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New trade fairs begin in Stuttgart



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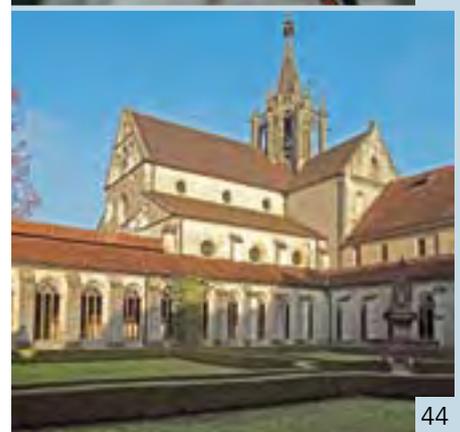
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Flexible, communicative, environmentally aware

In July, the 259 employees of Messe Stuttgart moved into their new administration building. One of Germany's largest solar energy systems is currently being installed on the roofs of the trade fair halls.

Green and as environmentally friendly as possible: this is how the New Messe Stuttgart presents itself on the Filder. Soon the trade fair will also be producing environmentally friendly energy: workers are currently installing one of the largest solar energy systems in Germany on the roofs of the trade fair. "The 15 million Euro solar power plant has a collector surface of roughly 28,000 square metres," explains company spokesman Thomas Brandl. "It is being set up by a subsidiary of the green energy provider Greenpeace Energy." The total output of the solar energy system will be roughly 3.4 million kilowatt hours per year. Approximately 1,100 households will thus be provided with clean electricity and around 1,800 tonnes of harmful carbon dioxide will be avoided." The new solar energy system is just one of several environmentally

features of the new Stuttgart Trade Fair Centre. For example, the almost three-hectare Rothaus-Park was created between the trade fair halls. Grass is growing on the roof of the Bosch multi-storey car park. And also the innovative ventilation system in the trade fair halls saves power and therefore money. With the layer ventilation system, not the entire air in the halls is recirculated, only the used air that has risen to the top is drawn off. As a result, in comparison with traditional technology, roughly 30 per cent less energy is consumed. Financially this means savings of several hundred thousand Euro per year."

Open for communication

Glass, movable walls and a flexible office concept characterise the new administration building of Messe Stuttgart, to which the employees

Left: The new solar energy system is currently being installed on the trade fair roofs. Below: The new administration building of Messe Stuttgart.



moved at the start of July. The new administration centre – total cost approximately 15 million Euro – provides space for a maximum of 300 workplaces, as well as numerous meeting and conference rooms, on five floors, two basement levels and an intermediate level.

The new spatial concept is open and promotes communication. Tables that can be height-adjusted at the press of a button allow the Messe employees to alternate between sitting and standing during work – an important contribution to active health protection. For informal meetings, there are several meeting points in the new administration building. The most popular meeting point is the rooftop terrace with a fantastic panoramic view. |



A glance in the advertising department: the room concept was developed with the employees.



Thomas Brandl,
Company spokesman
of Landesmesse
Stuttgart GmbH (LMS)

How are new trade fair themes created? Why is a Lasys or a TopClinica trade fair initiated in Stuttgart? After how many editions of a trade fair is there a review? To what extent are business and research involved in the development of new trade fairs? If these are questions to which you have always sought

answers, this edition of *Message* will provide some clarification. We have consciously made new product development the main story, because here it is like looking through a prism to see who is really innovative in the trade fair business and who really takes risks in the interest of individual sectors:

"In 2008 all records will be broken"

the flop rate for new trade fairs on the market is roughly 50 per cent. But he who does not dare does not win. 30 new events in the first two years of the New Messe Stuttgart speak a clear language. And are evidence of the power of innovation.

With regard to "hardware", since October 2007 Stuttgart has had a trade fair site that meets the highest requirements, even in an international comparison. Starting with this edition of *Message*, we would also like to make you more familiar with the "software": The new section "LMS-intern" shows the people who make trade fairs happen on the joint campus with the airport and give LMS its external face.

2008, the first full year of operation at the new site, will break all records: for the first time a turnover of over 100 million Euro, an anticipated 17,000 exhibitors and 1.5 million visitors. After this sensational start, in 2009 we will have to set our sights a little lower again, on account of the natural cycle. The most important task for the future – beside the internationalisation of business, which is continuing at a breathtaking pace – is to balance the considerable fluctuations between even (strong) and odd trade fair years in Stuttgart. For this purpose, new themes are necessary. Which brings us back to the start of this editorial. Enjoy reading!

Messe Stuttgart: more S-Bahn trains to the Filder area in the future

Travelling in a ten-minute cycle

S-Bahn Stuttgart, a public transport network provided by DB Region AG, will be optimising the transport connection to the New Messe Stuttgart from October 2008. In the future, six S-Bahn trains will be travelling to the S-Bahn station at Stuttgart airport every hour. On paper, this means there will be an S-Bahn train every 10 minutes; in practice, however, it will be 15, 10 and 5 minute cycles. The capacity of the S-Bahn trains will thus be increasing from 3,200 places per hour to a total of 9,000 passengers every hour. Up to now, four S-Bahn trains have been travelling to the trade fair centre every hour, catering for up to 5,800 passengers. The



new cycles will be run, however, only during the trade fairs which attract large crowds and then primarily at certain times of the day, for example, during the trade fair arrival and departure periods. |

Better connection: During the more crowded trade fairs, there will be extra S-Bahn trains running in the future.

Messe Stuttgart: new trade fair

MX Messe-Expo

On 18 and 19 November 2008, MX Messe-Expo, a special event for company trade fair representatives, will be taking place for the first time concurrently with the 26th trade fair specialist conference in the International Congress Center Stuttgart (ICS). The organiser of MX Messe-Expo is the trade fair institute in Laubenheim/Nahe. The new event is directed towards employees of companies who use trade fairs as a marketing and sales tool. There will be a particular focus on the level of project management. Trade fair construction companies, manufacturers of stand construction systems, marketing companies, as well as service providers, will be among the exhibitors. Entry is free of charge with advance Internet registration. |

Building site(s)

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

Those who sit in glass houses...



What applies for Messe Stuttgart obviously also applies for many trade fairs in Germany: Almost all register growth, business prospers. After a full year of business in the new Stuttgart Trade Fair Centre, we can confirm with an element of pride that our company claim, 'Key to Markets', has proven to be completely true.

If a circle is drawn 500 to 700 kilometres around Stuttgart, approximately 70 percent of Europe's purchasing power will be included within this area. Based on this strength and in combination with the attractiveness of the new grounds and the focus on specialised trade fairs, we can report satisfactory exhibitor and visitor numbers for almost all trade fairs. Particularly pleasing is that this also applies for our new products.

This is also certainly due to the fact that almost all the industry's order books are full, due in many cases to the trade fairs, and that

business is prospering. It is just regrettable that all too many people, sadly also in the daily media, prefer to look for the fly in the ointment instead of highlighting the success of Germany's industry and are always ready to precipitate the next low point.

There is plenty to hear and read in the trade fair reports about the Baden-Württemberg trade fair location. The principle idea that trade fair grounds in the vicinity cooperate is not entirely new. Corresponding attempts to date have, however, mostly failed on regional-political conflict situations and interests of the respective local authority districts. The cooperation venture of Hanover/Stuttgart, which has already begun and which was able to report a resounding success with the O & S trade fair, contains potential for both sides, which must be exploited.

Why one has to think, however, of larger scale mergers as soon as the seed is sown in

the cooperation venture, may be a phenomenon of our global development but will not lead to the intended goal.

Meanwhile, it is becoming more and more interesting to hear and read how the competition, recently in July in the form of our dear colleagues in Munich, is making Stuttgart sweat. Despite the fact that the people of Munich in their own words are "playing in a whole different league", it appears that the New Messe Stuttgart is a thorn in their side. The assertion that we "aggressively courted new themes and guest events from other locations in Europe" could easily be turned around, such as with Intersolar, for example, which was brought from Freiburg to Munich with (a lot) of effort; the Bavarians are also not as fussy in their methods. Those who sit in glass houses...

We in Stuttgart are, at any rate, looking forward to the autumn trade fair season 2008 and to welcoming you here as a customer.



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Successful variety

30 launches within two years of the New Messe Stuttgart – that's proof of innovation, market knowledge and the courage to take risks. But how do new trade fairs actually emerge at the heart of the market?

In 2007 and 2008 alone, Messe Stuttgart presented more new events than ever before – 30 events in the first two trade fair years on the Filder. What constitutes an enjoyable experience for exhibitors and visitors is based on an enormous amount of work on the part of Messe Stuttgart and their partners. New products are not developed in a haphazard fashion but according to strategic tasks, which are processed according to a highly-structured schedule. The process of a new concept development of trade fairs starts with an attractive topic, a breakthrough idea that evolves amongst those responsible for the trade fair or with which they are approached from the outside. One of the

most important factors in brainstorming - "Don't work in isolation, think outside of the box. What are the competitors up to, both nationally and internationally? Which direction are the topics developing in? The answers to these questions are very important for us", explains Bernd Autenrieth, Head of Corporate Development at Messe Stuttgart.

Substantiating popular topics

The New Product Advisory Board, which convenes two to three times a year, plays an important role in this area. The eleven permanent representatives of the Board come from the Department of Trade and Industry, the Department

of Economic and Employment Promotion of the City of Stuttgart, the Rationalisation and Innovation Centre of the German Economy, the Economic Development of the Stuttgart region, the Chambers of Industry and Commerce of Heilbronn-Franken, Stuttgart and Reutlingen as well as from the Association of Craftsmen of Baden-Württemberg. The members of the New Product Advisory Board know which future prospects are currently enjoying popularity in their areas and who is best informed of them. The most important tasks of the New Product Advisory Board are to provide close-meshed networks and to mediate first-class contacts. "The New Product Advisory Board is like a



TopClinica (left) and MediaBudget (above): two of approx. 30 new trade fairs on the Filder. Above: the New Product Advisory Board with representatives from politics, business, research and administration.

mirror that reflects and concentrates our own experiences and the knowledge of the other members", says Tassilo Zywiets, Managing Director of Foreign Trade and Services of the Department of Trade and Industry for the Stuttgart region. The members of the New Product Advisory Board come from very different business segments and therefore have very varied preferences and goals. "In meetings, we discuss substantiating popular topics, balancing opportunities and risks of new topics against each other, specifically promoting developments but also stopping them in time", explains Zywiets. As spokesman of the Baden-Württemberg Department of Trade and Industry in the "International" business sector, his view is directed way beyond the individual sectors of industry and is concentrated on international business. Which means – which topics are particularly well received abroad? Which innovations and future trends can be introduced to entice even more international exhibitors and visitors to Stuttgart? These issues also occupy the Advisory Board.

Attendance of New Product Advisory Board's meetings is of course obligatory

for both Managing Directors of Messe Stuttgart. "We are in constant communication with business and industry, who also consistently supply us with valuable suggestions for new trade fair topics", says Roland Bleinroth, Managing Director of Messe Stuttgart. "The local scientific landscape, with its universities and, in particular, the Fraunhofer Institutes, also help us actively in the development of innovative ideas."

The second step of the new product concept concerns the evaluation, in other words, the assessment of the idea, the environment and the competition. "The decision to pursue a topic is of course always a gut decision", says corporate developer Autenrieth. His job is not easy. Each promising new topic requires a range of extensive checks – is it suitable for the location of Baden-Württemberg and for the portfolio of the Messe Stuttgart, whether the trade fair has the expertise for the topic, which other events are running nationally and internationally, what economic potential is behind it and what opportunities and risks the topic offers. The decision is only made after a detailed analysis.

If the decision is positive, the next stage is the rough conceptual design of the event and what is known as the acceptance test. How can the topic be described in more detail? How does the market look? Which exhibitors and visitors can be considered? Who are the market leaders, which multipliers exist? In all these issues, the Messe Stuttgart relies on the expertise of those specialists in business, industry and research. "We conduct trade fairs together with our partners. That's the secret of our success", Autenrieth acknowledges, speaking from many years of experience.

Analysing growth markets

The close, cooperative and positive nature of this cooperation is confirmed by Dr. Andreas Ehrhardt, Managing Director of Photonics BW, the competence network for the promotion of optical technologies supported by the German Federal Ministry for Education and Research. During the development of Lasys, the international trade fair for system solutions in laser material processing, a network with 53 members was closely linked. "The Messe Stuttgart did an excellent job. The development

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The Lasys celebrated its successful debut at the beginning of March 2008.



The "Lust auf Genuss" is aimed directly at the end consumer.

of the Lasys was a highly methodical process in which the important players were involved at an early stage", enthuses Ehrhardt. As early on as the conceptual design phase, manufacturers such as Zeiss and Trumpf, users such as Daimler and Bosch and research establishments such as the University of Stuttgart and the Fraunhofer Institutes sat down together. "Together with this panel of experts, we searched for unexplored markets in the trade fair landscape and, thanks to the excellent spadework by the Messe Stuttgart, quickly hit on the enormously important and fast-growing segment of laser systems for material processing", Ehrhardt recalls. The Lasys trade fair was born and made its impressive debut in March 2008. In future, it will take place every two years in Stuttgart – the next time will be in June 2010. "An example definitely worth repeating" for the Head of Photonics BW.

Acquiring attractive customers

In addition to the New Product Advisory Board, the external partners and the department for Corporate Development, Messe Stuttgart also involves the responsible area managers, as well as the Advertising and Press departments, depending on the respective topic. The department International Business Development (IBD) likewise participates in international projects. This department coordinates the foreign activities of

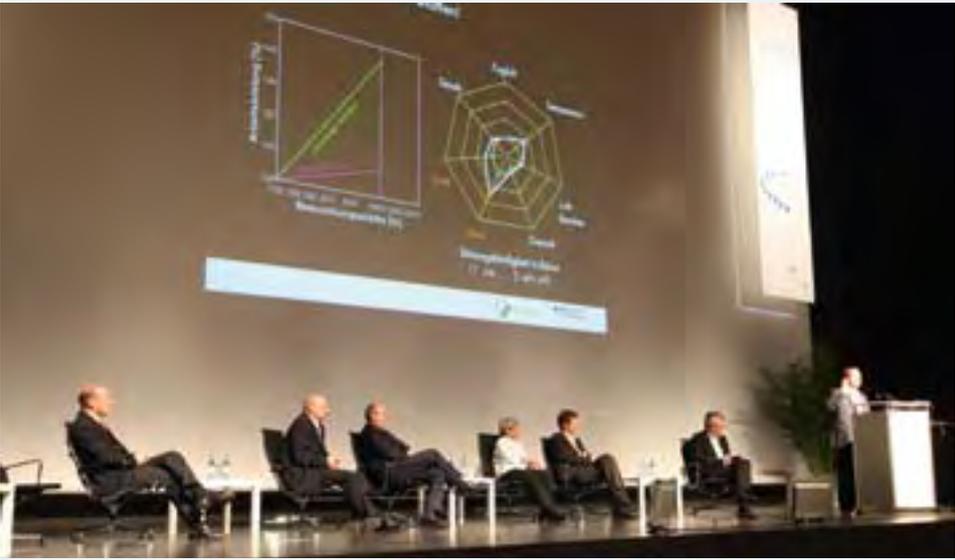
the Messe Stuttgart, has a large number of international contacts and examines how new topics can be marketed abroad. "The trade companies, as service providers of business, must also internationalise to the same extent as business globalises", says Messe Stuttgart Managing Director Ulrich Kromer. "We experience company amalgamations, bankruptcies and buyouts on a daily basis. With the number of potential players tending to decline and certain markets in Germany shrinking, often the only option is to take business abroad if you want to acquire new, attractive customers. Our exhibitors expect us to provide them with new contacts to potential business partners – and justifiably so – and nowadays they are usually no longer located only in Balingen, Backnang or Berlin, but also in Barcelona and Beijing."

The timeframe from the first idea up to market entry, in other words, the announcement of a new trade fair, is between six and twelve months. "However, sometimes topics that sounded interesting at the beginning suddenly lose their appeal and you have to drop the idea again", Autenrieth admits.

There are many other examples of the successful new development of markets, such as the MediaBudget, the trade fair and forum for efficient marketing communication, which took place for the first time on 9th and 10th

July at the new Stuttgart Trade Fair Centre. Nearly 100 companies from the most important media genres presented the trade and professional visitors with innovations and current trends in the marketing and media sectors. "We will expand our offering next year, together with our partners", promised Messe Stuttgart boss Kromer after the successful debut. "What visitors to the MediaBudget particularly enjoyed was the symbiosis of trade fair, supporting programme and top-class convention. The development of new trade fairs is therefore not just about finding popular topics, but also to produce them in such a way that they are of utmost benefit for exhibitors and visitors alike. The date of the next MediaBudget is already fixed – from 8th to 9th July 2009 in Stuttgart.

After its successful debut last year, the "Lust auf Genuss", a trade fair for gastronomes and those hungry for new experiences, will be launched for the second time from 21st to 23rd November 2008. It will be organised in a cooperation between Messe Stuttgart and the Burda Medien Park publishing company. All products imaginable connected with "eating", "drinking" and "savouring" will be presented, complemented by a colourful supporting programme including a show stage, culinary arena and several competitions. The new Slow Food has also been conceived as a trade fair directly orientated towards end consumers, and will run again from 2nd to 5th April



The Consense is ideally placed in Stuttgart as the stronghold of the architectural sector.

2009 at the new Stuttgart Trade Fair Centre. Messe Stuttgart also has the support of a strong partner with Slow Food Deutschland e. V., an association of cognisant bon vivants and discriminating consumers.

Implementing intelligent solutions

Establishing new contacts is always one of the most important priorities at trade fairs. However, a separate trade fair all about "cultivating contacts" is a novelty that is celebrating its debut in Stuttgart. This new development is called Global Connect and is a forum for international contacts and investments, which will be taking place for the first time from 11th to 12th November. The event will communicate expertise on such topics as new target markets and correct entry into foreign business to trade visitors from management and export departments.

"The future of medium-sized businesses essentially depends on how rapidly they can identify and tap new growth markets. With Global Connect, we are offering them a high-quality, comprehensive platform for this very purpose right on their own doorstep", Messe Stuttgart Managing Director Kromer explains as the concept of the new event. High-profile company representatives and politicians from all over the world are expected at the first Global Connect – including the German Federal Minister of Economics and Technology, Michael Glos. In future,

the trade fair will take place every two years. This new development is another example of the successful cooperation of various partners; apart from Messe Stuttgart, the Federal State Government of Baden-Württemberg, the Ministry of State and the Department of Trade and Industry were also involved, as well as bw-i International, the Chambers of Trade in Baden-Württemberg and Handwerk International.

The Consense, an international congress and trade fair for sustainable building, held for the first time at the new Stuttgart Trade Fair Centre on 17th and 18th June, also deals with a future-orientated topic. Exhibitors and visitors came from all areas of the building and construction industry, from business, research and politics. Some 50 contributors presented new concepts and techniques for building, heating, cooling and power generation. The Consense is as fitting to Stuttgart as the television tower, for the state capital has the most consolidated network of architects, engineering consultants and cooperating service providers of all major German cities. "Our metropolitan region stands worldwide for scientific and technical brilliance, for innovations and for intelligent solutions", enthuses the renowned architect Professor Dr. Werner Sobek. "With the Consense, the Messe Stuttgart once again proved that they mean business in the design of new trade fairs with their motto: key to markets."

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Fascinating worlds of technology

Science centres and interactive trade fairs such as the ThyssenKrupp Ideenpark are visitor magnets. The Mobility Interaction Centre (MEZ) is to be created in Stuttgart.

High-tech makes the heart beat faster: over 290,000 people, for example, came to the ThyssenKrupp IdeenPark 2008 in the halls of the new Stuttgart Trade Fair Centre. Roughly 500 engineers, researchers and students presented their ideas and latest technologies to visitors of all age groups. By means of 200 often interactive

exhibits, they were able to experience technology at first hand and try it out themselves.

Interactive high-tech has always fascinated people: So-called science centres report almost 200 million visitors worldwide every year – and the figure is increasing. This all started in Germany in 1903 at the Deutsches Museum in Munich. There, so-called pushbutton exhibits were developed for the first time according to pedagogical criteria. In 1969, Frank Oppenheimer founded the Exploratorium in San Francisco, and turned interactivity into a didactic principle. From San Francisco, science centres conquered North America, then Europe. We saw the Technorama in the Swiss city of Winterthur and the Heureka in Helsinki; these were followed by the Exploratory in Bristol and the New

Metropolis in Amsterdam. Germany also joined in: the first science centres here were in Berlin and Flensburg. In 2000 the Universum in Düsseldorf was created, and it was extended in 2007 by an outdoor area, the Discoverers' Park.

Mobility - a theme of the future

If all goes according to the schedule favoured by Mayor Dr. Wolfgang Schuster, the Mobility Interactive Centre (MEZ) should open its doors in Stuttgart to all those with an interest in technology in the summer of 2011, which is in time for the 125th anniversary of the invention of the automobile. This science centre, which will deal with all aspects of the future-oriented theme of mobility, is to be constructed on the site of the former tram depot in Mercedesstrasse in Bad Cannstatt. As a cultural centre for



Visitor magnet: the futuristic "Universum" science centre in Düsseldorf.



"It would be nice to be able to inaugurate the MEZ in three years."

Mayor Dr. Wolfgang Schuster

learning and experience, it will allow a broad public to experience the historical and future development of human mobility. The central aim is to help visitors learn about scientific and technical phenomena through first-hand experience. In this respect, the extended classroom is not intended to arouse the curiosity and interest only of schoolchildren.

A new building with roughly 8,000 square metres of surface area in Mercedesstrasse will accommodate administration rooms and exhibition areas of the MEZ, as well as a restaurant and an exhibition shop. The planetarium

is also moving there from the Schlossgarten. The lower hall of the tram depot will serve as a storage depot for historical trams.

Opportunity for cooperation

The MEZ will be operated by Petri & Tiemann, the concept is from Missal, Gies & Partner, both from Hamburg. "Their conception is convincing because of its innovative pedagogical approach," explains Schuster. "Furthermore, it will provide excellent opportunities for close cooperation with our universities, research institutes and business."

Three questions to:

Prof. Georg Fundel

Managing Director of Flughafen Stuttgart GmbH



1 Does Stuttgart Airport profit from the neighbouring trade fair?

Absolutely. The location is much more prominent on a national level. The first year's experience shows that the airport and new trade fair complement each other perfectly. The airport provides optimum access to the trade fair from all over Germany and abroad. The concept of joint use of the parking facilities has proved successful. If the S-Bahn connections are increased to a 10-minute frequency in the autumn, then access by rail will also be top class. Overall it's a winning situation for both airport and trade fair.

2 Are you planning further joint projects?

At the airport there is a conference and banquet centre, the trade fair has the ICS, and the Mövenpick hotels both offer conference rooms. Here, regardless of competition, the important thing is to provide customers with neighbouring addresses if they find a suitable offer there. This cooperation will bring advantages for the entire site.

3 What does the site include and how is it to be marketed?

We see the airport, trade fair and companies on the airport site as a whole, and we wish to present ourselves as such. Beside the airport and trade fair, also the airport conference centre, the Mövenpick hotels and the Pomp Duck and Circumstance dinnershow are represented in a joint working group. We want to promote and strengthen the marketing via the Internet or specialist information.

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Stuttgart faces (12): Prof. Dr. Jörg Schlaich, Civil Engineer

"The city of special bridges"



Prof. Dr. Jörg Schlaich, Civil Engineer

The quality of a city's infrastructure defines not only the material but also the cultural quality of life of its inhabitants. There is quite an important element of this infrastructure in Stuttgart, namely the road and, in particular, the pedestrian and cyclist

bridges, which were designed with individual care and attention and integrated into their environment. This can be clearly traced back to the heads of the Stuttgart Civil Engineering Department who for decades went above and beyond their technical-economical duty regarding the combined cultural responsibility of these structures. They did not accept, that here, as is unfortunately often the case elsewhere, stupid precast concrete would be laid, whose only redeeming quality was that it was "cheap". They insisted that the distinctive feature of a bridge is its location, from which its individual and thoughtful design must develop and that, therefore, exchangeable standard solutions are a contradiction in themselves. Such examples include Fritz Leonhardt's filigree Schillersteg pedestrian bridge from 1961 or the pedestrian bridges in the middle and

lower end of the Schlossgarten from 1977. Further good examples are the bridges at Pragsattel and Löwentor, as well as the more recent Auerbachstraße flyover above Heilbronner Straße.

A short story, typical of this spirit of Stuttgart, needs to be told: In the middle of the 1980s, Stuttgart's then Director of Technology, Dr. Hans Dieter Künne, called me because a large pedestrian bridge was needed near the Max-Eyth lake over the Neckar river, whose construction, however, he inwardly opposed in this beautiful landscape. Unless, said Künne, I would be able to design a simple, almost unnoticeable bridge. It could cost a little bit more than usual, something that would remain between the two of us. What happens today? The builders first ask about the cost and only then about the quality - what a shame! But Stuttgart remains the exception. |

Message Series: Bars in Stuttgart (12)

Amici

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

Amici, near to Stuttgart's main train station in the Nobelviereck on Zeppelinkarree, is a bar, lounge and restaurant in one. Often mistaken for a chic Italian restaurant, the stylishly designed



Dining in style: Stuttgart's Amici is also a sophisticated restaurant.

eating area which seats up to 300 people serves sophisticated international dishes, with, of course, a clear tendency towards southern German cooking.

One floor higher is the Amici lounge, furnished in an Asian style and open Fridays, Saturdays and the day before public holidays from 9pm to 5am. There guests can relax comfortably in the cosy Japanese-style seats or dance to the music played by the various DJs until the early hours. The drinks menu of the Amici bar is just as colourful as the



Relaxing lounge area: In the first floor of Amici, Asian-styled seating invites you to relax.

people who frequent it: ties, business suits and evening dresses are just as popular as the casual jumpers. On the drinks menu, cocktails such as Caipirinha, Cosmopolitan and Pina Colada are listed alongside longdrink classics such as Cuba Libre and Gin & Tonic. An unusual variety on offer means there is also vintage champagne such as Veuve Cliquot and Moët & Chandon to choose from. Address: Amici, Zeppelinkarree, Lautenschlagerstraße 2, 70173 Stuttgart. Opening times: Mon - Thurs 11pm - 2am, Fri 11pm - 5am, Sat 3pm - 5am. Sun and public holidays 5pm - 2am. Tel. 0711/2270292. Internet/Email: www.amici.de; info@amici.de. |



Tradition and modernity strike up an ideal symbiosis in the city of Göppingen.

Potential and projects

Many communities in the conurbation of Stuttgart are important business locations in the state. *Message* is presenting them in a series. In this edition: Göppingen.

With almost 58,000 inhabitants, the city of Göppingen is one of the most important smaller-sized towns between Ulm and Stuttgart. Due to its central location, as well as the transport connection via the A8, B 10 and the train, the neighbouring regions on the Karlsruhe - Munich axis can be easily and quickly reached. The airport and Messe Stuttgart are only 25 minutes away by car.

Important economic location

Innovative companies with tradition, yet also young businesses, determine the economic structure of the city. Göppingen is the location for global companies such as Märklin, Schuler Pressen, MAG Boehringer, Mink Bürsten, Leder Bader, Kleemann and many more. In the Esslingen University of Applied Sciences located in Göppingen, engineers are trained in future-oriented disciplines. Along with the University's Department of Mechatronics & Electrical Engineering, the Institute for Applied Research also at the university, the Microelectronics Transfer Centre and the nationwide Mechatronics Competence Network are four important players in the world of mechatronics who are all present in Göppingen.

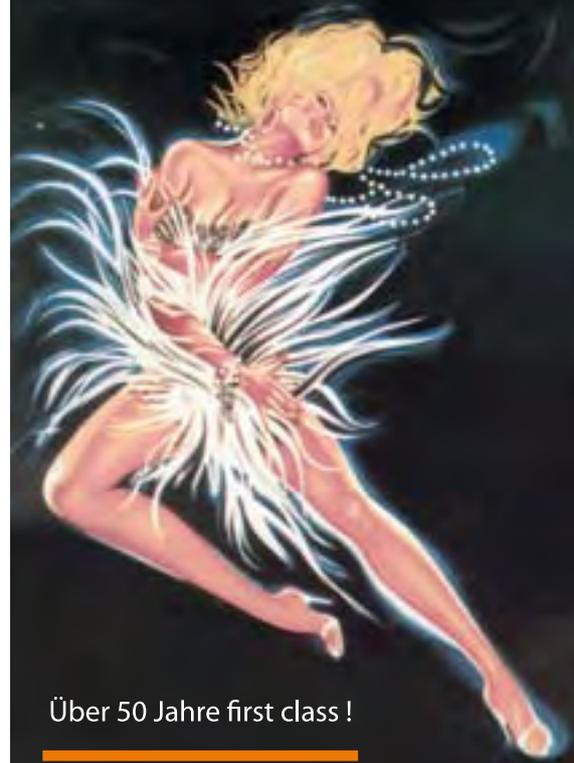
Also with regard to commercial premises, Göppingen scores points for the most varied of location requests and

requirements. The city district of Stauferpark is one such example. It has approximately 6,500 inhabitants and provides 2,500 jobs. In the eastern part of the district, Stauferpark has made a point from the start with its housing and city to attract medium-size manufacturing and service companies. The areas of mechatronics and the media were also considered to be very important. Successes were gained surprisingly quickly. The collection of local companies and institutes in Stauferpark ranges today from the energy advisory centre of the Filstal gas supply to the laser technology plant. In addition to Stauferpark, in the east, the area was supplemented by the commercial areas of Jebenhausen-Süd and Ursenwang-Nord near the A8. |



Mechatronics is a promising area for the economic location of Göppingen.

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TRADE FAIR CALENDAR

05 – 07.10. | SÜFFA

Trade fair for the butchers' trade

07 – 09.10. | MiNaT

International trade fair for precision mechanics and ultra-precision, micro and nano technologies

07 – 09.10. | SEMICON Europa

Annual international exhibition for equipment, material and services for semiconductors in Europe

15 – 18.10. | interbad

International trade fair for swimming pools, pool and bath technology, saunas, physiotherapy and wellness

15 – 18.10. | PLAY & LEISURE

Special section of interbad dedicated to play equipment and leisure facilities

18 – 21.10. | südback

24 – 25.10. | FACHDENTAL SÜDWEST

28 – 30.10. | parts2clean

International trade fair for cleaning in production

29 – 31.10. | Interschau-Technofolies

New European tradeshow for the Amusement, Leisure Park and Showmen Industry

29 – 31.10. | Interpellets

Trade fair for pellets technology

04 – 06.11. | VISION

International trade fair for machine vision and identification technologies

04 – 06.11. | driveIT

International congress trade fair for automotive software & electronics

06 – 09.11. | PFERD STUTTGART

Trade fair for horses and riding

08 – 09.11. | ANIMAL

Exhibition for pet ownership

11 – 12.11. | GLOBAL CONNECT

Forum for international contacts and investments

13 – 23.11. | Stuttgarter Autumn Trade Fair



Every year there are more and more high-tech features involved at the Cannstatt Festival.

Interschau-Technofolies: high-tech for fun

Amusement parks are important economic factors. With Interschau-Technofolies, Messe Stuttgart has included Europe's leading trade fair in the portfolio.

On 260,000 square metres, the largest and most well-known festival in the world takes place in Germany: Approximately six million people enjoy themselves at Oktoberfest in Munich every year. The Hamburg Cathedral, with a considerably more modest area of only 160,000 square metres, attracts a respectable nine million visitors. Clearly smaller, but also very important for the region from an economic point of view, are the Stuttgart Spring Festival and the Cannstatt Festival, to which roughly 3.5 million visitors flock every year. For many people from Stuttgart and the surrounding area, a visit to the annual autumn event, which is known as the 'Wasen', is traditionally an obligatory date in the calendar. "Festivals are an important element of recreation for all parts of our society. They provide a social balancing function for all age groups, preserve traditions typical of the region

and thus also strengthen "patriotism". This is how Albert Ritter, President of the German Showmen's Association and the European Showmen's Union, explained people's fascination for the colourful events.

Regional sales figures

Annual markets are not only important image promoters for the respective region, but various economic effects on other industries are combined with them as well. "A large proportion of overall sales does not enter the tills of the exhibitors, but, in fact, raises the sales figures of the retail sector, gastronomy, hotels and transport enterprises", emphasises Ritter.

This brings together an impressive total: After all, statistically speaking, 63 percent of Germans attend festivals 3.2 times a year. With a total of 178 million visitors every year, festivals attract a lot

more customers than swimming pools (160 million visitors), cinemas (149 million), theatres (33.8 million) or the First German Bundesliga (9.3 million). Almost 40 percent of visitors are there for the day and about 4 percent are overnight guests.

The number of jobs in the showmen industry is hard to determine as many of these temporary workers are actually in fixed employment. If a projection is made on the basis of these figures, according to Ritter, there would be an equivalent of approx. 45,700 full-time jobs. At 820 million Euro, the total amount spent by the showmen at the festival venues is important from an economic point of view. Roughly 200 million Euro is allotted to the purchase of goods and foodstuffs, a further 148 million is spent on personal living costs on site.

International meeting point

For the host towns and cities, festivals are both an economic factor, as well as an image factor. For the visitors, the Kirmes and Co. company is simply a part of their quality of life. So what are the trends? What can the visitors expect? The new European leading trade fair



Festivals and amusement parks are an important economic factor in your region.

Interschau-Technofolies is the meeting point for the top-selling industry and provides a platform for manufacturers, suppliers and operators from all over Europe to meet and exchange information. The event, which alternates location every year between Stuttgart and Genoa and was designed by Europeans for Europeans, is now already the central industry forum for showmen and the amusement park industry. It will take place for the first time at the new Stuttgart Trade Fair Centre from 29 to 31 October. Around 200 exhibitors and 10,000 visitors are expected to attend this top event. |

TRADE FAIR TICKER

03 – 05.06. | O & S

Exhibitors and visitors are very pleased with the first O & S, International Trade Fair for Surface Treatments and Coatings. 317 exhibitors and 4,820 specialist visitors used the trade fair to present and provide information on new developments and processes in the areas of lacquering and electroplating technologies.

11 – 13.06. | TopClinica

3,185 members of management from European clinics and hospitals came to Stuttgart to attend the first TopClinica in order to obtain information on new product features and innovations. The 175 exhibitors from the areas of medical technology, medical products and services greeted the decision-makers of "Clinic Principle" in an attractive environment.



The cross-medial concept of the first Media-Budget in Stuttgart was a complete success.

17 – 18.06. | Consense

A dream start for the first international congress with a specialist exhibition for sustainable construction. 97 percent of the 600 participants felt the visit was well worth it.

09 – 10.07. | MediaBudget

At the trade fair for efficient marketing communication, 89 companies from the most important areas of media, of which many are market leaders in their area, presented new product features and trends from the marketing and media industry to 1,856 specialist visitors.

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Secrets of the kitchen

Message carried out an interview with Ernst-Martin Schaible, Managing Director of DER KREIS, purchasing company for kitchen & living.



Message: Nowadays many kitchens are really small. How much space should architects allot when designing a new kitchen?

Schaible: 15 to 18 square metres is roughly what's needed for a comfortable and functional kitchen.

Message: What are the current in-colours for the kitchen?

Schaible: There is an increasing demand for intensive colour tones. Red and blue are the current trend but white is also popular, often combined with elegant wooden furnishings.

Message: As an insider, what would you advise, open or closed kitchens?

Schaible: The trend is heading towards open kitchens. Often annoying walls or walls that pose a nuisance are, in fact, removed. This not only shows off the kitchen, but the living area also appears considerably bigger.

Message: In the past, tiled floors were always a must-have. Are there other practical alternatives today?

Schaible: Tiled floors are still in fashion and naturally, for practical reasons, are highly recommended. For modern kitchens, a parquet flooring is also very appropriate. In addition, it also enhances the visual appearance.

Message: And the kitchen fronts? In what direction has this trend developed?

Schaible: That really depends whether we are dealing with a purely functional kitchen or an open one. In the first case, synthetic surfaces are often chosen. In an open kitchen, veneer, solid wood or varnished fronts are preferred.

Message: A lot has happened in the area of kitchen technology in recent years. How much energy can now be saved with modern equipment?

Schaible: If you compare today's technology, for example, with an 8-year old kitchen appliance, then you will notice a saving of roughly 50 percent with the new generation of appliances, which you can also see at the Familie & Heim trade fair from 15 to 23 November.



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Market with a future: High-tech packaging

Intelligent, practical, recycling-friendly: Modern packaging can do a lot more than just package goods and materials.

A lesson in life experience: You can never get the last bit of ketchup out of the bottles as all the banging and shaking doesn't yield anything! Of course, the same also applies to other products. Sometimes there is still unavoidable content, up to 20%, in the packaging when the item is thrown into the bin. This phenomenon is also a nuisance when recycling because the remaining contents in the packaging must be removed with great effort. This is expensive, costs time and consumes a huge amount of water.

But all this may now change. The Fraunhofer Institutes for Process Engineering and Packaging in Freising and for Interfacial Engineering and Biotechnology (IGB), together with the Technical

University of Munich and various industry partners, have developed new types of packaging that can reduce the remaining contents left in packaging by at least 50%.

Clever surfaces

For this purpose, the researchers apply thin layers, maximum 20 nanometers, on the interior side of the packaging. "The layers are made from a plasma, as is also known in the case of neon tubes", explains Dr. Michaela Müller, scientist at IGB. "For this purpose, we also put synthetics in a vacuum. Gases are conducted into the vacuum chamber, which are then ignited using an electric current. Depending on the



Minimal waste: left a traditional ketchup bottle, right a layered ketchup bottle.

composition of this mixture, we can separate layers with defined properties on the packaging surfaces".

The latest trends from the international packaging industry can be seen in Stuttgart at the Easy Fairs Verpackung Süd trade fair. Next trade fair: 5 and 6 November 2008. |

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Trade fairs – Markets



Bio at südback: BÄKO will be presenting its eco-range at the specialist trade fair from 18 - 21 October.

Globally active

BÄKO began as a local cooperative, today it enjoys a global presence as an economic organisation.

Customers will recognise the blue BÄKO logo from their local bakery. Few people know, however, who or what lies behind the brand name: since the end of the 19th century, the abbreviation has stood for "Bakery and Confectionery Company", when bakers from four German towns got together with the aim of providing baked goods for lower prices.

Today BÄKO, as an economic organisation of the baking trade, is

the industry's largest trading partner on the global buying market for raw materials, semi-finished products, merchandise, packaging materials and investment goods. Core businesses of BÄKO include the global provision of goods and the optimal supply, advice and support of the bakery business, as well as the provision of an extensive range of services. As a cooperative economic organisation of the bakery business, customers of BÄKO are, at the same time, also the owners.

The annual sales for 2007 of the two BÄKO centres for northern and southern Germany together amount to 1.3 billion Euro. The BÄKO regional cooperatives, including BÄKO Austria, in charge of the local delivery and support of the bakery business, recorded an annual turnover of over two billion Euro. The BÄKO Group is present all over Germany with 41 regional cooperatives and three limited companies. In a rapidly growing European network, more regional cooperatives and BÄKO companies are further shaping the demands of the bakery market in countries such as Austria, Poland, Hungary, France and Switzerland.

Since 2006, bakery businesses have been able to obtain bio raw materials from the one place via BÄKO Bio.



interbad: futuristic Wellness Landscape

Experience today the relaxation of tomorrow: possible without a problem at the 21st interbad in Stuttgart.



The wellness and bathing landscapes of tomorrow are also architectural masterpieces.

Stuttgart's interbad, Europe's most important trade fair for swimming pools, saunas, spas and whirlpools, will be taking place from 15 to 18 October 2008 for the 21st time already. "We are expecting a total of 420 companies to attend Europe's most modern trade fair grounds in October, a new record for Europe's leading trade fair", explains Frank Röder, Project Manager of interbad.

The German Association for the Recreational and Medicinal Bath Industry, conceptual and professional supporter of interbad, is, along with Messe Stuttgart, organising the European industry meeting point and they have already extended the event's proven concept. interbad will be directed towards the four pillars of swimming, sauna, spa and whirlpool. Unique to the concept is, above all, the public who will be attending the event – decision-makers, operators and experts, as well as those from the public and private areas, will be addressed at interbad.

One of the numerous public magnets is the special show "Swimming pool of the 21st century". It will

be showcasing design trends and presenting what is possible today from the view of leading manufacturers in the areas of technology, surfaces and design.

Wellness Visions

The special zone "Visions of Spa" will be taking place for the first time at interbad and will be presenting the visions of the future from renowned architects and planners for the wellness landscapes of tomorrow. The theme "Aqua Fitness" will be presented with various demonstrations taking place in a pool during the trade fair.

In the special show of the Spa Unit Muster Clubs, visitors to interbad can examine the individual elements of the spa at interbad. It will be clear at this event how the areas relate to each other, how new components can be added and how the entire facility can be controlled. A special show by the European Waterpark Association will show the various quiet zones and quiet rooms as worlds of experience for the senses – for interbad visitors, it is an opportunity to enjoy relaxation and wellness on site at the trade fair. |

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After roughly one year of the trade fair on the Filder, trade fair maker Paul E. Schall and wife Bettina are very satisfied.

P. E. Schall GmbH:

Strong growth

30 to 50 per cent increase: After roughly one year on the Filder, Paul Eberhard Schall – the most important guest organiser at the Stuttgart trade fair – gives an extremely positive summary. For P. E. Schall GmbH, the past year has involved several acid tests, for with BLECHEXPO and SCHWEISSTEC in the summer and the world's leading trade fair MOTEK and BONDexpo in the autumn, four important trade fairs have taken place at the New Messe Stuttgart. Paul Eberhard Schall is satisfied: "In our view, cooperation with the management of Landesmesse Stuttgart is optimal - after all, we are all professionals in this business. The mutual understanding for the problems and requirements of the partners is very helpful, especially as we all want to promote

Stuttgart as a trade fair location and hence the region." The move to Stuttgart has brought the Schall trade fairs increases of 30 to 50 per cent with regard to exhibitors and occupied hall space. "We were able to further develop, with regard to both quality and quantity, the leading trade fairs MOTEK and CONTROL, which were already very well established internationally, and strengthen their position in the global market," Schall is pleased to report.

The trend for the future is clearly toward specialised trade fairs, and away from large, all-embracing trade fairs. Schall sees enormous potential in the area of microsystem and nano-technology and the associated manufacturing procedures. Whether with regard to new technologies, markets or target groups, Schall is certain: "The market must come to the customer and not vice versa", he reveals one of his secrets of success.

MiNaT 2008:

Know-how transfer

Today there is hardly a sector of manufacturing industry worldwide in which micro- and nano-technology or precision and ultra-precision engineering are not extremely relevant. MiNaT, Germany's only trade fair dedicated exclusively to these hightech areas, will take place from 7 to 9 October at the New Messe Stuttgart. With an extensive programme of presentations, the Stuttgart specialist trade fair will make possible an intensive transfer of knowledge between industry, research and users from various sectors.



The MiNaT trade fair in Stuttgart will present state-of-the-art micro- and nano-technology.

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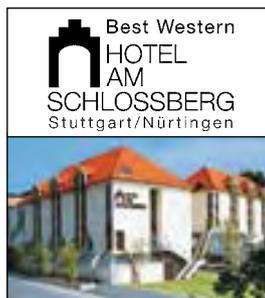
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VISION 2008: innovative and international

The German machine vision industry has been on a course of stable growth for many years.

The figures are very respectable: last year the German machine vision industry achieved a three per cent increase in turnover, delivering machine vision products worth a total value of 1.15 billion Euro around the world. For 2008 the manufacturers are expecting a significantly greater growth rate of six per cent to 1.22 billion Euro.

"Machine vision technology is continuing to develop and is embedded in a dynamic market environment with numerous influencing factors, to which it responds with appropriate products. The markets are in motion, resulting also in new opportunities for our sector," comments Dr. Dietmar Ley, Chairman of the Board at Basler AG and Chairman of the Board at VDMA Machine Vision, with regard to the current development.

Strong growth rates

Whereas the turnover for machine vision systems stagnated in 2007, the unit sales, which rose by eleven per cent, show that machine vision continues to record strong growth rates and that the need for this technology is constantly growing. The differing development between turnover and unit sales is mainly attributable to the increased use of inexpensive and easy-to-use standard products. Thanks to more efficient hardware and software, such products are increasingly used for tasks for which, previously, more complex customer-specific solutions had to be created.

The German machine vision industry has in recent years been able to record disproportionately high growth in its deliveries abroad. The export quota thus rose from 38 per cent in 2003 to 56 per cent in 2007. The mainly medium-sized companies

have therefore succeeded in exploiting the worldwide growth potential and building up international distribution and service structures. Also components from Germany – especially cameras – increasingly find customers abroad.

The latest trends in the industry can be seen at VISION in Stuttgart, the world's leading trade fair for machine vision, from 4 to 6 November.



The German machine vision industry is a classic medium-sized-company industry, and has been able to show steady growth for many years.

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Trade fairs – Markets



The fire department of the New Messe Stuttgart is prepared for all eventualities.

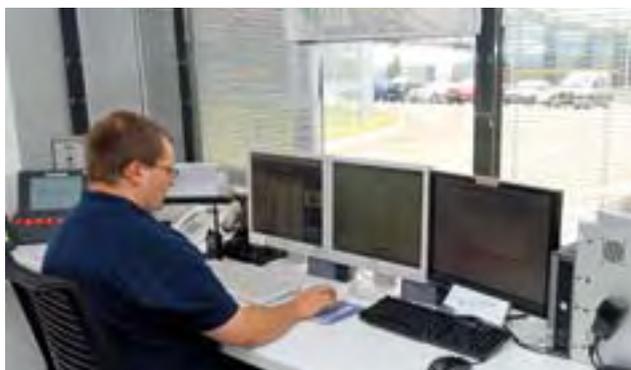
On the safe side

The fire department of Messe Stuttgart is equipped for all emergencies. And for all normal events too.

There were around 380 operations in 2008, according to Holger Bauer, deputy commander of the fire department, up until the start of August. "Our largest cases of fire have been, thank God, only due to a deep fat fryers that got out of control", explained the fire prevention officer of Messe Stuttgart, "and a car on fire in car park P25". However, in the case of a real fire emergency, Bauer, fire department commander Michael Griening and their 23 strong team are optimally prepared. Smoke and temperature difference warning devices automatically monitor the halls and rooms of the new trade fair centre. Smoke suction systems monitor the air drawn in from approx. 34,000 metres of

special piping for smoke particles and set off an alarm when the limit value is exceeded. This is sent to the alarm centre at Gate 1, where there is a fireman present around the clock, 365 days a year.

When an alarm goes off, everything happens very quickly. "It takes us a maximum of three minutes to arrive", explains Bauer. "And five minutes for the Bosch multi-storey car park and the administration building". The fleet of vehicles belonging to the trade fair fire department includes a 1,200 litre fire engine for nine men and coming soon a Mercedes Benz Vito for smaller operations. The extinguishing water is stored in the second basement of the ICS: 2.3 million litres which will



The alarm centre of the fire department at Gate 1 is occupied the entire year, around the clock. Any emergency calls will be directed here.

Secret market of millions

More and more people have a pet at home. Much to the delight of the industry for pet requirements.



German pets are cute and expensive. Regardless of whether it is a dog, cat, mouse or a bird: man's best friend is regarded as a crisis-proof market and fills the tills of the pet industry with millions of sales each year. The industry offer ranges from the simple fish food to the sinfully expensive designer collar from Bello & Co.

Simple dog food is no longer an option for many dog owners: instead there is game, duck and other tasty treats on offer for the four-legged family member. Nobody is surprised anymore that the bio trend has reached the animal food industry as well. The theme of "convenience" is also slowly entering the dog world: instead of dented tins of food in the fridge, there are now bite-sized meals packed away in practical containers.

According to experts, the Germans alone have spent approximately 3.3 billion Euro on their some 23 million pets in the past year - and

this on food alone. Added to this are the investments in the animal services industry: breeders, vets, dog and cat groomers, animal trainers and carers during holiday periods, special animal insurances and much more.

Crisis-proof market

Which pet is highest on a scale of popularity among the German people? The cat. Almost eight million of these relatively easy to care for and quiet species are populating apartments in Germany. By contrast, the number of dogs has evened out to a stable 5.3 million. Alongside this, guinea pigs and rabbits are still the classic choices in pet ownership.

Animal-lovers are looking forward to what is on offer at Stuttgart Animal, the exhibition for pet ownership which will be taking place on 8 and 9 November 2008. Taking place concurrently at the new trade fair grounds is "Pferd Stuttgart".



Over 23 million animals live in German households. High up on the popularity scale: cats and dogs.



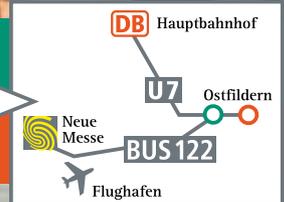
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Cooking as a passion: Star-rated chefs such as friendly Léa Linster from Luxembourg will present gourmet cuisine up close in Stuttgart.

Lust auf Genuss 2008: Star-rated chefs from all over the world as guests

Gastronomers' festival in the Filder region

After over 40 years in the industry, many top chefs are still mourning Paul Bocuse one year on: The talk is of the stars awarded by "Michelin", the hotel and restaurant guide, for top performances in cuisine every year in August, also in Germany since 1966. The quality and freshness of the products, whose professional preparation, taste, as well as creativity and the chef's personal touch, are evaluated, among other things.

The consistency is also important: Are the starters, main courses and desserts of the same standard? Does the food taste good, not just on one evening, but also at midday, on three different days? If anyone meets all these requirements, he can be

awarded one star. If he cooks better than other one-star chefs, then he will be awarded two stars; three stars are extremely rare, only nine German restaurants are currently decorated with three stars.

Whoever would like to see food being prepared by star-rated chefs should come to the 2nd Lust auf Genuss from 21 to 23 November 2008. The star-rated chef, Léa Linster from Luxembourg, and others, will conjure up tasty dishes under the watchful eyes of the trade fair visitors. A market with around 100 exhibitors, informative talks at the tasting theatre for wine gourmets and further live events round off the trade fair offer.

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NewCome 2008: Info forum

Definite date

NewCome, south Germany's most important trade fair for those interested in starting a company, founders of new companies, franchising and young entrepreneurs, will take place from 27 to 28 March 2009 for the first time at the New Messe Stuttgart. The obligatory event on "self-employment" was re-scheduled from December to the spring and will take place in accordance with its 2-year rhythm. Partners of Messe Stuttgart in the organisation of NewCome are the Ministry of Economics of Baden-Württemberg with the Initiative for Founding New Companies and Company Succession ifex, as well as L-Bank, the state bank of Baden-Württemberg.

The increase in the number of visitors at the last event - in December 2006, over 8,000 guests attended - clearly indicates the importance of NewCome, in the meantime, as a platform for young entrepreneurs, company founders and successors for exchanging information and ideas. Messe Stuttgart and its partners are also anticipating a great number of visitors at the upcoming event and roughly 100 participating companies, authorities, chambers of commerce and institutions.



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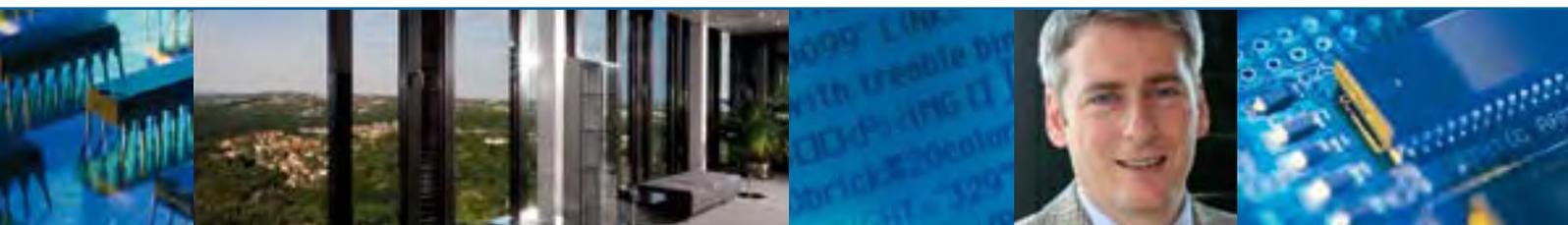
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Success story: Pellets for fuel are on the advance around the world. Also the number of pellet production plants in operation around the world continues to rise.



Attractive alternative: While the prices of oil and gas are rising rapidly, the cost of pellets remains almost constant.

Growth potential

The market for pellets is booming worldwide. The industry will be meeting from 28 to 31 October in Stuttgart.

The markets for wooden pellets for fuel are gaining in significance worldwide: In Germany, Europe and North America, the number of pellet furnaces is growing. In order to ensure a continual supply of fuel, the number of pellet factories is also increasing worldwide. International networks, information on current trends in the market and in technology, as well as the high-quality exchange of ideas among experts are therefore becoming more and more important. All this will be provided at the 8th industrial forum Pellets and the Interpellets 2008 trade fair at the New Messe Stuttgart. Both specialist events will concentrate exclusively on wooden pellets as fuel and their diverse possibilities for use: From 28 to 31 October, all those involved in this international growth market will present new products, technologies and services and exchange ideas on future developments in the industry.

Worldwide, the number of installed pellet-fired furnaces continues to rise: In 2006 alone, over 300,000 pellet-fired boilers and ovens were installed in Europe, and around

300,000 pellet-fired ovens were installed in the USA in the same period. Also the number of pellet production locations is increasing. According to a survey in the specialist magazine "Bioenergy International", last year pellets were produced at over 440 locations in Europe and North America. The production capacity of all the plants together totals approximately 14 million tonnes. This is enough to heat 2.5 million households.

Germany, with a production of 1.8 million tonnes of pellets last year, is one of the world's leading locations for the production of wooden pellets. Sweden is the largest producer in Europe, with a production capacity of 2 million tonnes. Companies from eastern Europe, North and South America and Africa are looking for contacts, exchange of experience and information for the development of their own pellet production and international sales markets. The industrial forum Pellets and the specialist trade fair Interpellets, with visitors from almost 60 nations, are the information platforms for interested parties from Germany and abroad.



Wir sind eben mitten in Stuttgart.

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

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Successful hairdressers today can not only cut hair, they are also top at marketing.

Living one's own brand

Washing, layering and a perm are now not nearly enough for a successful hairdressing salon.

Dr. Rebecca Kandler, chief editor of Top Hair International based in Gaggenau, knows her industry back to front. "There are currently around 70,000 hairdressing salons in Germany", she calculates, "and the number is increasing". Hairdressers here earn approximately five billion Euro every year, whereby, according to Kandler, the turnover is decreasing overall.

Unmistakable profile

The drop in turnover has several reasons. Firstly: Women and men go to the hairdresser's less and less frequently. This is due to economic reasons, but also a trend toward "do-it-yourself", which is not explained by financial reasons. This means: Cutting and possibly dyeing is done by a professional, the customer does the styling him- or herself. This is above all for simple short haircutting no problem.

Secondly, the "discounters" – so-called ten-Euro salons – are a big source of worry for long-established hairdressing salons. Dr. Kandler: "This is a phenomenon that we can also observe in other sectors, for example in supermarkets. It is especially the hairdressers who have no independent, unmistakable company profile who are having serious problems with the discounters."

It is a truism in the sector that the quality and the location of a salon must be right. This means that there is no point in a trendy hairdresser's in a classical residential area. Above all, the external and internal manner of the owner him- or herself is important. "The boss is the most important representative of his own brand," Dr. Kandler is sure after observing the market for many years. "He should be credible for the target group." Furthermore, the team in the salon must also live the brand. "This ranges from a common dress code to a uniform service standard, which each salon must devise for itself."

Price transparency and effective external communication are also indispensable for success. Many hairdressers today, for example, are networking with the retail trade on location. This extends from the flyer in the fitness studio to the haircutting campaign in the car dealership, in order to pick up the male clientele on location.

Lifetime learning is also a must for hairdressers today. This purpose is served by trade fairs such as hair & style management, which will be taking place from 30.11. to 1.12. on the Filder. The theme of this year's Top-Hair congress: "Internal and external communication" with four top-quality, target-group-oriented presentations. |



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Specialist shops have the advantage

SÜFFA presents top trends from the butchers' trade. Researchers predict that in future there will be a return to the specialist trade.



"The service counter is dead – long live the service counter!" – with regard to the coming change, this general consumer trend appears almost paradoxical. The new trend to the service counter and specialist shop will result in a far-reaching change in retail trade and is perfect for the butchers' trade. Many exhibitors at SÜFFA 2008, which will take place from 5 to 7 October at the New Messe Stuttgart, will provide

The classic service counter with specialist personnel is making a comeback.

practical and vivid demonstrations of how increased sales in specialist butchers' shops can be generated from a new trend.

A whole series of changes that are just beginning, described by the researcher of future trends Matthias Horx in his study "100 Top Trends", indicate the "rebirth" of the service counter. Current observations in the butchers' trade and in food retail confirm this prognosis.

Pleasurable consumption is an important component in the lives of an increasing number of people. Hardly any decision to buy is taken without also considering pleasure aspects. In the coming years, luxury and pleasure will be less oriented toward status and prestige. The main emphasis of the new pleasure in luxury is on quality of life, individual well-being and a special quality of service and experience.

Marketing challenge

For the butchers' trade, this trend is a gift and, at the same time, a marketing challenge: manually produced food is ideally suited to promote personal well-being, fitness and inner harmony – which must, of course, be made clear to the customer by knowledgeable service personnel who are willing to explain.

If this new luxury is additionally supported by "inner values", the consumers' desire for specialist butchers' shops is ideal. For the true luxury in the period following the discounter boom is handcraft. In the coming years of change, pleasure – at least according to the researcher Horx – will therefore again increasingly mean the prize-winning sausage from the butcher or the bread rolls from the local bakery. For in times of globalisation, consumers feel a greater desire to return to local produce from their own region.



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Company portrait: Startech

Competence

Startech, the Stuttgart company with its headquarters on the 7th floor of the Debitel-Tower in Vaihingen, stands for professional and high-quality solutions for IT security and data- and telecommunications for business customers. The IT and telecommunications provider, which was founded in 1996, has in recent years developed to become one of the most successful companies in its sector.

"Driven by our customers' demand, we have continued to expand the performance spectrum of IT security", Startech Managing Director Manfred Maier describes the positive development of recent years. "This led in 2001 to the founding of the associated company Startech Competence Center GmbH. Today we are able to provide



Manfred Maier, Managing Director of the Stuttgart IT and service provider Startech, and his company occupy offices on the seventh floor of the Debitel-Tower in Vaihingen.

individual solutions for large and medium-sized customers with products from selected partners."

This includes the extremely secure data communication in public networks such as the Internet to provide protection against hacker attacks and industrial espionage, the monitoring and administration of network interfaces, hard-drive encryption, virus and spam protection, as well as high-quality firewall solutions.

In its capacity as sales partner of the telecommunications provider COLT Telecom, Startech has provided the new Stuttgart Trade Fair Centre with, among other things, a broadband Internet connection and its entire telecommunications infrastructure in state-of-the-art fibre-optic technology. In addition, Startech is responsible for the firewall, spam and virus protection and content filtering at the trade fair.

Global Connect 2008:

Strong partners

Internationally leading service-providers support Global Connect, the new forum for international contacts and investments, which is to take place for the first time from 11 to 12 November at the New Messe Stuttgart. Several globally active finance and logistics companies have strengthened their partnership with Global Connect by



booking sponsoring options. From the financial sector, market leaders in corporate client business such as Landesbank Baden-Württemberg (LBBW), Unicredit Hypovereinsbank and Raiffeisen Zentralbank have been gained for the foreign trade meeting point. In addition, the worldwide logistics corporations DHL and FedEx are sponsorship partners of the new trade fair, and are concerned with topics such as exports and foreign investments.

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Trade fairs – Markets

Portrait: Roma Rolladensysteme

Success story

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Roma Rolladensysteme GmbH was founded in 1980 from a small handicraft business. Meanwhile, the con-



Roma Rolladensysteme with its headquarters in Burgau was founded in 1980 as a handicraft business and today has four subsidiaries.

struction elements are sold via a network of 2,500 specialist dealers primarily in Germany, but also in France, Switzerland, Austria and the Benelux countries. 450 employees at the locations of Rostock, Oschatz and Essingen ensure quality, further product development and customer support. "Our success is based on the intensive exchange with the specialist trade," stresses the company founder and Managing Director Roland Thoma. "We develop for them and make them fit for sales and installation."



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Software for automobiles: the Stuttgart driveIT.



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Leinfelden-Echterdingen – where else.



Share your expertise at Pferd Stuttgart: the disabled showjumper Hannelore Brenner.

Horse riding as therapy

Riding is becoming an increasingly popular sport. As hippotherapy, it can also help sick people.

Riding as therapy? What sounds like a medical treatment from the late 20th century is actually much older. "The history of the horse as a medium for movement therapy dates back to ancient times", explains Renate Frey from Bad Wildbad in the Black Forest, a rider and physiotherapist with additional training in hippotherapy with the German Curatorship for Therapeutic Riding" (DKThR). "Already in medical writings from the first centuries AD, but primarily in the works from the 16th to the 18th centuries, there is a great deal of evidence showing that riding was

used for therapeutic purposes". At around the start of the 1950s, therapists and doctors rediscovered the "movement qualities" of the horse. "At the time, it became a lot clearer that it was not riding as a sport that was therapeutic but rather the movements of the horse, which were transferred to the body of the person sitting on top. Reflex movements are initiated in the rider, which in turn leads to a healing dialogue of movement", explains Frey.

Today, the expression "therapeutic riding" is used as a collective term for the actual medicinal and therapeutic hippotherapy and for the medical pedagogic variation developed from the mid-sixties for working with mentally disabled people. It cannot be exactly pinpointed when the sport of riding for the disabled people first began. Because there have always been disabled people able to play sport who, after suffering a disability, do not give up riding or have wanted to take it up as a new sport.

Everything about the theme of "therapeutic riding", as well as all the themes regarding 'Horse and Rider' can be found at Pferd Stuttgart, taking place from 6 - 9 November 2008.



Medicinal therapeutic hippotherapy is also suitable for mentally disabled children.

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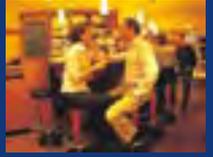
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Trade Fair People (4): "Do you know ..."

Ulrike Siegle

Advertising assistant for Messe Stuttgart

"And then when I can do no more, I throw it out to the work floor", goes the popular saying from the working world. In the world of Messe Stuttgart, however, it is simply: "Then I ask Ms. Siegle". For over 14 years, Ulrike Siegle has been the 'soul' of the advertising department. Advertising assistant Siegle knows everybody and is a competent contact partner for trade fair catalogues, print material, master copies, trade fair timetables, annual planners and advertising gifts. Friendly and at all times dedicated to her job, she attends to all queries whether it is her job to do so or not. "Most of the time I know who it concerns and simply obtain the information", writes Ms. Siegle about her roll as "intermediary".

Above all, it is the catalogues which form a large part of Ms. Siegle's work. Between 25 and 40 pass through Ms. Siegle's desk each year, sometimes in the form of a trade fair guide or a trade fair magazine with editorial articles. "I am responsible for the entire coordination of the catalogue, I take care of the schedule control and review in consultation with the publisher responsible for the printing and I ensure that the greetings from the Minister President, the Mayor, the Presidents of the Associations and, of course, both of our Managing Directors, Ulrich Kromer and Roland Bleinroth, are delivered on time", says Siegle, outlining her chief duties. The bulk of the catalogues are marketed by the publishers

themselves. For smaller catalogue projects produced entirely by Messe Stuttgart, Ms. Siegle is also in direct contact with the exhibitors who are interested in additional advertising and, along with their name, would also like their logo to be printed. In addition to this, Ms. Siegle deals with the editorial articles of the trade fair brochures and oversees their scheduled deadlines. With the compilation of the trade fair schedule and the annual planner, Ms. Siegle ensures that all upcoming events are brought together. This requires coordination with the in-house Marketing Development department, as well as the scheduling of dates for guest events and for the International Congress Center Stuttgart (ICS). Ms. Siegle has always enjoyed working with printed matter. Following her training in publishing, Ms. Siegle worked for a publishing company which meant that the duties involved in the Messe Stuttgart position, therefore, appealed to her. In her free time, 46-year old Siegle likes to attend concerts and the opera, as well as exploring nature on her bicycle.



Intervitis Russia/Interbath China Going global

Messe Stuttgart is on a consistent course of internationalisation with regard to its foreign business. A few days before the 2nd INTERVITIS VIENNA, which successfully concluded mid-April with 198 exhibitors and 5,364 specialist visitors from 21 countries, the 1st INTERVITISRUSSIA took place in Krasnodar. The wine industry exhibition in Russia, organised by partner Krasnodarexpo, and its neighbouring states of Ukraine, Moldova, Armenia, Georgia, Azerbaijan and Kazakhstan, recorded 184 exhibitors from nine countries and 7,628 visitors.

Global competence

At the start of September in Talca/Chile and already for the third time, INTERVITIS INTERFRUCTA SOUTH AMERICA took place with a good 3,000 visitors attending. At the end of September, the 2nd INTERVITIS



Stuttgart's commitment abroad: interbath China (left) and the 1st INTERVITIS RUSSIA.

CHINA was staged in Yantai. While Messe Stuttgart meanwhile enjoys global competence with regard to IVIF, it is entering new territory now with interbad. The MSI (Messe Stuttgart International) department organised, from 11 to 13 June 2008, the first "interbath China" in the Shanghai New International Exhibition Centre (SNIEC). The Asian spin-off of 'interbad Stuttgart', Europe's leading trade fair for swimming pools, saunas, spas and whirlpools, took place within 'Design Week Shanghai' and parallel

to the trade fairs 'Design Week Expo' (Interior, Commercial and Hospitality Design), 'CRC' (Shop Design) and 'Garden and Landscape Design'. 'interbath China' is, after R+T Asia, the second joint venture between Messe Stuttgart International and VNU Exhibitions Asia. 75 Asian exhibitors, along with represented companies and European market leaders, showcased product innovations and new trends for the technology and fittings of baths, spas and wellness facilities, to the 1,663 specialist visitors.





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Trade fairs – Markets



Boost in growth for Stuttgart R + T

The world's leading trade fair for roller shutters, gates and sun protection is further developing dynamically.

The R + T, internationally leading trade fair for roller shutters, doors/gates and sun protection, has developed itself dynamically for many years and with 545 exhibitors at the last event in February 2006 it enjoyed a record number of participants from 38 countries and 54,117 trade visitors from 91 countries. There was just no room to expand at the old trade fair site; the halls were literally full right up to the roof thanks to two level stands.

When the next R + T takes place from 10th to 14th February 2009 at a trade fair site that is twice the size, many exhibitors will use the opportunity to present themselves with greater scope. "Stands with 1,300 square metres of surface area are not a rarity. It is evident even at this early stage that R + T will take advantage of the move to an area, which is twice as big, to further enhance the offer of products and services of the exhibitors and also to offer attractive new features", explains Ulrich Kromer, Messe Stuttgart Managing Director.

Hall 1, directly at the east entrance of the exhibition site, will be made into the central information hall, for example. Under the motto "Meet Experts", both of the R + T's sponsor associ-

ations, the German association for roller shutters + sun protection, and BVT – association of doors/gates, and also BKTex, German association of technical clothing textiles, will be available there to help with visitor's questions and wishes.

A new feature is the special exhibition "Object photography", in which practical sun protection in its most effective form is the focus. Supplemented by technical drawings that represent important details, trade visitors will be given an informed picture of modern sun protection. Among the well established trade fair offers are the R + T prize for innovation and also the R + T architects' day. Due to the huge response, it will take place over two days (11th and 13th February).

The R + T is the top event for the international roller shutter, gates and sun protection industry.



Top destinations

Argentina, Romania and Norway are the attractive partner countries and regions of the CMT 2009.

The tourism trade fair CMT 2009 (17th to 25th January) will once again completely fill the space in the new halls at the new Stuttgart trade fair centre. Both partner countries and also the partner regions for the caravanning element play a big part in this. The trade fair organisers were successful in gaining Argentina, the "Land of the Gauchos", as an extra-European partner for Europe's largest public tourism exhibition.

Europe is represented in Stuttgart by the "insider tip" Rumania. And then, as a partner region, Norway will show fans of caravanning its exquisite

sides, especially the wonderfully impressive fjords.

Overseas partner Argentina awaits with a wide range of climatic and vegetation zones and will fascinate with spectacular landscapes between the Patagonian icecaps in the south, the Andes in the west and the primeval forest in the north east of Argentina. Romania, the holiday destination between the Pannonic lowlands, the Carpathian Mountains and the Black Sea, also has an enormous tourist potential. After all, 475,000 Germans travelled there as holidaymakers in 2008.



Dream destinations: Norway, with its picture book landscapes, is the caravanning partner country of the CMT 2009. As a European partner destination, Romania attracts visitors with still largely unknown tourist features (bottom right); Argentina is the extra-European partner country of the tourism exhibition.

Fachdental Südwest 2008:

Performance show

Fachdental Südwest, the most important performance show for the dental industry in the south of Germany, will take place on 24th to 25th October on the Filder. The annual event is a must and is the meeting place for dentists, surgery personnel, dental technicians, laboratory owners and the specialised dental trade. About 200 exhibitors will inform trade visitors about new product features and trends. "The dental industry looks optimistically into the future", says Joachim Klein, spokesperson of the Dental Depots organising the event. "But the challenges on laboratories and dental surgeries remain due to growing competition."

The Fachdental Südwest event in Stuttgart is a must for the dental industry.



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"Even more international trade fair business"

Message portrait: Silvia Blumenschein, Manager of International Business Development (IBD) at Messe Stuttgart



"Going the extra mile" – describes Silvia Blumenschein's work in a nutshell. "In the era of globalisation, Messe Stuttgart is not the only trade fair centre that wants to develop new markets in Europe and overseas", states the manager of International Business Development (IBD) at Messe Stuttgart. Country-specific cultural differences, some of which are very considerable, must also be dealt with and demand empathy, flexibility and, above all, respect. "For each country, we need an individual approach. And, above all, staying power, because it can take years from initial contact to successful business conclusion", reports Blumenschein based on almost 20 years of experience in foreign business.

Together with her current staff of three colleagues, she works on markets relevant to trade fairs throughout the world. A further colleague will strengthen the team in autumn - Messe Stuttgart plans on growing, especially in the area of foreign business, which, in the medium term, should account for 20 percent of turnover. In June 2007, the IBD department was founded for this purpose. At present, 31 agencies and nine information points are supporting

Messe Stuttgart in this endeavour – most of them Chambers of Industry and Commerce, although there are also general agencies and service providers.

The focus, together with foreign trade fair partners, is mainly on exhibitor and visitor acquisition, marketing measures and co-operation with multipliers such as associations, business promoters or institutes. IBD works on two central areas. With inbound business, the task is to further promote the internationalisation of existing trade fairs in Stuttgart. The most important areas in this case are the eastern European countries, China, Russia, Asia and North America.

Outbound business involves exporting of trade fair themes in order to install "satellites" of existing trade fairs, or holding joint events in co-operation with foreign trade fairs with similar themes. A prior thorough market analysis, including strategy paper, provides the basis for the decision. At this point, the interface to the department Messe Stuttgart International MSI plays a role, which organises its own events abroad and worldwide participation in trade fair joint ventures. "We provide the preliminary work for

deciding whether a trade fair spin-off in a specific foreign market segment could be feasible, or whether simple participation would be more practical. The colleagues from MSI then take over," Blumenschein explains the approach.

The 39 year old has been working in international companies for almost 20 years, first as an export saleswoman for spectacles, then as an export manager for printing ink. At that time, her tasks also included the organisation and running of trade fairs and company presentations all over the world. Experience that now proves advantageous. Blumenschein started at Messe Stuttgart in January 2000 initially as a foreign consultant before she took over as head of IBD. During the course of her career, she qualified "on the side" as a certified business administrator and later studied business economics at the Stuttgart Academy of Business Administration.

When she finds some leisure time, she has four godchildren to attend to. As she is always on the move in her job, Blumenschein is satisfied with a holiday in "an Alpine hut in Allgäu. But without mobile phone reception", she adds with a wink.

ICS Stuttgart: Web presence

Decisive expansion

The International Congress Center Stuttgart (ICS) completed a decisive expansion of its web presence just in time for the relocation of Messe Stuttgart to the new administration building on the Filder plateau (also see page 4). Under the general management of ICS member Claudia Döttinger and with technical support from JANUS Communications, the ICS is now also present in the World Wide Web in new splendour. In a short time, the web pages under www.ics-stuttgart.de will be further developed on a continuous basis; an English version of the pages is currently under construction with additional areas to follow. One thing is already clear: The new ICS website is something to be proud of.

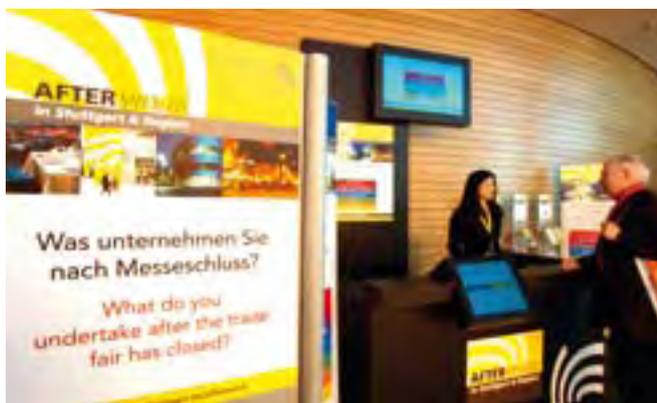


More info: Interactive hall plans (bottom illustration) are only one of the many practical features of the ICS web presence.

Messe Stuttgart: AFTERWORK Service extended

Valuable tips for your leisure time

What's worth doing after the trade fair? To answer this and many other questions, an AFTERWORK Service from Messe Stuttgart has been set up to assist exhibitors and visitors – directly in the trade fair or on the Internet. The operating company from Holzgerlingen, JANUS Communication, used the occasion of the relocation to the Filder plateau to further expand service and extend it to a radius of 50 kilometres around the trade fair site. It now offers information on towns, places of interest, maps, useful telephone numbers, information on events as well as many other tips for Stuttgart and the region. More than 160 partners in the areas of gastronomy, fitness & wellness and shopping support the offer. The new Messe Stuttgart helps visitors and exhibitors at two highly visible information counters in the visitors' walkabout area (near the east entrance and at the "Restaurant am Wasser"). The AFTERWORK information is also available in the comprehensive information folder or on the Internet under www.afterwork-stuttgart.de. A separate newspaper – the AFTERWORK Journal – will round off the attractive offer in future.



What to do after the trade fair? The extended Stuttgart AFTERWORK Service provides exhibitors and visitors with even more valuable tips on how to optimise their recreational activity.

LMS-internal



Personal details:

Richard Costa (38, left), a member of Messe Stuttgart since 2004, last worked as team leader in the area

Lifestyle & Leisure Time, now promoted to deputy department manager of Stuttgart Messe Service. The graduate in Business Administration is responsible in this department, among other things, for sales control, internal controlling, competitor analysis, optimisation of service document and development of new services. Costa's successor in the trade fair department Lifestyle & Leisure Time is Guido von Vacano (28, right). After two and a half years as assistant to company management, the economist was promoted to deputy department manager of Messe Stuttgart public exhibitions. Vivien Probst (27) has been working as a new assistant in Roland Bleinroth's management area since October.

Did you know already? LMS is young and female – at least that's what the statistics say. And if you walk through the new administration centre with your eyes open, you will see that this is true. A respectable 60 percent of the 259 employees are women. Up to now, however, only one woman has made it to the management level at LMS: Silvia Blumenschein, department manager of International Business Development. But we will continue working on it. I promise you!

World Wide Web: LMS continues to build up its global network of agencies abroad. On the 1st of October 2008, the German-Slovakian Chamber of Commerce, with its general manager Michael Kern, took over the Messe Stuttgart agency in Bratislava. LMS currently has over 31 official agencies abroad and nine information points. The focus in the new few months will be on Rumania, Ukraine, Taiwan, Turkey and Sweden. In the medium term, International Business Development - the department responsible of foreign business - is aiming at a network of around 50 agencies.

Eye-catcher: Even after a few weeks, the roof terrace on the fourth floor of the new administration building has become a genuine attraction. It is extremely popular for lunch breaks or for a quick chat. The panoramic view from the exhilarating trade fair roof landscape via the television tower and Bosch multi-storey car park to Hohenstaufen, the Swabian Alb and the airport is for free. Unfortunately, the noise from the A8 motorway as well.

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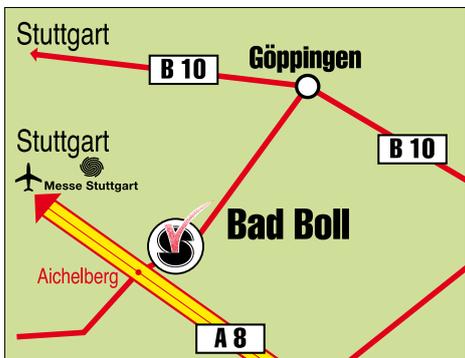
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Events – Congresses

The congress region of Stuttgart is inspiring

Variable room allocation concept, efficient location marketing: The International Congress Center Stuttgart (ICS) is in a league with the major players.



With its 10,000 seating capacity, the ICS on the Filder plateau is one of the biggest of its kind on Germany.

For just under a year now, the International Congress Center Stuttgart (ICS) of the new Messe Stuttgart has been operating at full capacity. In autumn and winter 2008, the major medical congresses will be held on the Filder plateau: the German Dental Congress (23rd - 25th October) with around 2,000 participants and the annual congress of the German Society for Senology (30th October to 1st November) with around 1,500 participants. Numerous medical conferences have already been booked in advance for Congress year 2009, including the annual conference of the German Society for Thoracic and Cardiovascular Surgery (14th - 18th February 2009). From the 24th to the 27th September 2008 our guest was the German Society for Urology with

its annual conference including industrial exhibition and 2,500 visitors. ICS boss Stefan Lohnert believes that success with the discerning medical target group was due, among other things, to the positive external perception of the new Messe Stuttgart, its attractive congress area and the Stuttgart location in general. "After one year ICS, the international event organisers take the congress location Stuttgart seriously. Our qualities are apparent to everybody and we have already proved them many times over." Furthermore, the reputation of the city of Stuttgart as an attractive cultural metropolis has also been consolidated. Lohnert: "This was also due to successful location marketing in close co-operation with business promotion agencies from the City and region, Veranstaltungen und Märkte Stuttgart Verwaltungs-GmbH and Stuttgart Marketing."



The large congress hall at the ICS can comfortably hold up to 3,000 visitors.

The next event highlights in the ICS are already booked: the CDU Federal Party Conference (30th November to 1st December, the popular ZDF television show "Wetten, dass..?" (13th December) as well as the Enhanced Safety Vehicle Conference (16th - 18th June 2009). It is no wonder that Lohnert also had to add staff to his ICS team: "The four project manager position is occupied. At last we have reached our full fighting strength."



Portrait masterpieces from Matisse are on view up to January 2009 in the State Gallery of Stuttgart.

Major state exhibition: Matisse – people, masks, models

Approaches to the "real portrait"

Henri Matisse is without a doubt one of the best known and most popular representatives of modern painting. The major state exhibition in Stuttgart, which runs up to 11th January 2009, concentrates for the first time on a less well known aspect of his work: the art of portrait making. How did Matisse attempt to record the "true character" of a certain face? How did Matisse create what he himself referred to as the "real portrait"?

This is precisely what the exhibition in the State Gallery seeks to explain by means of sculptures, drawings and numerous well-known works from all creative periods of the Frenchman. A concentrated presentation of around 40 oil paintings is planned, including just as many drawings and portrait sculptures of the artist. The exclusive loans are from major collections in France, Switzerland, Russia, Great Britain and the USA.

Events – Congresses 2008 | 2009

13.10.2008

Udo Lindenberg & das Panikorchester



The "panic rocker" presents his new successful album "Stark wie zwei" (Porsche Arena)

30.11. + 01.12.2008

Michael Mittermaier

Germany's stand-up comedian number one on tour (Porsche Arena)

03.12.2008

Rosenstolz

On the road again after one and half years concert break (Schleyerhalle)

22.12.2008

Cecilia Bartoli

The world-famous soprano presents her new programme "All about Rossini" (KKL)

30.10. – 01.11.2008

CDU Federal Party Conference

30.10. – 01.11.2008

28th Annual Conference of the German Senology Association

20 – 21.11.2008

Energy Efficiency Forum

13.12.2008

"Wetten, dass..?"

15 – 18.02.2009

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

15 – 18.06.2009

21. Enhanced Safety Vehicle Conference

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Stuttgart Sightseeing

Sightseeing tip: Bebenhausen Monastery



The Bebenhausen Monastery in the Schönbuch region lies just before you reach the university town of Tübingen – a stone's throw away from the New Messe Stuttgart.

Jewel in the Schönbuch

Royal hunting pavilion and regional parliament of Hohenzollern
Württemberg: the former monastery Bebenhausen has a coloured history.

Situated in the charming Schönbuch landscape and a stone's throw away from the new Stuttgart Trade Fair Centre is the former Cistercian monastery of Bebenhausen. The monastery was founded around 1183/84 by Count Rudolph of Tübingen and experienced its heyday from the 13th to the 15th century. After the Reformation, the idyllic complex was used as a Protestant school. In 1808, King Friedrich I of

Württemberg closed the school and unceremoniously transformed it into a magnificent hunting pavilion. From 1947 to 1952, the former monastery served as the seat of the Hohenzollern Württemberg regional parliament. Today, it is a favourite destination for short trips into the history of the region. For more details please contact: 07071/602802. E-mail: info@kloster-bebenhausen.de

Hotel tip: SI-Suites at the SI Centre Stuttgart

A cosy home-away-from-home

Where can you stay in a relaxed atmosphere? *Message* presents attractive hotels in the Stuttgart region.

Only four kilometres away and a few minutes by car from the New Messe Stuttgart – that's where you'll find the SI-Suites, directly in the SI-Erlebnis-Centrum in Stuttgart-Möhringen. The exceptional residential hotel offers its guests 192 individually and exquisitely styled rooms and suites. Rooms are equipped with a kitchenette (microwave, refrigerator with minibar, free coffee and tea bar), WLAN access (at extra charge) and a large en-suite bathroom. A balcony or patio provides you with a splendid view onto open countryside. New: We now offer specially equipped lady's rooms for the female business traveller. We also make sure of entertainment after work: in the evening after a long day at the trade fair centre, why not visit our SI-Erlebnis-Centrum? It sports two musical theatres, a spa wellness centre, casino, multiplex cinema, bars and cafés. At selected times, the SI-Suites offer a free shuttle service to and from the Messe Stuttgart. For more details contact 0711 727850 or visit www.si-suites.de.



The SI-Suites close to the trade fair centre (below) also offer rooms specially designed for the female business traveller.

Highlights 2008/09

27.09. – 12.10.

163rd Cannstatter Volksfest

Cannstatter Wasen

04.11. – 07.12.

14th Film Festival Baden-Württemberg

Stuttgart City

19 –23.11.

24th Stuttgart German Masters

Hanns-Martin-
Schleyer-Halle



27.11. – 23.12.

Stuttgart Christmas Market

Stuttgart City

11.12. – 11.01.

Stuttgart Christmas Circus

Cannstatter Wasen

Gastronomy tip: GUI

Regional gourmet cuisine

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

GUI: in Esperanto – the most international of all languages – it means "to enjoy". When making his selection of dishes and wines, restaurant owner Jure Rübel prefers a "light, honest gourmet cuisine using regional products at reasonable value for money". The wines on the wine list containing 150 items largely come from the region; Rübel also has classic wines from France, Italy and Austria.

After a short tour around the new premises, Rübel, who has many years of experience as head chef and restaurant manager, offers his guests a choice of two menus. A new addition is the five-course fish menu; there is also a gourmet menu with seven courses where each of the courses can be combined with



Gourmet cuisine in the City: the "new" GUI.

each other. Important: The "new" GUI only has 25 seats, so to avoid disappointment make sure you book a table well in advance. Address: GUI, Olgastrasse 133B, 70180 Stuttgart. Opening hours: Tue-Sat. 12.00-14.00 and 19.00-22.00, tel. 0711/6456777. E-mail: ruebel@gui-stuttgart.de; www.gui-stuttgart.de.

(T)Räume...



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Opinions

On 19 October 2007 – this is the date when the new Trade Fair Centre in Baden-Württemberg was inaugurated – a new era started for our city. Since then, we have been hosts to exhibitors and visitors from all over the world and we have prepared ourselves specially for this task. Our co-operation with Messe GmbH is excellent and runs smoothly at all levels. The Trade



Roland Klenk, Mayor
of Leinfelden-Echterdingen

Fair Centre and local industry equally benefit from close co-operation with the internal marketing service of the Trade Fair Centre. I need not emphasise the fact that there has been a dramatic leap in the number of overnight stays. Growing demand for high-class hotel accommodation is attracting high-level financial investors to the city. More overnights bookings mean a further rise in the already positive growth enjoyed by local restaurateurs, retailers and leisure facilities. With our marketing and PR concept targeted at the needs of the trade fair centre, we aim at arousing the interest of trade fair visitors, and especially exhibitors, in our city and encourage them to eat, overnight, purchase and spend their leisure time here. To provide support to firms and companies, our city has published a handy compendium of service points, businesses and service providers in Leinfelden-Echterdingen and the surrounding region and, in co-operation with Janus

Mutual Impulses

Kommunikation, has listed the companies in the internet platforms "AFTERWORK Leinfelden-Echterdingen" and "ATWORK Leinfelden-Echterdingen".

But our plans go even further. In the future industrial zone of Echterdingen Ost it is planned to attract firms associated with the trade fair and airport business, a shuttle bus service or fetch-and-bring services between the trade fair centre and the city centre to permit rapid convenient access to supermarkets, the municipal museum, dry cleaners, covered swimming pools or fitness studios. We also intend to include our clubs and associations in providing services for our guests: Exhibitors could spend their leisure time during trade fairs by participating in regular offers that range from boules training to ski gymnastics, from singing in a choir to joining in a creative course. We hope to show that we are an hospitable, open city that looks forward to welcoming its guests and visitors. In Leinfelden-Echterdingen – where else.

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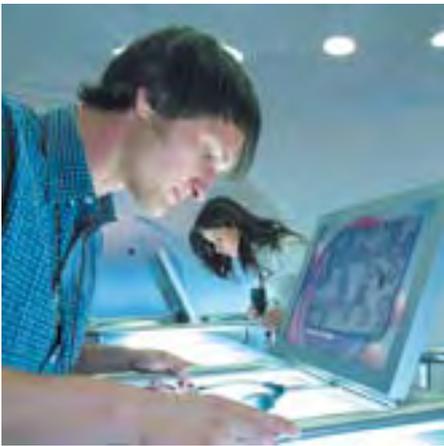


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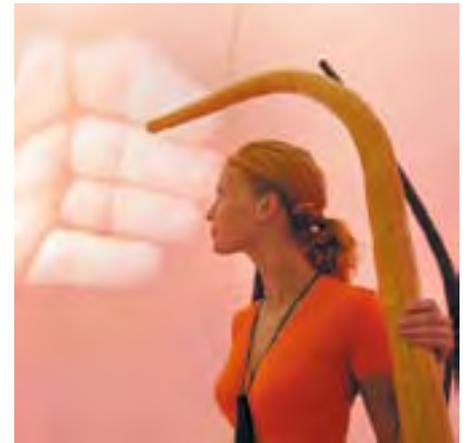
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Du hast zu viel Platz in meinem Leben eingenommen. Warst träge und teuer. Nein, es hat keinen Spaß gemacht, jeden Tag mit dir den richtigen Weg zu suchen. Es ist aus. Keine Parkplatzsuche, keine Aufregung, kein Auto mehr. Mehr Gründe? **jetzt-umsteigen.com**





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