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Message

Trade Fairs Congresses Events

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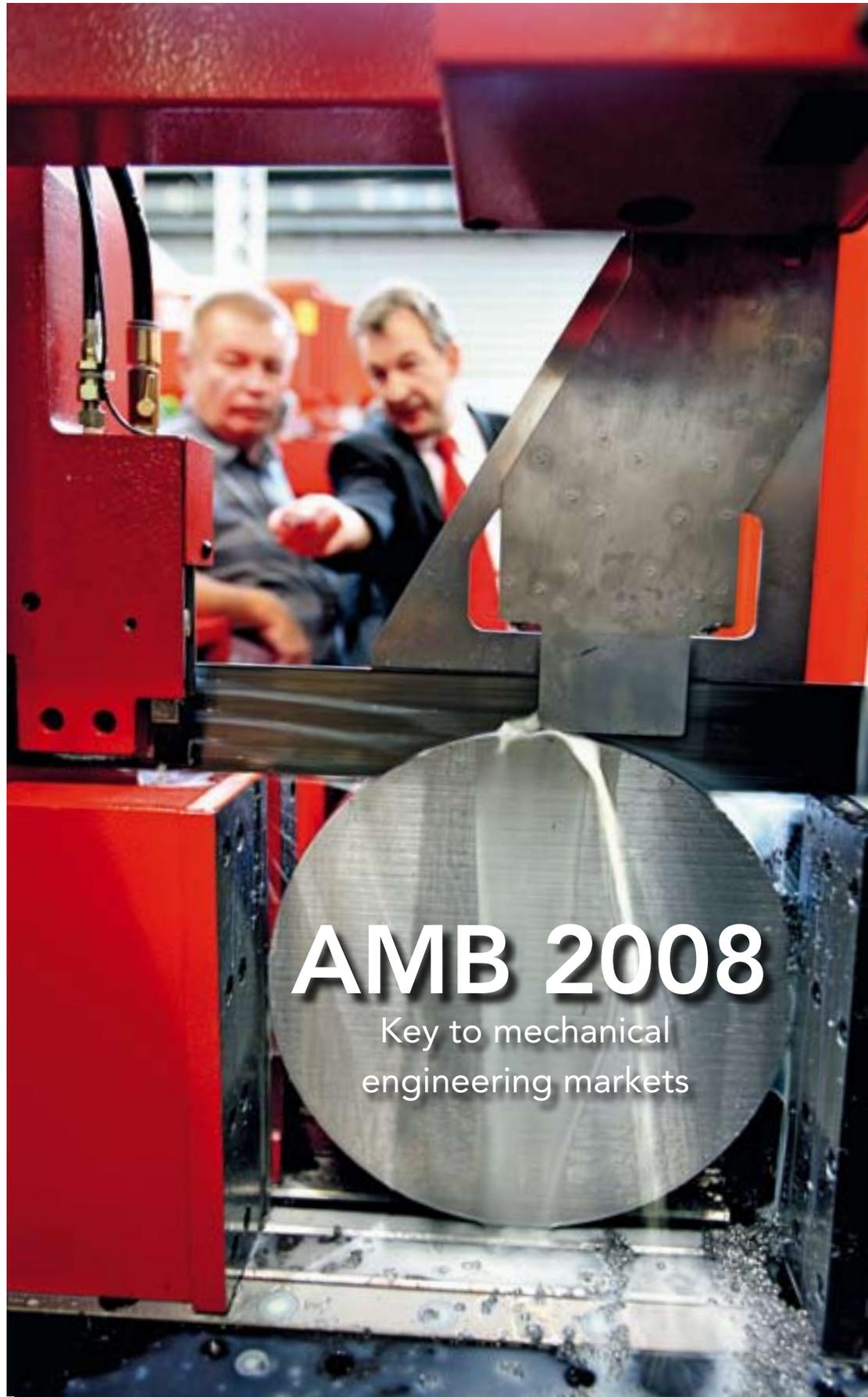


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AMB 2008

Key to mechanical
engineering markets

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Open and transparent like the trade fair itself

Multispace offices, mobile walls: The new headquarters of Messe Stuttgart will ensure a fast flow of communication.

Five floors, two sub-levels, 32,000 m³ of enclosed space and approximately 300 workstations: At the beginning of July 2008, the employees of Messe Stuttgart will move into their modern and open-plan offices in the new headquarters. After a construction period of almost one and a half years, the building, situated between the car park and the trade fair piazza, should be ready at the end of May.

The special feature of the office complex is its unusual open and flexible spatial concept. Plenty of glass, sliding walls and sophisticated lighting technology create an exceptionally good working atmosphere. "The design is modelled on the fundamental ideas of trade fair business, which is defined by

openness and transparency", stated architect Thomas Raach from Building and Facility Management, Messe Stuttgart.

Flexible and spacious

Employees and visitors enter the headquarters via the ground level leading to the trade fair piazza. Beside the reception, a conference area and a terrace are located at the piazza level. On the four floors above are the offices, which are spaciouly designed and flexibly partitioned. In the centre of every floor are the so-called "interior zones", where office technology is shared by all employees, files are stored in archive areas, post is distributed and relaxation areas are provided. "These interior zones are intended to promote informal



After a construction period of just under one and a half years, the new five-floor headquarters of Messe Stuttgart will be ready at the end of May 2008. Employees will move into their new offices at the beginning of July.

communication and facilitate cooperation and teamwork. The common use of resources is not only economical, but it also offers a platform for the rapid and unbureaucratic exchange of information. Thus synergies can be used more intensely", explained Sandra Böhme, Manager of the consultancy firm aconsea, which is responsible for the innovative spatial design of the new headquarters.

Acceptance from the beginning

The basis of the concept was a precise analysis of the workflow at Messe Stuttgart, whereby employees were involved intensively from the beginning. "We organised several workshops with staff representatives and in these it was determined how cooperation and teamwork should proceed and what wishes our employees had for the new building", stated Roland Bleinroth, Managing Director of Messe Stuttgart. The result is short routes, friendly and open-plan working areas, as well as spacious meeting points. The employees also had an important input during the construction. Bleinroth: "This creates unity and encourages acceptance for the new headquarters from the beginning".



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

Huh! Have six months already passed since we were celebrating the unforgettable inauguration of the new Messe Stuttgart? Time is flying by. The new trade fair centre is booming and is writing an unparalleled success story: In 2008, the first full business year on the new grounds, we are expecting, believe it or not, 17 new trade fair themes and a jump of over 50

per cent in sales to 100 million Euro. As a matter of fact, these figures weren't planned until 2015. So essentially all those pessimists, who, one year ago, were "absolutely certain" that the investment in the Filder area would be a waste, must now hang their heads in shame. But better late than never that the signs of the times

"An unparalleled success story"

are recognised: Our community of Leinfelden-Echterdingen has been happily presenting itself recently as a "trade fair town" and its mayor Roland Klenk is already speaking of the positive effects of the trade fair centre, mainly for the local hotels and gastronomy sector – while concerns from many people in "LE" about traffic chaos have proven to be unfounded. It appears as if all around Europe's state-of-the-art trade fair centre people have made peace with their new neighbour. It attracts not only exhibitors and visitors to the town, but it also offers events, in addition to its specialist trade fairs, for a wide audience. CMT, for example, which broke all records in January, Retro Classics, the Lifestyle trade fair package in April, Slowfood and the "Stuttgart Autumn of Trade Fairs" in November. Over 250,000 visitors are expected in May to the Thyssen-Krupp IdeenPark, an event which will arouse interest in the fascination of technology among the engineers of tomorrow. Also AMB, which is taking place from 9-13 September, will have well over 1,000 exhibitors, a top-quality trade fair – "Key to Markets" for the mechanical engineering state of Baden-Württemberg. Read more about this in the „Title-Topic“.

Messe Stuttgart: very strong growth, 17 new events

Over 50 per cent more sales in 2008

"The new Messe Stuttgart is developing a magnetic force which is even exceeding our own expectations", stated Ulrich Kromer, spokesman for the management of Landesmesse Stuttgart GmbH, recently at the spring press meeting. To be more precise this means: According to projections for 2008, sales will increase by more than 50 per cent in comparison to the two previous years and reach almost 100 million Euro.

Almost totally booked out

17 new trade fair themes are already planned for this year alone. The entire trade fair centre, comprising a hall area of 105,000 m², is practically booked out and from the start is displaying a similarly high utilisation capacity to that of the old premises on Killesberg, which were only just over half the size. Even 2007, which was a weaker year in

accordance with the schedule, benefited greatly from the excellent performance of events which have taken place on the new grounds – already 26 from a total of 55.

High projections also for 2009

Instead of the planned 47.6 million Euro, sales of 63.3 million Euro were achieved in 2007 according to the provisional figures; this is two million Euro more than the "strong" trade fair year of 2006. The "changeover year" 2007, which was affected by many special factors, will probably end in a minus of roughly four million Euro, instead of the anticipated 9.8 million. Managing Director of LMS, Roland Bleinroth, indicated an expected result of plus 2.3 million Euro for 2008. In 2009, he is projecting a sales figure of 73.1 million Euro.

Golf- und WellnessReisen-Cup Tournament

Also this year, Messe Stuttgart is organising another golf tournament. The 4th Golf and Wellness Tours Cup will take place on 26 September 2008 for exhibitors of the trade fair of the same name. In addition, representatives from entertainment, media, sports and business will be there, as well as Lions members from in and around the area of Stuttgart. The tournament venue is the dream golf course Domäne Niederreutin, which was built in 1994 on the former agricultural demesne of the House of Württemberg. Three variably combined nine-hole courses are available to club members and there is a public six-hole course for those interested in golf.

Building site(s)

by Ulrich Kromer, Spokesman for the management of Landesmesse Stuttgart GmbH.

If not now, then when?



Messe Stuttgart can now look back on more than six months' full operation and we are able to say that exhibitors and visitors are embracing our new grounds with enthusiasm, big expectations and broad appreciation. For all trade fairs, considerable growth has been registered for both exhibitor and visitor numbers. The facts and figures prove that, despite all kinds of objections (mainly also from our trade fair colleagues concerning the threat of overcapacity), the new trade fair infrastructure was urgently required for Stuttgart and is now also being used accordingly. Messe Stuttgart is on a definite growth path.

In general, it must be stated that almost all over Germany trade fairs are working very well – certainly as a result of the continuing positive economic climate – and are again showing growth. This is also proof, firstly, that trade fairs have a prominent significance in the marketing

mix and are important platforms for the exchange of know-how and goods between supply and demand.

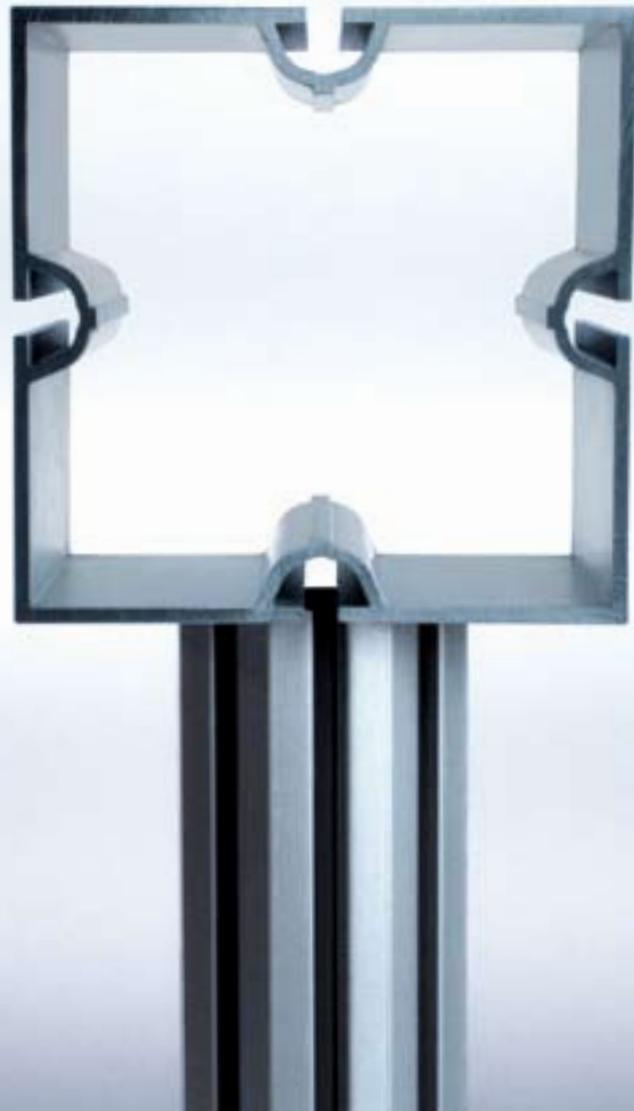
Given this positive development, however, things have clearly become quieter in the trade fair country of Germany. No discussions about overcapacity, privatisation or initial public offerings (IPO) of trade fair companies. Business as usual, concentration on the core activities. This already arouses some suspicion that much of the previous stuff was only a storm in a teacup.

All parties concerned are benefiting from the overall positive development of the trade fair business and also, naturally enough, the hotel industry, which is only too willing to revise its prices in view of the increasing demand. From Messe Stuttgart's point of view, it is hoped that the prices will not be exorbitant.

What is also interesting to note is that increasing numbers of congresses, seminars

and further training events are taking place parallel to the trade fairs. On the one hand, this proves that trade fairs also offer, of course not least through the combination of congresses and further training events, ideal possibilities for knowledge management and knowledge transfer. On the other hand, since the topic of further training is already a central issue in Germany, this combination of theoretical knowledge transfer and practical hands-on experience almost becomes a matter of course.

With its new International Congress Centre Stuttgart (ICS), which has likewise been fully booked out from the start, Messe Stuttgart also offers an ideal event location for congresses, seminars and company events, with or without a connection to trade fairs. According to the motto "Schmeck den Süden" (Taste what southern Germany has to offer), I gladly invite you to visit us in Stuttgart.



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Key to mechanical engineering markets

In many areas, Baden-Württemberg is top in Germany and Europe. Prime example: Mechanical engineering and machine tool production at AMB 2008 (International Exhibition for Metal Working) in Stuttgart.



Optimum presentation of top technology:
The new Messe Stuttgart now provides a worthy setting for AMB.

The machine tool industry is booming, and has been for many years. An end to the positive development is not in sight. In 2007, production rose by 16 per cent, incoming orders by almost 30 per cent. And 2008 also promises a significant increase in turnover. With a capacity utilisation of around 95 per cent, the industry is currently in an extremely healthy state.

In machine tool construction, Germany plays a major role worldwide:

Products "Made in Germany" account for a quarter of turnover, half of which originate in Baden-Württemberg. The machine tool industry in the south-west German state thus even achieves a greater turnover than the competitors from the USA. The machine tools designed and manufactured here are sold around the world. The most important foreign market for the German manufacturers is China, with its rapidly increasing automobile industry. In 2007 the

German machine tool manufacturers achieved an annual turnover in the "Middle Empire" of 850 million Euro, followed by the USA (581 million Euro), Italy (404 million Euro) and Russia (396 million Euro). "The German providers always play for one of the top positions in the world league", enthuses Carl Martin Welcker, Chairman of the German Machine Tool Builders' Association (VDW). Only one country produces more machine tools than Germany: Japan. However, the difference is slight, the competitors could soon even change places – provided that an excessively strong Euro does not spoil business.

Machine tools are needed in many areas, for example in the automobile and electrical industries, or aeronautical and aerospace industries. Many renowned and worldwide important companies have their headquarters in Baden-Württemberg, in the direct vicinity of their customers. Famous specialist universities and research institutes are also well represented, training future generations of scientists and tracking the latest developments. Whether in the Stuttgart region or the Black Forest/Baar region, machine tool manufacture is at home in Baden-

Württemberg. The list of research institutes for machine tool construction in Baden-Württemberg is also impressive: over a dozen renowned research centres and scientific institutes are located in Stuttgart, Karlsruhe and Freiburg alone. Also the universities, technical colleges and academies in the state naturally offer numerous classical and more modern courses of study – from mechanical and electrical engineering to information engineering and computational mechanics of materials and structures.

Top results for the sector

Not only the machine tool manufacturers in Baden-Württemberg are doing well, the entire machinery and plant construction sector is achieving top results. With 260,000 employees and an annual turnover of almost 60 billion Euro, it is the largest industrial sector in Baden-Württemberg. For the current year, the German Engineering Federation (VDMA) anticipates growth of five per cent and several thousand new jobs. The precision tool business is also booming. In 2008, the Chairman of the Precision Tools Association in the VDMA, Dr. Dieter Kress,

expects a seven per cent increase in production. "For the precision tool industry, Germany is still an excellent location with a very highly qualified workforce, first-class infrastructure and close contacts with education and research institutions. The great confidence in the location of Germany is also reflected in investments, which in 2007 were an estimated 400 million Euro. The precision tool manufacturers thus again achieved the second-highest investment quota in the mechanical engineering sector", explained Kress. Mechanical engineering in Baden-Württemberg is very much characterised by medium-sized companies. 60 per cent of employees work in companies of fewer than 500 staff; 65 per cent of the companies have fewer than 100 employees. "Baden-Württemberg has a very healthy economic infrastructure, of which medium-sized companies form the backbone, driving economic growth and employment", says the Economics Minister, Ernst Pfister.

Region of hidden champions

However, these companies frequently do not operate within the public view, but are more like "hidden champions", or medium-sized world



International: AMB in Stuttgart attracts specialist visitors from around the world to Baden-Württemberg.



AMB will also fill the new trade fair centre.

market leaders active outside the public spotlight. They can be found all over the state, not just in the conurbations. "The success story of the Baden-Württemberg medium-sized champions shows that free enterprise is worthwhile in this state and that Baden-Württemberg as an economic location provides optimum conditions for successful companies", believes Minister Pfister.

Looking for the next generation

With regard to acquiring new personnel, hidden champions and famous world market leaders alike face great challenges. According to a survey carried out by the VDMA, 70 per cent of firms want to hire additional engineers in the next five years – providing that they can find qualified people, who have meanwhile become rare. To stem the increasingly apparent shortage of specialists is one of the most important tasks

of politics and business. Two of the numerous options: to awaken children's interest in engineering at an early age and to exploit the potential offered by women. Work conditions that are compatible with family life, such as flexible working hours and in-company childcare, are an important step for keeping well qualified women with children on the labour market.

Baden-Württemberg, the leading federal state for machine tool construction, is also home to AMB, the International Exhibition for Metal Working. From 9 to 13 September 2008, the trade fair, which takes place every two years and is the "key to markets", will be opening its gates for the first time at the new Messe Stuttgart. Visitors and exhibitors will in future have twice as much surface area available as previously. But anybody who for this reason expects to find empty



Know-how: specialist discussions at AMB.

corridors is in for a big surprise. The 105,200 square metres of hall space will be fully booked out by over 1,000 exhibitors.

AMB as a trend indicator

At AMB 2008, everyone with any standing or reputation in the sector will be represented, including, of course, the increasingly successful precision tool manufacturers: "We are looking forward to the attractive new trade fair centre in Stuttgart. With its modern architecture, it is ideally suited to the highly innovative products that will be on exhibition", says Dr. Wolfgang Sengebusch, Managing Director of the Precision Tools Association in the VDMA.

This year too, the University of Stuttgart will also be in attendance, together with its partners from the Fraunhofer Institute. On 10 and 11 September, the Stuttgart Production Engineering Colloquium (FtK) will present the latest developments and trends. Under the motto "Stuttgart promotes production engineering of the future", the FtK will provide scientists and users in industry with up-to-date information and inspiring discussions. "Technologies and processes for production tools" will be the main focus of the event.

In approximately 40 presentations by renowned experts from science and research and an exhibition on current research projects, visitors

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The manufacturers of precision tools are also currently experiencing a boom.

to the FtK will find out about the latest trends and scientific results. Themes will include the interaction between machine tools and robots, the real-time simulation for the optimisation of machine tools, and versatile factories and reconfigurable machine tools, which can be adapted to new requirements within the shortest space of time.

The FtK is to take place for the second time during the AMB trade fair, but this will be its first appearance at the new Messe Stuttgart. "This cooperation is logical with regard to content, strategically advantageous and extremely attractive for both

sides", explains Professor Uwe Heisel, Chairman of the Association of Production Engineering. As early as 1967, the association, consisting of seven institutes of the University of Stuttgart and two partner organisations of the Fraunhofer Institute, started presenting the latest research results to interested members of the public. It thus supports the intensive exchange of information between science, business and society: an important basis for the continued success of the companies in Baden-Württemberg – and hence also of the traditional Stuttgart AMB trade fair.



AMB in Stuttgart is an important information forum for business and science.

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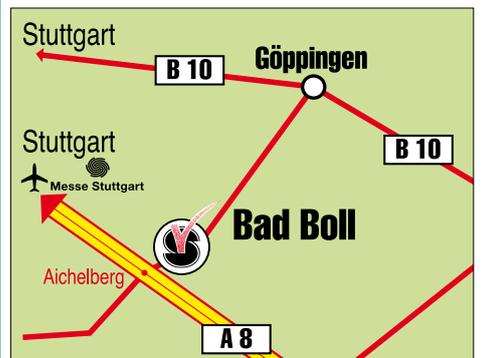
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Location Stuttgart

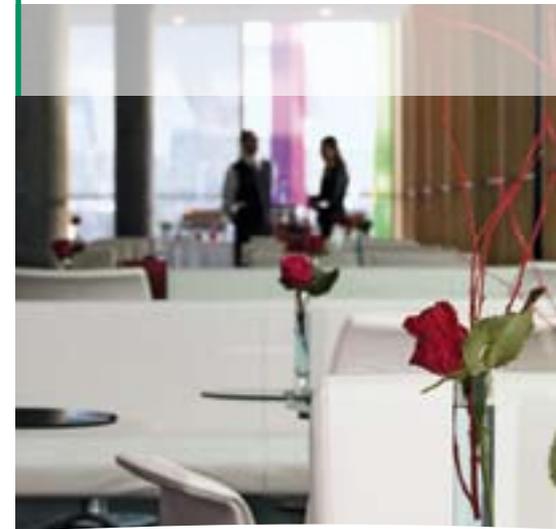
STUTTGART REGION LOUNGE: The contact point for companies in the foyer allows exhibitors and visitors to come together with regional business. There are 50 places available.



MESSE SHOP: From filled rolls, coffee, cold drinks and shower gel to screws and hand-held circular saws – the range of goods available in this much-visited shop is endless.



VIP LOUNGE: Guests can relax above the atrium in a sophisticated atmosphere away from the stress of the trade fair and enjoy the view over Europe's most attractive trade fair grounds while engaging in leisurely discussions.



Customers, children, church: Offers in and around the trade fair atrium

The location of Stuttgart is really a trade fair of short paths: the new premises are a true eye-catcher, not only architecturally – in addition, it provides a variety of excellent services in the eastern entrance.



MESSE KINDERGARTEN: Children, children, children: The Arche Nora kindergarten from Leinfelden looks after up to 20 boys and girls, mainly during public trade fairs. The group is often multicultural.



FORUM OF CHURCHES: Need a breather? For this purpose, there is the opportunity to use the prayer room at the "Forum of Churches" during the trade fairs twice daily. The room is also open for people of other religions.

INTEGRATED ACCESS SYSTEM: Access control and reserved parking space, trade fair map, tour of the hall area and specialist visitor registration – the Integrated Access System of the new Messe Stuttgart makes everything possible.



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Three questions to:

Andreas Mergl

Sales and Marketing Manager of
Stage Entertainment GmbH, Stuttgart



1 | Wicked and the Blue Man Group are currently thrilling musical and entertainment fans in Stuttgart. How's business?

We are extremely happy with the ticket sales. Wicked has had the best pre-sale start so far in Stuttgart. Over 200,000 tickets were sold before the end of January 2008. The Blue Man Group, probably the most well-known and successful stage show in the world, has been performing with great success since 28 February. With these two very different productions, we are appealing to an extremely wide target audience. Certainly one of the main reasons for this huge success.

2 | What can the visitors expect in the coming months?

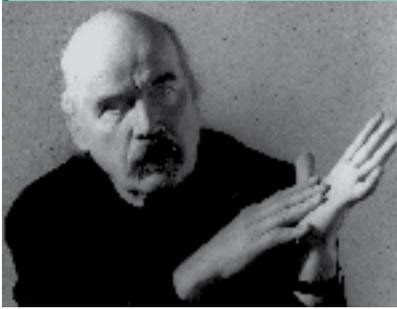
Wicked, Die Hexen von Oz (Wicked, the Witches of Oz) is an open-end production. If the huge ticket demand continues, we will be playing for a long time to come in Stuttgart. The Blue Man Group is here for six months as a guest. In November we will then present another musical highlight. Stuttgart can't wait!

3 | The SI Centre is very quick to get to from the new Messe Stuttgart. Can you already feel the impact of your new neighbour?

Of course! Due to its proximity, many trade fair visitors, companies and event organisers make use of our entertainment programme when planning their evenings. In the first months alone, we were able to book several thousand guests thanks to the new Messe Stuttgart. Therefore, it is also an important partner for us.

Stuttgart faces (12): Wolfgang Dauner, jazz musician

"Culture is food for the soul"



Wolfgang Dauner, Jazz musician

Stuttgart's jazz scene: In the 1950s it was the Erwin-Lehn Orchestra and the concert series "Treffpunkt Jazz" from the Süddeutscher Rundfunk, a German radio station. In 1972 the Jazz Society e. V. was founded. I tried to set the tone with the Radio Jazz Group from 1969 to 1984. At that time, mainly the SDR gave jazz musicians the opportunity to produce jazz, to appear in concert series such

as "Week of easy-listening music" or in TV programmes such as Werner Schretzmeier's "Golden Sunday". In 2003 the Stuttgart-based group Jazz Com was formed and at the end of 2006 the group opened the jazz club "BIX", which was subsidised by the city's cultural office: a long journey.

Today Stuttgart is a city mixed with Bach, opera, ballet, hip-hop and jazz. A melting pot, in which serious music and music for entertainment are creatively mixed by liberal orchestra musicians and directors, which allows one to enjoy jazz concerts in the theatre, as well as at the Jazz Open, among other things.

For me, Stuttgart was and is both: very lively and at the same time calm. Since I was always a so-called freelance artist, I have earned my bread – except during the time when there was still the SDR – in other

cities or abroad. That's why I notice now how big Stuttgart's cultural offer has become.

Culture is food for the soul. Our society today would be inconceivable without rock, pop and jazz. In the last 100 years, every period and every generation has found their cultural stamp, also in music. To mention just a few: Charlie Parker, Jimi Hendrix, the Beatles, Kraftwerk, and today's great variety from soul to techno. They are all part of our culture, just like Wagner and Brahms. Today Stuttgart has a rich jazz culture, which is supported to a certain extent by the cultural office. If the SWR were to remember the positive things about the SDR now and broadcast live recordings from clubs and other jazz events, it would be fascinating and would promote cultural dialogue.

Message Series: Stuttgart bars (11)

Waranga

Where to go after the trade fair or the congress. In this series, Message has selected bars for you to try out.

Spring, summer, warm autumn days: This is the time when

Waranga is one of the most popular meeting places for bar-goers in Stuttgart. Situated on the Kleiner Schlossplatz behind the new Kunstmuseum (art museum) and near the shopping street Königstrasse, Waranga's outdoor terrace, which is sunny all day long and has awnings, plants and lounge chairs, gives off a little of that holiday feeling in the middle of the city. In the summer evenings, an additional outdoor bar attracts people with longdrinks, cocktails and the (reportedly) best cuba libres in Stuttgart.



Waranga Bar: trendy atmosphere, cocktails and longdrinks.

From November to May, the Waranga club lounge attracts a good mix of clientele. On the first floor, the bar offers approximately 40 places to sit and relax away from the party vibe. The interior is a colourful



Waranga Club Lounge: elegant and pleasant atmosphere for relaxing with a dreamlike view of the Königsbau and New Palace.

mix of furniture from the 1960s and has African, Asian and Indian influences. For this purpose, there are wood-panelled walls, suede sofas, subdued lighting and a variety of wines, spirits and cocktails.

The best thing about the club lounge, however, is its large window front which offers a unique view of Stuttgart's New Palace and the historic Königsbau – in the evening especially this is a real experience. Opening times: Bar Mon.-Wed. 11 am - 1 am, Thurs.-Sat. 11 am - 3 am, Sun. 1 pm - 1 am Club lounge (November-May): Thurs.-Fri. 8 pm - 3 am, Sat. 11 am - 2 am, Sun. 1 pm - 6 pm. Tel. 0811/997 992 66. Internet/Email: www.waranga.de; info@waranga.de.

Potential and projects

Many communities in the greater Stuttgart area are important business locations of the state. *Message* presents them them. In this issue: Steinenbronn.

Nearby but not right in the centre of it: Steinenbronn is located at the edge of the Schönbuch natural park and with currently about 6,100 inhabitants is a modern location in an idyllic and quiet countryside setting. At the same time, this community, which was first mentioned in records in 1348, benefits from its ideal location in the catchment area of the international economic metropolis of Stuttgart, its excellent infrastructure and a large market potential. Steinenbronn offers industrial and manufacturing businesses developed land, as well as business and office premises in various sizes and price categories that are ready for occupancy.

Flexible commercial sites

For example, in the industrial area Mauerer III roughly 6.5 hectares of industrial land is currently being developed. The urban planning concept makes flexible settlement and utilisation possible. In addition, the planning area is arranged in such a way that the community can react flexibly to the wishes of the interested building parties. Short administrative routes are no problem for the Steinenbronn council. Furthermore, in the case of business tax, a reasonable rate and lower prices



There are plenty of commercial sites in (almost) all sizes and price categories in Steinenbronn.

for commercial land offer investors calculable and attractive economic advantages. No wonder, with its flexible surroundings for start-ups, as well as for established manufacturing and service businesses, that Steinenbronn has been able to distinguish itself successfully as an innovative location for companies in recent years.

Also from a traffic-related point of view, the enterprise location of Steinenbronn has competitive advantages: motorway connection at the Stuttgarter Kreuz junction, proximity to the new Messe Stuttgart, to the airport, the scientific centre of Tübingen, as well as the conurbations of Böblingen and Sindelfingen – just nearby but not in the thick of it!



Town hall in quiet location: Steinenbronn is a modern community near the Messe Stuttgart.

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TRADE FAIR CALENDAR

06.–08.05. | Engine Expo

Int. trade fair for engine design, technology and components, test procedures and development

06.–08.05. | Automotive Testing Expo

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06.–08.05. | Crash Test Expo

Leading trade fair for test procedures – with open technology forum

06.–08.05. | Vehicle Dynamics Expo

Int. trade fair and conference for vehicle dynamics and components

06.–08.05. | European Automotive Components Expo

New trade fair for automobile suppliers

06.–07.05. | public08

Int. trade fair for town planning and public space design

06.–07.05. | Zukunft Kommune

Trade fair for communal solutions, services and procurement

07.05. | Engine of the Year Awards

17.–25.05. | ThyssenKrupp IdeenPark

Discover technology, shape the future

03.–05.06. | O & S

Int. trade fair for surface coatings

11.–13.06. | TopClinica

Medical equipment and solutions

17.–18.06. | Consense

Int. exhibition and congress for sustainable construction

25.–27.06. | Altenheim EXPO

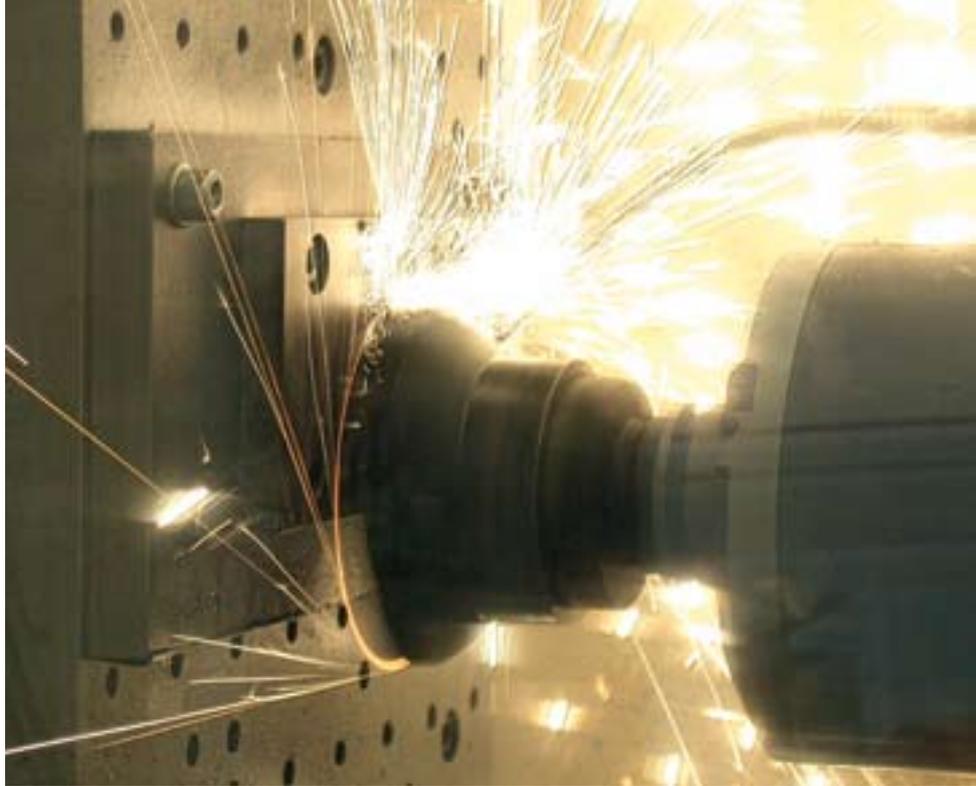
Planning, investment, construction, modernisation, equipment

09.–10.07. | MEDIA BUDGET

Trade fair and forum for effective marketing communication

09.–13.09. | AMB

Int. exhibition for metal working



Energy savings with high-speed machining is a topical issue at AMB 2008.

Innovation for metal machining of tomorrow

HSC/HPC special show at the Stuttgart AMB to present the latest high-tech developments.

The time has finally come: The Stuttgart AMB, International Exhibition for Metal Working, will take place from 9 to 13 September 2008 for the first time at the new Messe Stuttgart (see also our Title–Topic on page 8). One of the many highlights at the Filder trade fair will be the special show organised by the Institute for Production Management, Technology and Machine Tools (PTW) of Darmstadt Technical University on the subject of high-speed machining (HSC) and high-performance cutting (HPC).

Practical impulses

Under the motto "Metal cutting of tomorrow", on 540 square metres in Hall 5, approximately 25 exhibitors will present the most important developments from the areas of metal-cutting tools, control technology, machine components, machine tools

and the CAD/CAM process chain. The aim of the HSC special show is to present the most important innovations to management in production companies, master craftsmen, technicians and development engineers in a concise and competent manner, and to provide practical ideas for successful implementation.

Exclusive events

"This year for the first time we are giving plenty of space to the topical issue of energy efficiency in production", explains Dipl.-Ing. Stefan Rothenbücher, scientist at the PTW in Darmstadt. "In most branches of industry, and therefore also in metal-machining production, energy-efficient alternatives are not yet in general use."

Roughly 20 per cent of the life-cycle costs of a machine are related to its energy consumption.

Experts estimate the possible energy-saving potential in metal-machining production to be up to 15 per cent. A large amount of the energy requirement is for electric drives. "Here, for example, speed-controlled units or special energy-saving motors could make an enormous contribution to reducing consumption", Rothenbücher is convinced.

Underestimated savings potential

In particular small and medium-sized companies underestimate the savings potential for energy costs. Also in this regard, the AMB special show is intended to clarify the situation. For the most important obstacles to implementing consumption-reducing measures are seen by experts in the inadequate knowledge of innovative technologies, but also in the lack of the capital necessary for implementation and the long pay-off times.

The theme of energy efficiency is, in fact, not new for machine tool manufacturers. It has been taken into consideration in the development of new products for many years. However, the optimisation of machine tools with regard to energy requirements has



Modern HSC/HPC machines – this one is from Hermle – are the main focus at AMB.

until now not been a central development target.

Presentations by experts

One more reason that component producers and machine tool manufacturers as system integrators in this important area show trends and potential at the HSC/HPC special show of the PTW. The special show will be accompanied by a presentation event on the fourth AMB day (12.9.2008), at which speakers from exhibiting firms will provide information on current themes from the world of metal cutting technology. |

TRADE FAIR TICKER

12.–20.01. | CMT 2008

The Stuttgart holiday and travel trade fair ended with a record 218,000 visitors. They used the nine days to pick up ideas and suggestions for holidays from 1,850 exhibitors from 95 countries at the new Messe Stuttgart.

09.–13.02. | INTERGASTRA

78,000 specialist visitors came to the international trade fair for the hotel industry, gastronomy, catering, confectionery and cafés. This was ten per cent more guests, although the trade fair at the new Messe Stuttgart was reduced from six to five days.

19.–23.02. | didacta

The Stuttgart education trade fair closed its doors with a significant plus and a new record number of visitors: approximately



Classic trade fair in the fast lane: more visitors than ever before came to CMT 2008.

83,000 teachers, educators, instructors, trainers and committed parents visited the most important event of its kind in Europe. 794 exhibitors took part in didacta 2008 – another new record.

14.–16.03. | Retro Classics

The meanwhile eighth Stuttgart trade fair for historic and classic cars was also a great hit: this year Retro Classics attracted over 50,000 visitors to the Filder – easily passing the "magic hurdle". Last year's top result on Killesberg was surpassed by approximately 25 per cent.

Dinge verändern sich



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Trade fairs – Markets



Hands-on: At the ThyssenKrupp IdeenPark, children can really experience how technology works.

Young people enthused by technology

The ThyssenKrupp IdeenPark is coming to Stuttgart –
a hands-on technology exhibition in a class of its own.

From 17 to 25 May 2008, every-
thing will be focused on high-tech
and co. at the new Messe Stuttgart.
However, not, as is usual, in the
form of top international trade fairs.
Instead, there will be the IdeenPark 2008,
a hands-on technology exhibition. The
event is being organised by Thyssen-
Krupp AG in cooperation with the
state of Baden-Württemberg. Around
250,000 visitors are expected to attend
the 9-day event. Admission will be
free to encourage as many families
as possible to visit the exhibition.

people for a technical profession, it is
not sufficient merely to provide in-
formation on technologies and career
opportunities", explains Dr.-Ing.
Ekkehard D. Schulz, Chairman of the
Board at ThyssenKrupp AG. "We need
to go a step further and arouse their
passion for technology. That's precisely
what we're trying to do with the Ideas

Fascination for families

On an exhibition area of approxi-
mately 40,000 square metres, the Ideen
Park will provide informative, com-
prehensive and above all playful and
exciting insights into the world of
technology with over 150 hands-on
exhibits. "In order to win over young



The playful path to technology: Prime Minister
Günther H. Oettinger in the IdeenPark.



Discovering, learning, experiencing: The didactic concept of the IdeenPark strikes the right balance between free activity and pedagogical instruction.

Park." Nowhere else in Germany, Schulz continued, is such a wide spectrum of technical innovations presented in such a vivid manner and described in such detail. Prime Minister Günther H. Oettinger is certain: "With the Ideen Park 2008, we have the chance, above all, to arouse the interest of children and youths, who will be the creative minds of tomorrow, in technical professions at an early age. This is the only way we can ensure the innovative spirit and competitiveness of our companies in the future, too."

Innovations from a single source

One of the many special concepts of the IdeenPark is the intensive contact with the people who make technology possible in the first place. Around 500 engineers, researchers, experimenters and students from over 100 partner organisations from science, business, society and the media will explain their ideas, and visitors will learn at first hand how innovations originate.

At the IdeenPark it will also be possible to gather initial experience as a designer. For example, during a walk around "Schlaupolis" in Hall 3 of the new Messe Stuttgart. Under the guidance of dedicated educationalists, young inventors will there be able to carry out experiments and research; young people will learn in workshops how to program a robot; schoolchildren's laboratories and exciting competitions will prove that education can really be great fun.

In addition, "Schlaupolis" will have offers for families, children and youths of all ages, as well as for

educationalists. Simple experiments for children aged four and older will be provided, for example, in the "House of Little Researchers". Nano-technical and biochemical experiments will be available for visitors from the age of eleven. For youths from 15 years of age, among other things there will be numerous technology competitions, workshops and the school

laboratories of various research centres. Infotainment for the whole family at the highest professional level will be provided in daily technology shows with the TV presenter Thomas Gottschalk. You can bet that he will be able to ignite the enthusiasm of even the most convinced technophobe for the fascinating opportunities presented by technological innovations. |

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Visitor magnet for classic car fans

The south park of Ludwigsburg Palace is the ideal backdrop for a top event from the historic and classic cars scene: "Retro classics meets baroque".



Retro classics meets baroque 2008: automobile beauty before magnificent baroque buildings

"Retro classics meets baroque" will take place for the fifth time from 13 to 15 June 2008. Roughly 200 selected historic and classic cars are to attract many fans of historic cars to the south park of Ludwigsburg Palace again this year. Last year approximately 25,000 historic and classic car enthusiasts took part in the combination of automobile tradition and baroque ambience. "Retro classics meets baroque" has, thus, become a permanent fixture in the event calendar of the "Blooming baroque" and in the town of Ludwigsburg. There are two new themes this year:

A Concours d'Elegance, in accordance with the official FIVA-A regulation, with cars that were manufactured up to 1958. In addition, the Festival of Classic Cars will take place parallel to this – here the 25-person expert jury are expecting more recent historic and classic cars of top quality. The experts will judge the classic cars according to historic and aesthetic aspects, as well as other criteria such as authenticity and elegant design. Additional parts of the historic and classic cars event include drives, dinners and guided tours of the palace.

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Übernachten in der Hölderlinstadt Nürtingen!

Congress region of Stuttgart

First-class

The congress region of Stuttgart received another award recently at the second "Conga Awards". Ranked in the top ten, the state capital is one of the most attractive locations in Germany for congresses, conferences and events. Stuttgart was chosen by more than 500 event planners and representatives from the events industry. The award was presented within the framework of the seminar and conference forum (STB) and the annual conference of the German Association of Event Organisers e.V. in Mainz.

"The congress region of Stuttgart has excellent opportunities for all kinds of events, with the new Neckar Park in Stuttgart, the International Congress Centre Stuttgart (ICS), the new Messe Stuttgart, as well as a variety of further top-quality conference and congress venues", explains Klaus Lindemann, Manager of Stuttgart Marketing GmbH. "We are delighted about the award. This is proof that the congress region of Stuttgart continues to increase its appeal to international visitors".



Top-quality meat and sausage products – preferably from the region – are back in fashion

Innovative ways for more sales success

Buying meat and sausage products is again a matter of trust. SÜFFA shows how to benefit from this trend.

More and more customers are insisting on quality when buying meat and sausage products. To provide confident advice and to have a good feeling about the product are more important to people than they have been for a long time. "After an anonymisation phase in the trade, the butchers' trade has recently again identified the big desire of customers for personal contact", explains Hans-Peter de Longueville, Manager of the Baden-Württemberg Butchers' Association.

A trend which seems to be made for the industry because first-class quality and well-founded advice are the trademarks of the specialist shop. The exhibitors will show how new sales can be generated from the needs of customers at SÜFFA, the trade fair for the butchers' trade, which will take place from 5 to 7 October at the new Messe Stuttgart.

Shopfitters, for example, demonstrate modern ways for sales success, i.e. how to act on the customers' wishes for advice and present new ideas at SÜFFA for the design and arrangement of service counters. SÜFFA trend number two: "Glocalisation". With this neologism,

which mixes the terms globalisation and localisation, marketing experts describe the desire of people living in an internationally interdependent world for regionality. Even here specialist butcher's shops are one step ahead because they have always been included in the regional goods and business cycles.

"Meat needs a home", de Longueville says in a nutshell. The shop around the corner with farmers' produce satisfies the customers' desire for goods from the region like no discounter ever can. At the traditional "exchange with colleagues", visitors can experience this trend first-hand at SÜFFA 2008.

The specialists agree: A combination of customer proximity, freshness, quality, healthy products, practical convenience offers and eating facilities on site promise the biggest possible success. All these themes will be vividly presented at SÜFFA 2008. This year's SÜFFA, complemented by the special framework programme, will thus again be an important source of ideas and inspiration for the future growth of the specialist butchers' shops.



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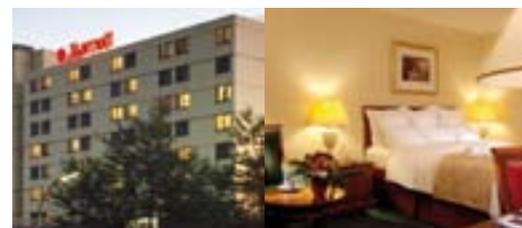
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Trade fairs – Markets



Interview with Christoph Matheis, Manager of the Central Association for Surface Technology.

Aesthetic and durable

Message spoke to Christoph Matheis, Manager of the Central Association for Surface Technology, in the run-up to O&S, the international trade fair for surface treatments and coating.

Message: With an increase in sales of 40 per cent in three years, surface technology is one of the growth industries in Germany. Is the demand continuing to grow?

Matheis: Definitely yes! The electroplating industry posted for the second year in a row a two-figure increase in sales in 2007. This development even surpassed the extremely positive growth expectations of IKB (Industrial Credit Bank), who predicted an annual growth potential of 4.5 per cent in electroplating technology up until 2009. Raw materials and process providers of electroplating and cleaning chemicals, plant manufacturers and surface refiners are benefiting from this. We are expecting an increase of roughly seven per cent in 2008.

Message: Electroplating technology makes up the biggest part of surface technology. Why are electroplating coatings so popular?

Matheis: Our everyday products are exposed to increasing demands. They should be long-lasting, resistant to external factors such as wear and corrosion

and should satisfy aesthetic demands. During production mass materials are often used such as steel, brass, aluminium, zinc die casting and synthetics that do not make the grade. Only by means of electroplated surfaces, of just a few thousandths of a millimetre in thickness, which are made from copper, nickel, chrome, zinc, tin, silver and gold, can base materials be turned into high-quality, long-lasting, aesthetic products.

Message: From 3 to 5 June 2008, O&S, the international trade fair for surface treatments and coatings, will take place for the first time at the new Messe Stuttgart. What can the visitors expect?

Matheis: When we talk about innovations today, it's generally about further developments of existing products, methods and solutions, which, in turn, have their origin in related customer requirements. Energy and resource efficiency, for example, will be key topics in this year's event taking place in Stuttgart.

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Stuttgart's attractions push the state capital ahead in the rankings.

Tourism market of Baden-Württemberg/Stuttgart: Record results

State more popular than ever before

Stuttgart and Baden-Württemberg are top tourist destinations: In the big cities ranking, organised by the Frankfurter Allgemeine Sonntagszeitung and the consultancy firm Roland Berger, the state capital came second. A result that is also reflected in the tourist figures for Stuttgart. It was even possible to surpass the high standard of the year of the World Cup with an increase of 0.5 per cent. Just under 2.6 million overnight stays were registered in Stuttgart hotels (including youth hostels and campsites). The tourist industry of Baden-Württemberg likewise experienced an increase in business in 2007. According to calculations from the State Statistical Office, the number of overnight stays increased again by 3.8 per cent to just under 42.2 million in comparison to the previous top result from 2006.





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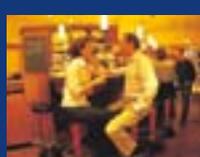
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Strong partner for a strong trade fair

The Stuttgart Casino is present on the site of the new trade fair centre with several advertising spaces.



Since 1996, the casino in the SI Event Centre has been providing visitors with good entertainment. Approximately 200 employees are involved in the business and see to the well-being of guests. The slots, with roughly 250 of the most modern machines, begin daily at 1 pm, followed by the "Big Game" at 3 pm with roulette, blackjack and baccara.

The Stuttgart Casino recently invested around one million Euro in the reconstruction of its rooms and in the creation of a feel-good ambience. With the reconstruction, the experience value is moving more noticeably to the foreground: "Thus we want to become even more of a location to socialise". The Stuttgart Casino is intended to also be an interesting choice for exhibitors and visitors of the new "Messe Stuttgart", explains Peter Wolf, Manager of Baden-Württembergischen Spielbanken GmbH.

Exclusive events

Architectural highlight of the new rooms: Huge lighting fixtures that are held by many small wires and are suspended over the games and bar area and cast the individual areas in different colours. One has an excellent view of the games room from the bar, which offers a large selection of cocktails, longdrinks and aperitifs. The newly created lounge with its Mediterranean ambience also offers the appropriate venue for relaxed evenings with friends and colleagues: parquet flooring, different lighting accents

and a water feature ensure peacefulness and relaxation.

In addition to the "gambling" experience, the Stuttgart Casino offers exclusive events – from live bands to wine-tasting, fashion shows and exhibitions, as well as cookery show evenings.

"We are an attractive venue for visitors and exhibitors of the new trade fair centre not only because of the close proximity, but also because of our recently developed events", promises Wolf. "There is certainly something there for everyone's taste".

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Trade Fair People (3): "Do you know ..."

Ruth Lamprecht

Project leader, International Congress Center Stuttgart (ICS)

Munich and Stuttgart are, at least according to a current ranking in the Frankfurter Allgemeine Sunday newspaper, the friendliest cities in Germany. Another reason why Ruth Lamprecht may have come from the Isar river to the Neckar river. A crucial factor was the new International Congress Center Stuttgart (ICS), the field of activity for the native-born Franconian. With a seating capacity of up to 9,050, Stuttgart even lies ahead of the ICM in Munich, where Lamprecht gained previous experience in congress management. From which she can now benefit. "With the ICS, Stuttgart is a member of the 'Seven Centers' of Germany", enthused the expert. "With the capacities of the ICS, there are new possibilities. In Stuttgart, we can now cater for medical congresses with their accompanying exhibitions. Or large general meetings for which there was not enough room previously. The connection to the airport has attracted international attention. Good and quick accessibility of a congress location is enormously important

and constitutes an invaluable advantage for all participants.

"Lamprecht's day-to-day business comprises the project planning of the ICS events. Also included is the intensive preliminary advisory service, as well as the organisation and implementation of events. The portfolio ranges from congresses to company events, banquet events and general meetings to sales conferences. Lamprecht: "We respond to customer demands. And thanks to the trade fair centre in close proximity, there are unlimited possibilities".



GlobalConnect: New trade fair Export platform

With GlobalConnect, the Forum for International Contacts and Investments, Messe Stuttgart is offering export-oriented companies a new platform. The event will take place for the first time on 11 and 12 November 2008 and is aimed primarily at small and medium-sized companies. Involved in GlobalConnect will be Messe Stuttgart, the state government with the state Ministry of Economic Affairs, Baden-Württemberg International



(BWI), as well as the state's Chamber of Industry and Commerce and the crafts and trade organisation of the Handwerk International. The Federal Ministry of Economics and Technology, as well as the German Chamber of Industry and Commerce, also support the trade fair and congress, which take place every two years. For the opening, approximately 100 exhibitors will showcase products and services covering all important foreign trade areas. |



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Competence from one source: M & S Messebau has over three decades of experience as a full service provider.

Messe Stuttgart Partner: M & S Messebau and Service GmbH

Flexible full service provider

This company has a clear advantage with regard to location: M & S Messebau has its company seat in Neuhausen in the Filder region and is thus virtually within sight of the new trade fair centre. Since 2008, the full service provider has been the official contract partner of Messe Stuttgart and in this role is responsible for all aspects of stand construction.

Operational network

The performance spectrum ranges from the consultation and conception of individual or standardised stand systems to project management, graphic design, advertising and signage, as well as assembly and disassembly of trade fair stands. "Of course, we

are in the position to provide our customers with the full range of services at every other trade fair location in Europe and worldwide", says a proud M & S Managing Director Manfred Strauß. "For this purpose, we have set up an operational network and have since then consistently expanded it".

Customised solutions

Over three decades ago, company boss Strauß began as an architect and project developer in Stuttgart with a range of products for customised presentations, trade fair stands and shopfittings. Included in the portfolio also back then was the artistic and technical planning and organisation of public events of all shapes and sizes.

In 1982, the company was transformed into today's M & S Messebau and Service GmbH. There are 25 permanent employees, as well as many freelance employees, involved with the M & S programme regarding innovative trade fair construction. M & S will be present in the service wing of the new trade fair centre. The actual branch of the official trade fair partner can be found on expansive premises in Neuhausen in the Filder region in close proximity to the A8 motorway and Stuttgart airport. There M & S, on a surface of approximately 7,500 square metres, accommodates offices, a dispatching centre, warehouses and workshops.

Trade fairs and public events

There is, among the long-standing customers of the Strauß chief executive, also a second Stuttgart "institution": the Weindorf (wine village), one of the largest public events of the region with several hundred thousand visitors annually. At the Weindorf, M & S has for 30 years provided the comprehensive and operational organisation, assembled and disassembled the entire event in minimal time, as well as overseen everything and provided a full service on approximately 8,000 square metres.

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Complex crash simulation without twisted metal: Cluster computing makes it possible.

Simulated crash tests

Digital dummies, metal from bytes: crashes on computers help car manufacturers save costs.

They should be small, light, cheap and, of course, environmentally friendly: the new CO₂ wonder of the international car industry. To ensure that the safety of the occupants is not compromised with all the economising, car manufacturers rely on computer simulations precisely for the development of such vehicles. With their help, detailed studies of crash behaviour of new developments can be carried out before an actual prototype is even ready.

More crashes, lower costs

To this end, with help from what is known as the Finite Element Method (FEM), detailed models of cars and components are assembled at the computer and the whole thing – almost like in real life – is driven into the digital wall. Two decades ago, when the 'computer crashes' first started, such FEM calculations only consisted of a few thousand elements. And even these needed

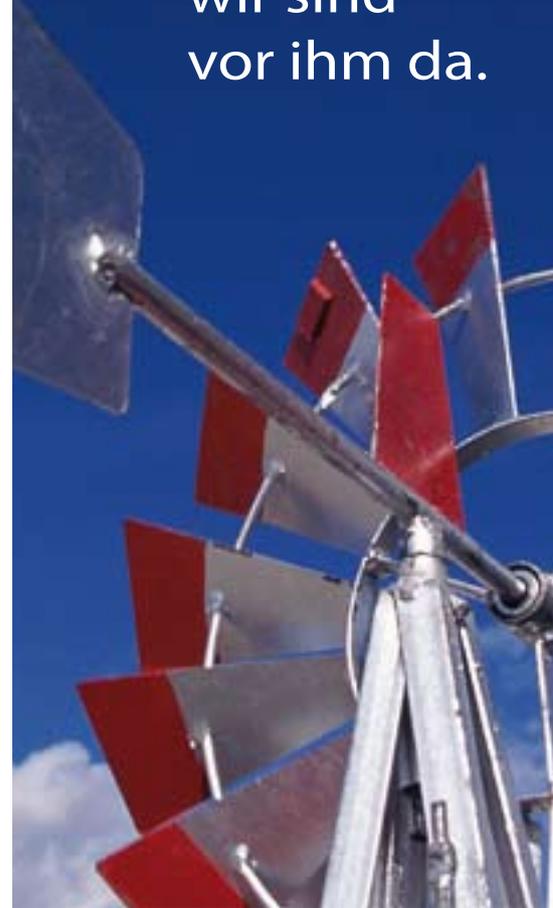
specialty made "Super Computers". Today, such computer models are composed of two to three million elements. By what is known as 'Cluster Computing' – several ordinary parallel-connected industry computers – the execution of even complex simulation processes with relatively low technical effort is possible.

Simulated crash tests make it possible for developers to test a large number of vehicles and to incorporate their results into the development of the vehicle at the same time. Should safety deficiencies become apparent, thicker material, a different steel composition or other joining techniques, for example, can be experimented with until a satisfactory result is achieved.

Admittedly, PC crashes will not completely replace real crash tests in the future either. The latest technology for this field can be seen at the Stuttgart Crash Test Expo (6 - 8 May 2008).

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Trade fairs – Markets

Company profile: Silcos

High standards

The demands on material surfaces are constantly rising. They should be low friction or electroconductive, stain-resistant, heat-resistant or resistant to cold. The design must be appropriate and the surface must be pleasant to the touch.

Silcos GmbH, located in Pliezhausen near Tübingen, has specialised in surface conditioning procedures and delivers top class laminate products made from silicon with thermoplastics and metals. Together with their customers, Silcos specialists produce individual solutions which take into account the properties of the materials used, as well as the demands during subsequent processing and usage. "We place great value on the close cooperation



The Silcos employees have specialised in surface conditioning procedures.

with our customers and incorporate their wishes and requirements into the project from the very start", said Managing Director Manfred Fuchs.

Specifically for silicon, which is not easily processed, Silcos has created innovative procedures for surface treatment and modification, opening up completely new possibilities for its use. The multi-adaptable and future-oriented material is in demand

in almost all industries – from the car industry to medical technology. The 45 employees of Silcos GmbH, founded in 2001, recognise the needs of the various industry sectors and develop, together with the customers, individual and innovative solutions. In this regard, fast and flexible action is just as important to the Silcos employees as the high quality standards of their company.

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Media Budget:

Marketing Forum

Media Budget, the marketing trade fair, will take place in the Filder region on 9 and 10 July 2008. The event is Germany's only communications trade fair with decision makers from the commissioning sector and those responsible from the media, marketing and advertising agencies coming together. "We thus make possible for



advertisers the crossmedial comparison of media services and various marketing disciplines in one place" explains Ulrich Kromer, Managing Director of Messe Stuttgart. In the framework programme of the new specialist trade fair, marketing experts will provide information regarding trends at forums and workshops and will give insights into current industry developments. The media partner of Media Budget is the specialist journal 'werben & verkaufen' published by Europa-Fachpresse Verlag.

Indian IVIF premiere was a complete success

Leading providers for wine technology presented themselves for the first time at the centre of Indian viticulture.

It is (at the moment) small but has every chance of becoming an interesting technology sales market for German and European companies. We are talking about the booming Indian wine industry. For this reason, an event of the INTERVITIS INTERFRUCTA (IVIF) recently took place for the first time in Nashik, the centre of the most important Indian winegrowing area. The world-leading Stuttgart trade fair for wine technology has been setting standards for years. Leading technology providers from Germany and Switzerland organised, in the framework of a specialist seminar for selected experts, a wide-ranging programme on all aspects of cultivation techniques and enology.

Global network

The speakers of the participating companies presented the most modern technical devices for wine production to the seminar participants and explained trends from the areas of cultivation techniques, juice production, beverages and filtration technology. The local wine cellar specialists, cultivation technicians and enologists



An attentive public: Wine specialists at the IVIF seminar in Nashik, India.

appeared to be very impressed with the talks and accompanying table presentations. Promising business contacts were made. The foundation of India's own teaching and testing facility is also proof of the new optimistic mood in India.

The "satellites" of the Stuttgart IVIF are in the meantime building a global network. Besides IVIF INDIA, there are events in South Africa, Russia, China and Chile. INTERVITIS RUSSIA and INTERVITIS VIENNA will be taking place in April of this year. INTERVITIS INTERFRUCTA SOUTH AFRICA is due to take place for the first time in July 2009. |



International market leaders from the area of wine technology presented their products in Nashik.

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Building the virtual town-hall

E-government in public authorities – great potential is at present not fully exploited.

The application is filled in and sent via the PC in no time – in an effort to increase citizen proximity and efficiency, public authorities are increasingly relying on e-government. However, the potential utilisation of modern information and communication systems has been nowhere near exhausted: Zukunft Kommune, the 6th trade fair for communal solutions, services & procurement, is inviting mayors and co. to take part in discussions on 6 and 7 May 2008. Themes: dedicated projects such as the "directory-based responsibility search" or the set-up of a nationwide citizens' telephone line. With panels of experts and best-practice examples, the communal summit at the new Messe Stuttgart will also face up to urgent challenges: for example, implementation of the EU services directive or the conversion to a new kind of budgeting.

Communal summit

The new, self-contained invoicing concept takes into account all resources and their consumption. It records not only incoming and outgoing payments, but also expenses and revenues. Communities can thus be managed like modern service companies, their assets can be presented.



More and more communal services in Baden-Württemberg are available online.

But a software change alone is not sufficient, the employees must also learn to use a completely new system. The IT service provider DATEV will provide a playful introduction at Zukunft Kommune: in the game "DATEVkommunal", participants assume responsibility for the financial development of a model commu-

nity. The trade fair visitors can get an idea of the game themselves. They can find out more at the practical forums, in which several presentations on the subject of budgeting will be given – including a contribution from the town of Wiesloch, which, as a pioneer in this field, has gathered lots of useful experience.

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Trade fairs – Markets

Fachdental Leipzig: Opinion barometer for the sector

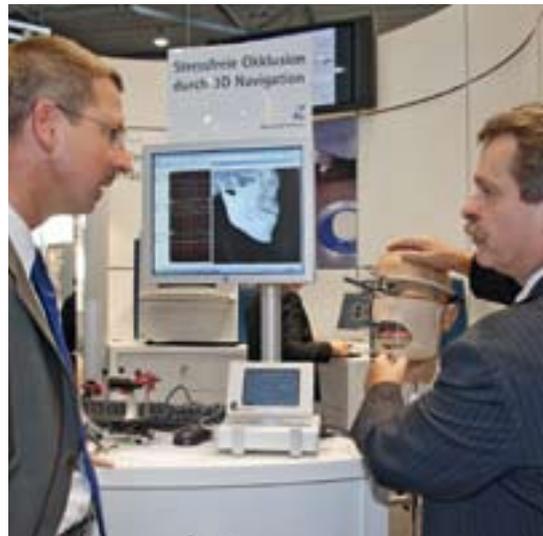
Important forum for decision-makers

Dentists, dental technicians and dental practice staff will again meet at the Leipzig Fachdental to find out about new products and trends in their profession from 26 and 27 September 2008. At the same time, the catchment area for Fachdental continues to grow, with visitors coming to the Leipzig trade fair not only from Saxony, Saxony-Anhalt and Thuringia, but also from Brandenburg and Bavaria.

Multi-regional information platform

In addition, the high proportion of decision-makers among the visitors has increased in recent years. At last year's event, 90 per cent of specialist visitors were involved in deciding on purchases and acquisition, or decided themselves.

Heinz-Günter Huppertz, spokesman of the organiser Dental-Depots, confirms: "Fachdental Leipzig is an important opinion barometer for the sector. Dentists and dental technicians can obtain information here from market leaders on the most important novelties and developments in the dental sector." In this context, interest is at present focused on products for 3-D x-rays, hygiene and prophylactics, but



State-of-the-art computer technology has long been a feature in Germany's dental practices.

traditionally also on dental practice materials such as instruments for dental medicine purposes. Other trade fair themes in demand are practice administration/EDP, hardware and software and material for dental practices. An important pillar of Fachdental Leipzig – beside the many novelties at the trade fair stands – is the framework programme for the professional further training of visitors.

Consense 2008: International congress and exhibition

New event for sustainable building

Sustainability is becoming increasingly important also in the construction industry. The aim of Consense, International Congress and Exhibition for Sustainable Building, which is to take place for the first time from 17 to 18 June 2008, is therefore the discussion of all aspects of the life-cycle of buildings from this perspective. Renowned speakers will make this topical theme tangible for architects, planners, construction engineers, principals and investors and present future-looking

concepts. A number of topic-specific workshops will take place parallel to the congress. At the accompanying exhibition, producers of building materials, sustainable construction technology and interior furnishings, as well as consulting and service companies, insurance companies, banks, universities, industrial and professional associations, will be presenting products and services related to all aspects of the future theme of sustainability and its concrete implementation.



No stress for adhesives

Adhesives are a modern key technology.
Not only in automobile production.

There are good reasons why car and aircraft components are increasingly fitted by means of adhesive, rather than screwed, riveted, soldered or welded. Also in sectors such as medical technology, modern adhesive techniques are on the advance. Their great advantage over other joining processes: the forces between the components are distributed over wider areas, thus avoiding individual points of high stress. Adhesion is carried out at cold or moderate temperatures. The possibility of thermal tension or component deformation is therefore eliminated, as is damage from overheating. Moreover, adhesives often quite incidentally take the place of a seal and connect materials that otherwise are joined only with reluctance – for example glass and metal.

To believe that it is merely a question of finding the suitable adhesive for the right materials is a mistake. Also the type and quality of installation have a decisive effect on the stability of the entire system. For one of the main causes of faults and failures, in particular in the case of micro-mechanical and micro-optic mountings, is "stress". By stress, experts understand the extreme loads that adhesive connections must withstand, precisely in medical equipment too; for example, when it is subjected to frequently extreme temperature fluctuation during sterilisation procedures. The latest trends in industrial adhesive technology can be seen at the Bondexpo trade fair in Stuttgart organised by P.E. Schall GmbH & Co. KG from 22 to 25 September 2008. |



Where rivets, screws and welding seams used to ensure stable connections, industrial adhesives are nowadays often used in automobile production.

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Trade fairs – Markets

public08: Forum for town planners

Top address

Public space is the advertisement for every region. Its design and utilisation possibilities are decisive for the quality of life of citizens living there. Town planners, engineers, architects and landscape gardeners will have their own forum at public08 Stuttgart (6 and 7 May 2008). As active patrons, the Boards of Architects and Engineers, as well as the BDB, the German Association for Builders, Architects and Engineers in Baden-Württemberg, will play a part in the trade fair events. At the same time and in close proximity, Zukunft Kommune, the 6th trade fair for communal solutions, services and procurement, will present its offer for communal decision-makers. The themes of the two trade fairs are also closely related so that interested visitors will also be able to benefit from the offer of the respective parallel event without a problem.



At public08 Stuttgart, visitors will find all the important information about town planning.

A theme that links the visitors of the two trade fairs is Public Private Partnership (PPP). Thanks to the planned long-term cooperation between the public and the private sectors, public projects can be implemented more efficiently.

The offer of sports facilities – in particular for adolescents – plays an

ever bigger role today for assessing the quality of life. As an important address for comprehensive sports activities, for this reason the Sports Association of Baden-Württemberg (WSLB) will be represented with a stand at public08. Three exhibitors from the area of sports facilities construction will be involved.

(T)Räume...



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New leading trade fair for care of the elderly

The Altenheim EXPO appeals to decision-makers and investors from the growth market of care for the elderly.

"Real estate is a deciding success factor for a nursing home", explains Holger Göpel, Manager of the Vincentz Network publishers in Hanover, organiser of the congress trade fair Altenheim EXPO in Stuttgart. "The need for investment is great. Approximately one billion Euro is newly invested each year in this market. The annual growth is roughly five per cent". Many support organisations have old properties and are planning new buildings, modernisations and exten-

sions. At the same time, the public sector is withdrawing more and more funding. Result: Real estate for the care industry is becoming a profit-making option for investors. This is where Altenheim EXPO comes in. Decision-makers from the area of care for the elderly will be attending a one-of-a-kind forum in the ICS at the new Messe from 25 to 27 June 2008. Also accompanying the trade fair will be a strategy congress organized by specialist magazine "Altenheim".



Nursing homes as an investment: In the case of caring for the elderly, accommodation and care must be suitable.

TopClinica 2008:

Definite date

From 11 to 13 June, TopClinica, the international trade fair and congress for medical equipment and solutions, will take place for the first time at the new Messe Stuttgart. The "clinic system" will take centre stage at the event, to which about 7,500 visitors and 150 exhibitors are expected. It is aimed at decision-makers from European clinics and hospitals. In addition to the trade fair concept, which up to now has not been implemented in any of the existing events for medical professionals, there are further arguments that lead us to expect the success of this new event. "TopClinica was launched jointly by the Ministry of Economic Affairs in Baden-Württemberg and market leaders from the medical industry in April 2007, who felt they were not sufficiently represented at existing events", stated Ulrich Kromer, spokesman for the management of Messe Stuttgart. "Many partners and industry leaders have jointly developed TopClinica and will be present at Europe's most modern trade fair site. Perfect conditions for a successful premiere".



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Top location for a top trade fair

MOTEK, the international trade fair for assembly and handling technology, will also take off again on the Filder in Stuttgart.



International audience: MOTEK attracts experts from all over the world to the new trade fair grounds in Stuttgart.

MOTEK, the international trade fair for assembly and handling technology, is also on a growth path in 2008. Already months before the trade fair dates from 22 to 25 September 2008, the project managers are noting a boom in the number of registrations, which is once again clearly exceeding all expectations even for the new location on the Filder.

"This very high demand, also with regard to quality, is spectacular confirmation of the strategy from P. E. Schall GmbH & Co. KG with trade fairs at the centre of the market and thus customer requirements", enthuses MOTEK project manager Rainer Bachert. It doesn't take too much to be able to imagine

that roughly 1,200 exhibitors from all over the world will be appearing at the 27th MOTEK in September in the high-tech region of Stuttgart.

Huge demand

The trade fair halls 1, 3, 5, 7, 9, as well as 6 and 8, are fully booked for MOTEK 2008, which means that a majority of the available areas in Stuttgart are already reserved or allocated. Bachert: "The increasingly stronger participation of domestic and foreign companies and the great interest in filling the internationally recognised accompanying seminar programme lead to the conclusion that MOTEK has an absolutely top rating in the industry".

Rundum gut aufgestellt

Full Service auf der Messe Stuttgart

Stand-Catering

Besuchergastronomie

Messeshop

Gastro Card

Auf der Messe Stuttgart treffen hochkarätige, internationale Teilnehmer zusammen. Das Publikum ist so vielfältig wie die Veranstaltungen selbst.

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2007 winner: Six-cylinder diesel engine from BMW with variable twin-turbo technology.

Engine Expo: Developers, the media and engines

Traditionally the elite from the international automobile industry meet at the Messe Stuttgart.

If there is a "must-attend" event for people who deal with the selling or procurement of engine components, production systems and accessories, then Engine Expo (6 to 8 May 2008) is it. The international trade fair for designers and manufacturers of cars, trucks and bus engines has been organised for the last ten years by UKIP Media & Events Ltd. and has in the meantime become the most important event of its kind.

Last year over 11,000 decision-makers from the automobile industry from almost 60 different countries took part in the three-day Engine Expo event, as well as Automotive Testing Expo Europe, Vehicle Dynamics Expo and European Automotive Components Expo, which were taking place parallel to this. The "Open Technology Forum" is one of the special attractions of the trade fair this year too. Here world-leading experts

for engine design, development, production, logistics and marketing will present the latest technologies and concepts in industry-relevant presentations.

World championship for engines

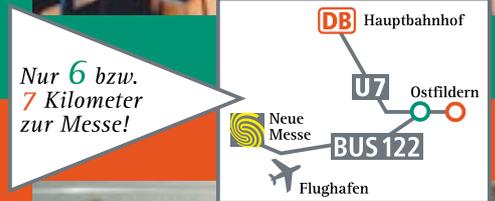
One of the most coveted awards of the automobile industry will be presented on the second day of the trade fair: the International Engine of the Year Awards. 62 accredited car journalists from 30 countries will award prizes for excellent engines already on the market in a total of eight engine power categories. In addition, there will also be awards for "Best Fuel Economy", "Best Performance Engine" and "Best New Engine". This year too the world's most important managers, VIPs and journalists from the automobile industry will be taking part in the International Engine of the Year Awards.



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Further development of Stuttgart trade fair location

Message portrait: Thomas Walter, Department Manager of Industry & Technology, Messe Stuttgart



Thomas Walter, Department Manager of Industry & Technology at Messe Stuttgart, likes a challenge. When, in 1991, Messe Stuttgart was looking for a project manager for technical trade fairs, Walter did not think about it for long. The mechanical engineer, specialising in production technology, had a degree from Esslingen Technical College and had already gained experience with a company active around the world.

"My professional background is today of immense help in ensuring better comprehension in discussions with exhibitors, association representatives and institute employees", explains Walter. After the trade fairs were arranged according to themes and areas, Walter became the Department Manager for Industry & Technology in 2005.

Broad range of themes

With a team of 13 employees, he is at present in charge of 15 trade fairs, with themes ranging from process and production technology to construction technology. They include world-leading trade fairs such as R+T, the international trade

fair for roller shutters, doors, gates and sun protection, and VISION, the international trade fair for industrial machine vision. As well as other trade fairs of major national and international significance such as AMB, the international exhibition for metal working.

Promoting internationality

But Walter does not want to rest on his laurels. "The move to the new trade fair centre has also involved additional challenges, which we are glad to face up to. They include the further development and increasing internationalisation of existing projects. And, of course, we want to establish additional themes on the market. A good example is LA-SYS, which we organised this year for the first time with great success. One of the world market leaders even has its headquarters directly outside our front door, and the region of Stuttgart is also home to many laser system customers." Another example is Galvanica, which was first held in 2007, also with great success. It gave rise to O&S. This international trade fair for surface coatings, which, in addition to electroplating, also covers

lacquering technology, is a cooperation project with Deutsche Messe AG in Hanover. In order to promote internationality, Walter is also developing new markets with trade fair partners abroad and drawing exhibitors' attention to Messe Stuttgart. For example, R+T Asia has been held for many years in Shanghai.

In his spare time, Walter likes relaxing with his family, he has a son and a daughter. In contrast to Winston Churchill, the 50-year-old includes sports among his favourite leisure activities. He skis, plays football on the Messe team and – this is where most of his colleagues turn away in horror – in summer he regularly swims his lengths at 7 a.m. in the open-air pool. Owing to the move to the Filder, his favourite open-air pool, the Höhenfreibad on Killesberg, now only gets a look in at the weekend. However, the open-air pool in Möhringen provides an adequate alternative. Whoever does not feel at home in a business suit, can, as an alternative, carry out some of his or her business with one member of Messe Stuttgart early in the morning in swimming trunks or a bathing costume. It does not have to be the golf course every time! |



Photoshooting: Tin Lizzies in a trade fair setting.

New Messe Stuttgart:

Photo location

The modern architecture of the new Messe Stuttgart attracts not only visitors and exhibitors, but also many camera teams and photographers. Companies, magazines and advertising agencies use the attractive atmosphere for their productions. For example, the Stuttgart classic car magazine "Motor Klassik", which had six 'Tin Lizzies' purring around the trade fair. Since the end of 2007, Messe Stuttgart has levied a flat-rate charge for such use.

New Messe Stuttgart:

Hightech

The new visitor information and orientation system at the Messe Stuttgart is unique in Germany. A total of 222 devices in various functions are currently available for visitors at the new trade fair site.

As self-service multi-function machines, they serve for the purchase of tickets with EC or credit cards or, by means of a touchscreen, printing out name badges for events requiring registration. As self-service terminals for visitor information, they can be used to locate products and exhibitors, as well as provide up-to-date traffic information (public transport, coaches). In addition, they function as a graphic hall plan, indicating present location and destination, and provide visitors with information on various services at the trade fair. A large number of screens spread around the trade fair halls and corridors additionally present visitors with multimedia information, advertising and up-to-date details of events. As dynamic 'information panels', they also indicate the allocation of conference and meeting rooms.



Innovative: The new trade fair information and orientation system provides a perfect service.

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Events – Congresses

Ideal location and perfect infrastructure

The International Congress Centre Stuttgart is pleased with the large demand from both home and abroad.

With approximately 60 events in the first four months of 2008 – which included the Seminar and Conference Exchange STB with 2,500 guests and the Dealers' Conference of a German automobile manufacturer with a gala event for 2,500 people – the International Congress Centre Stuttgart (ICS) at the new trade fair centre on the Filder recorded a good level of bookings.



The ICS Stuttgart is a popular address for conference guests from both home and abroad.

Congresses, Conferences, TV

Furthermore, there are various additional events scheduled in the congress calendar: Interpharm as a congress with an exhibition for 4,500 guests (18 - 20 April), VGB Power Tech specialist congress with an exhibition (17 - 19 September), Annual Conference of the German Urology Association with 4,500 participants (24 - 27 September), German Dentists' Conference (23 - 25 October) with 1,500 participants, and the Annual Conference of the German Seniology Association (30 October to 1 November), as well as the CDU National Party Conference (30 November to 2 December). The popular ZDF TV show "Wetten, dass ..?" is also, of course, one of the highlights and will take place on 13 December.

Also for the next congress year 2009, several top-class events have already been fixed in the calendar. These include the Annual Conference of the German Society for Thoracic and Cardiovascular Surgery (14 - 18 February 2009), the Enhanced Safety Vehicle Conference with 1,000 international participants (16 - 18 June 2009), the German Savings Bank Conference with roughly 2,500 guests (5 - 6 May 2009) and, from 2010, the Annual Conference of the German Diabetes Association, which will take place every two years in the ICS and to which around 7,000 experts are expected.



Attractive, modern, functional and extremely flexible: The rooms in the ICS can be individually arranged to suit the size of the event.



Half a century is complete: Stuttgart port will celebrate its 50th anniversary in July 2008

50 years of Stuttgart port: two-day anniversary party

Logistics centre for metropolitan region

Since its opening in 1958 by the then Federal President Theodor Heuss, Stuttgart port has developed from being a mere trans-shipment centre to an important logistics centre in one of the most prosperous economic regions in Europe. On 19 and 20 July 2008 locals and guests will have the unique opportunity to have a look behind the scenes of the logistics centre located on the Neckar river. The date of the two-day port party does not quite coincide with its history – the official port anniversary was actually on 31 March –

but due to the weather it was decided it would be better to have the party in the summer. Then it will also be possible to see the lock in Obertürkheim, the local hydroelectric power station, the harbour police station, as well as many freight ships. The main party area is pier B at the middle pier which has been converted to a promenade. The individual contact points are connected via water taxis and shuttle buses. Spectacular water and jet-ski performances will commence on the Neckar river after 6 pm.

Events – Congresses 2008 | 2009

06.05.2008

Alfred Brendel

The first-class pianist will play Beethoven, Haydn, Mozart and Schubert.



07.05.2008

Mark Knopfler

Ex-Dire Straits guitarist (photo) on a solo career-path.

09.05.2008

DJ Bobo

The Swiss "King of Dance" with the Vampires Alive Tour 2008.

16.06.2008

Celine Dion

Taking Chances World Tour 2008.

18.–20.04.2008

Interpharm

17.–19.09.2008

VGB Congress

24.–27.09.2008

Annual Conference of the DGU

30.10.–01.11.2008

28th Annual Conference of the German Seniology Association

15.–18.02.2009

38th Annual Conference of the German Society for Thoracic and Cardiovascular Surgery

15.–18.06.2009

21st ESV Conference



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Stuttgart Sightseeing

Sightseeing tip: Beuren Open-Air Museum



Living history: In the Beuren open-air museum, time appears to have stood still.

Regional traditions

Exciting insights into a past not so far away is provided by the village museum well worth seeing in the district of Esslingen in Beuren.

An old Swabian village town hall with a teacher's residence, farmers, craftsmen and day labourers' houses, a daylight workshop, in which the writer Hermann Hesse was once photographed: In the Beuren open-air

museum, idyllically situated on the Albtrauf, the north-westerly edge of the Swabian Alb, visitors can experience up close the way people lived and worked in the (good) old times. 22 houses true to their originals

from the Swabian Alb and the mid-Neckar region can be experienced from both inside and out. In addition, there is a diverse action programme which can be booked individually and – spread over the year – approximately 80 single events. The tour into the regional past is ideally accompanied by a visit to the Beuren Panorama Thermal Baths located nearby. Further information at: Tel. 07025/91 190-90 www.freilichtmuseum-beuren.de

Hotel tip: Mövenpick Hotel Stuttgart Airport

So close to all the trade fair activity

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

The location of the new Mövenpick Hotel Stuttgart Airport couldn't be more attractive: The airport, which is 50 metres away, can be quickly reached from the trade fair boulevard by foot and the new Messe Stuttgart is also only approximately 200 metres away. Furthermore, thanks to a direct motorway connection, the hotel is an ideal contact point for trade fair visitors arriving by car. The existing hotel of the Swiss hotel group which has been at the airport since 1983 is now called the Mövenpick Hotel Stuttgart Messe and is situated a mere 50 metres away from the new Mövenpick flagship hotel. 326 spacious rooms, 12 of which are 'Junior Suites' with 49 square metres and two suites with 71 square metres, offer visitors all the comfort of a modern business hotel: plenty of daylight, fresh colours and homely accessories. In the "Trollinger" restaurant, with its seating capacity for 174 people, international and regional specialities can be found on the menu. 16 multi-functional conference and meeting rooms are suitable for (almost) every event and accommodate up to 500 people. More info at: 0711/7907-612.



The new Mövenpick Hotel Stuttgart Airport is optimally situated between the trade fair and the airport.



Highlights 2008

23.02. – 08.06.
PopArtPortraits

Staatsgalerie
Stuttgart



28.02. – 31.12.
Blue Man Group

Apollo Theater

12.04. – 04.05.
Stuttgarter Frühlingsfest

Cannstatter Wasen

05. – 13.07.
MercedesCup 2008

TC Weissenhof

11. – 19.07.
BW Bank jazzopen

Pariser Platz

07. – 10.08.
Stuttgarter Sommerfest

Schlossplatz/Theatersee

Gastronomy tip: Restaurant: "top air"

Culinary take-off at the airport

From the rustic wine tavern for enthusiasts of Swabian cuisine to the gourmet temple awarded with stars: Stuttgart has it all.

The location of the restaurant is just as unusual as its quality: "top air", under the direction of Claudio Urru, can be found in the futuristic terminal 1 of the Stuttgart airport and is thus in close proximity to the new Stuttgart Trade Fair Centre. And it has had a Michelin star for the last 17 years.

A continuity which Mr. Urru, the Esslingen-born son of a Sardinian and the fourth head chef of the gourmet temple, is particularly proud of. He conjures up, with his ten employees and supported by sommelier and restaurant head Ralf Pinzenschau, classic haute cuisine with Mediterranean and seasonal influences. In the process, Urru pays meticulous attention to producing top quality



Restaurant "top air": Haute cuisine at the airport.

food and using freshly prepared products such as filet from high-quality, Nebraskan Wagyu beef, Bretonic lobster or Grand Cru oysters. A maximum of 60 people can be accommodated in the restaurant. Opening times: Mon-Fri 11.45-14.30 and 17.45-21.30. Tel. 0711/9482137. ■

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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.welcomecity.de



Leinfelden-Echterdingen – where else.

AMB will take place for the first time on the grounds of the new Messe Stuttgart in September 2008. And thus, many criticisms regarding the old structure of the event have been dispelled. The expectations of the organisation and the running of the trade fair on the part of the exhibitors are correspondingly high. This is shown in the



Carl Martin Welcker, Chairman of the German Machine Tool Builders' Association

large demand for exhibition space. We are very anxious to see how the specialist visitors receive the new range of products.

AMB has for years been well positioned as an important trade fair for southern Germany and the neighbouring markets. The VDW (German Machine Tool Builders' Association) has therefore also decided to support the trade fair. And in doing so, we are responding to the clear vote of our members. In our view, according to them, there is certainly still the need for optimisation with regard to the date of the event. It should not be held parallel with the IMTS, the most important trade fair in the second largest machine tool market in the world, the USA. With the location of Stuttgart, AMB has an attractive catchment area with numerous suppliers and many users of metal

High expectations for AMB

working technology. In particular, the countless small to medium-sized enterprises from southern Germany and the bordering countries can get information at AMB so close to home.

The comprehensive development of this customer segment is for many exhibitors a worthwhile target. If the demand for machine tools keeps up its momentum until the second half of the year, AMB will offer a good platform. Between METAV 2008 and 2010, it is the only event which offers almost a total overview of the production technology for metal working. In Stuttgart, our customers have the chance to set the course for their investment decisions in the coming year against a solid background of information. On this note, I would like to wish AMB and its exhibitors much success and all the best for the first event at the new location.

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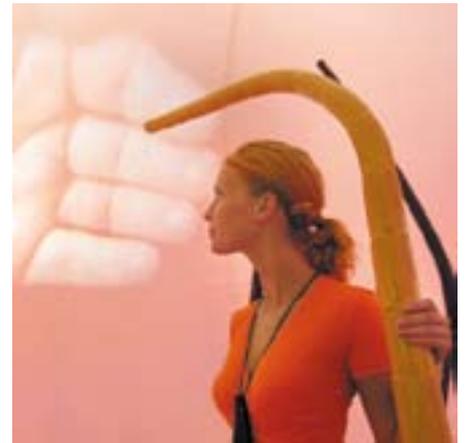
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