding business partnerships and created market analyses.

In December 2002, he took over management for representation of Messe Stuttgart and Messe Hamburg. Since 2005, Karaś works as a freelancer together with one employee. Due to new projects being sent his way, for example regarding construction of the new Stuttgart trade fair centre, Karaś plans to employ another person in the first half of 2008.

"In my new position, I organise communal stands for Polish companies and also take on liaison and support for the exhibitors during the trade fair. I submit applications to the Polish ministry of economy for inclusion of important trade fairs in the list of grant awarded events and support the exhibitors in filling out applications within the scope of these promotion programmes. My portfolio also includes, for example, exhibitor and visitor publicity for the relevant trade fairs", Karaś explains. An important area is also reclamation of German value added tax. And Karaś also organises presentations and press conferences for Messe Stuttgart.

Contact with people

"One thing that I particularly like about my work is the contact with people from lots of different areas of industry. I get a good feeling when I can help a company and ultimately they are satisfied with the respective trade fair. A direct result can be seen", Karaś says

with pleasure. The favourite past-time for Karaś, who turned 32 on the first day of the official opening of the new Stuttgart trade fair centre, is spending time with his three year old daughter and just four month old son. "There's not much time left over for other past-times but I like to play tennis or volleyball now and again."

Passionate collector

Karaś is also a passionate collector of books, photos, medals, posters relating to the "major national exhibition" (Powszechna Wystawa Krajowa), which was broadcast in 1929 in Poland. Under the patronage of Polish marshal Pilsudski, Polish companies and state institutions demonstrated in a unique show what Poland had achieved within ten years of returning to independence. "The exhibition was visited by more than 4.5 million people. The next step I would like to take is to set up an internet museum for all of my souvenirs", Karaś plans. |

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Events – Congresses



Federal Chancellor Angela Merkel signs the "yellow book" prior to the official opening ceremony of Messe Stuttgart.

Business as usual

Capacity, diversity, flexibility:

The International Congress Centre Stuttgart (ICS) and its diverse space concept is very well received.

The Federal Chancellor made the start. Meanwhile, business as usual is the order of the day at the ICS. Angela Merkel was a guest at the International Congress Centre Stuttgart even before the new trade fair centre was officially opened.

The reason for her visit: the regional conference of CDU Deutschland in Baden-Württemberg, which took place with about 2,000 guests in the new congress hall. "Events of this kind, in other words conferences with about 3000 to 4000 visitors, will form one of our main pillars in future", explains Stefan Lohnert, head of ICS.

Individual space

Flexibility with space comes up trumps: A variable with the congress hall for 2700 visitors, congress and exhibition hall with 4400 plots and the conference area for more than 1700 guests make it possible to adapt space individually to the size of event.

With a flexible partition system, 13 to 33 rooms with space for 20 to 500 visitors can be created in the conference area. Larger show events, such as the classic German TV hit "Wetten, dass..." in December 2008 require a special permit from the regional council and will probably be more of a rarity at the ICS. Instead of this, focus is placed on seminars, conferences, congresses and general meetings. A highlight at the end of January: elections for the supervisory board of Robert Bosch GmbH.

Sparkassen Cup 2008: Top class track and field events

Inspiring peak performances

Unique duels, rousing sprints, tension, emotion, dynamics, spectacular feats in 15 disciplines: The 22nd Sparkassen Cup on 2nd February 2008 brings together the elite of the international track and field scene in the Stuttgart Hanns-Martin-Schleyer-Halle. Eleven world records were achieved during the classic Stuttgart event alone. Just one of the reasons why the Sparkassen Cup was given the award for best arena meeting in the world for the fifth time.

The fact that records in Stuttgart often just tumble is without doubt also down to the local track and field fans: They convert the Schleyer-Halle on a regular basis into a cauldron and celebrate the athletes with rompy waves of "La Ola". Those who wish to experience this unique atmosphere live, should act quickly to secure tickets. Entrance

from 17 Euros in category III and 35 Euros in category I. As a combi-ticket they are valid three hours before the event starts to the end of play for



The Sparkassen Cup in the Stuttgart Schleyer-Halle is among the top track and field events.

travel with the VVS transport service to the Hanns-Martin-Schleyer-Halle and back. They are available via the Easy Ticket Service by telephone (07 11/2 55 55 55) or online at www.easyticket.de and also from all familiar presales counters.

Event & congress preview 2008



17 February | Dieter Nuhr
"Nuhr die Wahrheit": news related, funny, German, guaranteed comedy free cabaret (KKL)

9 March | Roger Cicero and Big Band
Swing Made in Germany (Porsche Arena)

24 April | Howard Carpendale
On tour out of retirement: A music icon makes a comeback (Schleyer-Halle)

22 January | LBV-Enterprise day

31 January | Elections for the supervisory board of Robert Bosch GmbH

29 February – 2 March | NSA Leadership Convention 2008

15 – 16 April | PROKOM 2008

18 – 20 April | Interpharm 2008

17 – 19 September | Congress of the trade association for electricity and heat generation (VGB)

24 – 27 September | Annual conference of the German association for urology



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Stuttgart Sightseeing

Sightseeing tip: Schmuckwelten Pforzheim



Gold rain: In the Pforzheim Schmuckwelten, everything is focused on diamonds & co.

Ornate museum

From ore to jewel: The Pforzheim "Schmuckwelten" (jewellery worlds) provide an opportunity to discover the secrets of a noble craft.

The "Schmuckwelten Pforzheim" can look back over an almost 240 year tradition. From precious metal to the finished item of jewellery: In the "Schmuckwelten" wonderful things can be admired in all of the physical states. Opening times: Mon-Sat 10am-7pm Sun/bank holiday 11am-6pm.

Hotel tip: Aramis conference and sport hotel

Fitness and business

Where can comfortable living quarters and effective meeting places be found during the trade fair? Message presents hotels in the Stuttgart region.

Conference and training: In the Hotel Aramis both are possible without trouble. The building is located with easy traffic access near the A81 between Herrenberg and Böblingen. Unique in the region is its large range of sport and spa offers: from fitness and health studio to indoor golf and freeclimbing Ten modular rooms of 30 to 230 square metres are available for seminars. Info: 07032/7810, www.aramis.de.



Seminar orientated cuisine is obligatory in the Hotel Aramis.



Sport hotel Aramis: 86 rooms, ten conference rooms and a large range of fitness offers.

Highlights 2007

24 September 07 – 31 December 08
I Pomp Duck and Circumstance
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17 November 07 – 17
 November 08 | **I con-
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 Staatsgalerie Stuttgart



17–22 January |
**Hofbräu 6 day
 race Stuttgart**
 Hanns-Martin-Schleyer-Halle

02 February | **Sparkassen Cup**
 Hanns-Martin-Schleyer-Halle

22 February–02 March | **Bach week
 Stuttgart**
 Stuttgart Int. Bach Akademie Stuttgart

20–24 March | **Int. Theaterhaus
 Jazz days**
 Theaterhaus Stuttgart

Gastronomy tip: Weinstube Schellenturm

Stuttgart catering classic

From the rustic parlour for aficionados of Swabian cuisine to the star decorated gourmet temple: Stuttgart offers it all.

The Schellenturm or, more accurately, Kastellereiturm as it was called before, is a catering institution in Stuttgart. And it has been established since 1980 when the mayor of the time handed the town over to the residents. Since then a wine gallery has been housed in the renovated remains of the city wall, which over the years has gained regional cult status – and brought many catering awards to the residents of Stuttgart. Today's leaseholder, Rudolf Reutter, remains true to the tradition of the house: Right at the top of the food menu are the timeless classics of Swabian cuisine: homemade maultaschen (pasta pockets), cheese spaetzle, sour nierle (kidney), chitterlings (tripe), onion



Typical Swabian: Weinstube Schellenturm.

roast – all freshly prepared with products from the region. For those who want to try it, booking is a must. Tel. 0711/2364888.

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Really big celebrations are becoming more and more a rarity in our fast paced society. This makes their importance even greater as they demonstrate tradition, reliability, power of innovation and respectable success. These corner



Erwin Hymer, chairman of the supervisory board of Hymer AG, Bad Waldsee

pillars of successful life philosophy and business policy have been cultivated in Swabia for a long time. It is no accident, therefore, that the (upper) Swabian Hymer AG are celebrating their 50 year anniversary and CMT their 40 year anniversary at the same time. Even in their development clear parallels can be seen. Both parties started small and developed over the decades into leading European institutions in their field. When I built my first caravan 50 years ago and brought it to series production the following year, I never dreamed that my small company would develop into a group of companies with international operations. Today, Hymer campers and caravans are among the leading

Swabian Anniversaries

recreational vehicles in Europe and form the basis of an unbelievable boom and success in the leisure world of caravanning. This success is closely linked with the CMT. Caravan, also represented by campers and a wide stretching caravanning industry, is firmly anchored in the trade fair title with "C". And not just there: Today, the C segment covers well over half of the exhibition space. This is also the result of successful work by the Stuttgart trade fair event organisers who realised the importance of creating a successful business platform for our area of industry.

Apropos platform: Another parallel is that we set up a new production site at Hymer in the year of our anniversary and CMT are moving onto a new exhibition site for the anniversary. I would like to take this opportunity to congratulate CMT on 40 years of business and wish Messe Stuttgart every success for future developments.

Imprint

Publisher:

Messe Stuttgart, 70028 Stuttgart

Responsible: Thomas Brandl

Editorial and production office:

Klaus G. Danner, F.P.S! – Redaktionsbüro, 70182 Stuttgart, phone 07 11/ 45 79-5 51

Editorial staff:

Sabine Armbruster, Gerd Fleischer, Jens Kohring, Hans Lange, Axel Recht, Silvia Stoll

Photos: ADO, Aramis, Articies in Europe, Bix Jazzclub, Daimler-Chrysler, Deut-

sche Bundesstiftung Umwelt, Ernst Klett Verlag, Festo AG, Flughafen Stuttgart, Hymer AG, Kienle Automobiltechnik, L-Bank, Landeshauptstadt Stuttgart, Lapp Kabel, Ministerium für Ernährung und Ländlichen Raum, Pomp Duck and Circumstance, Messe Friedrichshafen, Dieter Nuhr/Tom Wagner, One World Reisen mit Sinnen, Dortmund, Projektgesellschaft Neue Messe, Schmuckwelten Pforzheim, Slowfood Deutschland, Spring Messe Management, Stadtverwaltung Filderstadt, Stuttgart

Marketing GmbH, Thetford, Thieme Verlagsgruppe, Konstantin Tschokovikov/Messe Stuttgart, Weinstube Schellenturm, Verlagshaus Gruber GmbH, Ziegler Systemhaus GmbH

Layout, typesetting, repro:

Schwabe + Braun GmbH 71229 Leonberg, phone 0 71 52/97 47-00

Ads:

Beck Medien- und Verlags-GmbH, 73732 Esslingen, contact: Karin Weber, phone 07 11/33 59 16

Print:

Bertsch KG MEDIENPRODUKTION, 70771 Leinfelden-Echterdingen

Messe Stuttgart:

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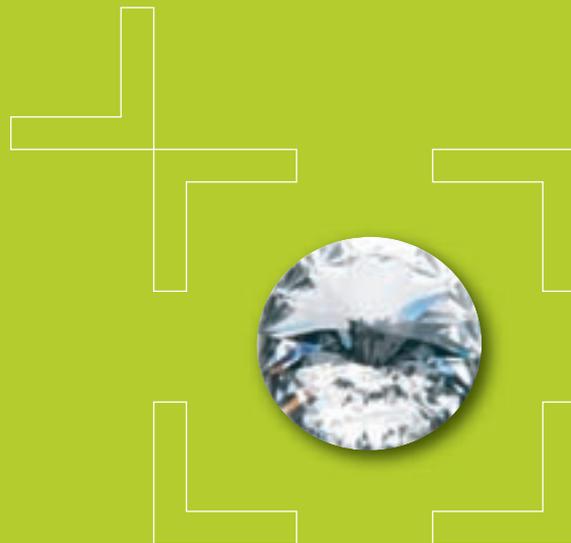
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