



01 | 2009

4 Euro

Message

Trade Fairs Congresses Events

Tourism



Industry barometer
CMT 2009

Culture



Queen musical
"We will rock you"

Classics



Oldtimer trade fair
Retro Classics 2009



Hidden Champions

Stuttgart's leading trade fairs for
small and medium-sized companies



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Still just a 3D computer vision here, but set to become reality by the end of 2009: the new Chinese Trade Center (CTC) in Leinfelder Straße.

International trading place

By the end of 2009, Leinfelden-Echterdingen will be host to the first Chinese Trade Center in Europe. Not least because of its vicinity to the trade fair centre and airport.

"I can see you conquering the world from here, at least the European world." With these words, the head of Messe Stuttgart, Ulrich Kromer, welcomed 80 representatives from Chinese companies last year on the occasion of the first German and Chinese Economic Trading Summit in Leinfelden-Echterdingen. At the centre of the conference, with native politicians and companies, was the subject of constructing the new Chinese Trade Center (CTC) in Leinfelden-Echterdingen.

Today, some months later, the original plans are close to realisation. About 40 millions euros is the sum that project developer and real estate enterpriser, Willi Schöller

from Reutlingen, wishes to invest in the first European trade centre for high quality Chinese products. "The CTC has about 20,000 square metres and thereby offers space for up to 250 exhibition areas and representations of Chinese companies, who wish to introduce their products in the German and European region and place their own brands in the European economy", project developer Schöller explains.

International relations

In addition to the exhibition areas, the Chinese leasers have the new B2B trade platform at their disposal, which is a network of services to help launch their products. "Among the target

groups of the CTC are therefore not just end consumers but also wholesale trade as well as small and medium sized companies", Schöller emphasises. "The CTC is not intended to be a one-way street, however. German companies can also use the network to get a foothold on the Chinese market." In the event of realisation of the CTC project, Schöller claims there will be approx. 400 new jobs for specialists from the areas of marketing and sales as well as for tax advisors, business consultants and legal advisors, supplemented by approx. 200 new positions for Chinese workers.

Among those gaining from the construction project is also Leinfelden-Echterdingen. "Because we actually own the land, we were able to take receipt of a welcome payment for our bank account", Mayor Roland Klenk exclaims. "In addition, I can also see advantages for development of the businesssite Leinfelden-Echterdingen. With the new trade fair centre and the airport, we already have a very international outlook. Through CTC, Leinfelden-Echterdingen could again further enhance its role as an economic platform for international relations."



80 guests from China came to LE for the German-Chinese trade conference.



Co-operation between trade fair and Überlingen-Teinach AG mineral water well given the all clear.

"Teinacher cascades" inaugurated Partnership

Recently, the "Teinacher cascades", a show of water and light, was officially inaugurated. Jorge-Matias Grabmaier, deputy head of marketing and sales, and Bernhard Schwarz, southern sales director of the Überlingen-Teinach AG mineral water well, as well as Messe Stuttgart Managing Directors Ulrich Kromer and Roland Bleinroth, together pressed the symbolic start button and thereby activated the chain of light made from maple leaves in the waterfall in front of the atrium of the new trade fair site. The maple leaf is the trade mark of Teinacher mineral water, which is sponsoring the water feature and therefore giving its name to the cascades. The first lights of the maple leaves symbolise the official start of the partnership between the new Stuttgart trade fair centre and the Überlingen-Teinach AG mineral water well. Since 1st July 2008, Teinacher is the exclusive mineral water of Messe Stuttgart.



The illuminated maple leaves are the trade mark of Teinacher mineral water.



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

Baden-Württemberg is the home of German medium-sized companies. Half of all jobs in industry can be found here in small and medium-sized businesses. Many of them enjoy global success with their "made in Baden-Württemberg" innovations, without much of the general public being aware of it (Swabian: hä lenga). Therefore the

cover story in this "Message": Hidden Champions. To a certain degree, this is how some of our own trade fairs in Stuttgart behave. The R+T trade fair for roller shutters and doors/gates, for example, which is due to take place in February 2009 with an absolute record number of visitors, is the world's leading industry event and easily

"We're working on the championship."

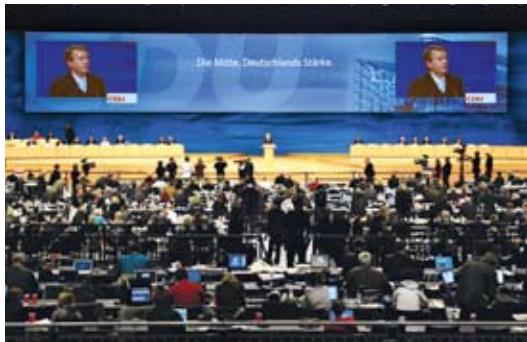
the most international trade fair in Stuttgart. But what public acceptance will it find compared with the colourful touristic world of a CMT? It is left with just one consolation: In „Musterländle“ it has more to do with being and not just good looks. This distinguishes us perhaps from others. And while we're on the subject of good looks: A year after the New Messe Stuttgart opened its doors, it has been awarded a prize for architecture – the "little Hugo" from the chamber of architects in Baden-Württemberg. The "big" Hugo Häring prize will be awarded again in 2009. We have high expectations. The new site has already been a subject of high accolade from exhibitors and visitors for its infrastructure and architecture. This applies to the trade fair halls, atrium, the park and its cascades and also the ICS. There, too, the first year was very successful, with major medical congresses, company events and Thomas Gottschalk's TV programme "Wetten, dass ..." as the final crowning glory. The CDU federal party conference with Chancellor Angela Merkel took place two weeks prior to this and carried the new trade fair centre's name far out into the country. "Hidden" is therefore no longer a way to describe the trade fair location Stuttgart. And we're working fervently on the championship.

ICS Stuttgart: CDU federal party convention "auf den Fildern"

At the centre of media interest

From 30.11. to 2.12. the CDU federal party convention 2008 was held in the L-Bank Arena and at the International Congress Centre Stuttgart (ICS). About 1000 delegates, as well as many journalists and 1200 guests, travelled to this highly regarded major event. "The party convention was great publicity for the ICS site and the whole New Messe Stuttgart, its architectonic ambience as well as its high utility value for trade fairs, congresses, events and company activities", Messe Stuttgart Managing Director Ulrich Kromer explains. "As a service provider, we were able to facilitate a perfect schedule for the event." Exceptionally high was, above all,

the amount of technical and logistical effort made for the 1000 press representatives. "Even the demands on safety went far beyond what it is normally expected", ICS boss Stefan Lohnert confirmed.



The modern stage technology of the ICS came fully into its own at the CDU federal party convention.

Building site(s)

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

A start made to order

For the New Messe Stuttgart 2008 was not just a year of much activity but also the first full year of operation at the new location "auf den Fildern". With pleasure and a little pride, I can state that we had a turnover of approximately 114 million euros and achieved a positive result clearly above the expected figures. Compared with 2006, the figure was 63 million euros. Almost all trade fairs gained considerably in size and in some cases, in terms of area and exhibitor and visitor numbers, grew by up to 80 per cent.

The town Leinfelden-Echterdingen – once a bitter opponent of the new trade fair centre – now coins itself "Trade fair town Leinfelden-Echterdingen". The relations between town and trade fair centre are exemplary – in all issues affecting both parties, the co-operation is very positive and accompanied by mutual under-

standing. When P. E. Schall GmbH made plans to move from Sinsheim to Stuttgart, initially with its events and then with its major trade fairs, protest was high. A board of enquiry even had to be commissioned. Now the Sinsheim trade fair is moving with practically all events away from Sinsheim – and is doing so with the best interests of the town and the owner of the leased land in mind.

In the previous year of 2008, almost all prominent German trade fair societies were able to report a good year with growth. Accordingly, little was heard in the way of excess capacities or exaggerated competition. Recently, the trade fair centre colleague from Munich, Manfred Wutzlhofer, exclaimed publicly that the new trade fair infrastructure in Stuttgart had been an urgent requirement for Baden-Württemberg and

POSITIONALE 2010

New trade fair

From 2010, Messe Stuttgart will present a new hightech trade fair: The POSITIONALE will take place from 17th to 19th February 2010. It is the international trade fair for navigation, satellite positioning and telematics.

The event, conceived by Messe Stuttgart and its partner, Landscape GmbH from Cologne, is unique. POSITIONALE is the first joint window into the world of these hightech brands under one exhibition roof. "We offer this growing area of industry a dedicated international forum", says Messe Stuttgart Managing Director Ulrich Kromer. "These key technologies from mobile society fit very well with Europe's most modern trade fair centre."



Stuttgart in face of the strong economic environment.

We were therefore able to close the books for 2008 with satisfaction and concentrate our efforts on the challenges of the no doubt much more difficult year of 2009.

At this point, I would like to thank you, valued reader, our customers and partners, for your efforts and contributions and the great encouragement that we experienced in recent months.

My thanks also go to all members of staff and service partners of Messe Stuttgart. You have made quite a considerable contribution towards making this year of trade fair activities one of the most successful in our history.

I wish you all a good start in the new year of 2009 and lots of success personally and professionally.

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R+T Fachwelt



Hidden Champions

Many successful small and medium-sized companies in Baden-Württemberg operate beyond public perception – and the same applies to some top trade fairs "auf den Fildern".

Baden-Württemberg is the state of the small and medium-sized company: roughly 80 percent of all jobs subject to social insurance contributions and four fifths of all apprenticeships in the state are in small and medium-sized companies. These firms, which are usually family businesses, are attractive employers. They set great store by trust, responsibility and knowledge, and want to keep their employees as long as possible. Short distances, simple hierarchies and rapid decisions provide employees with a motivating work environment and ensure that the companies can respond quickly to

new market developments. An unbureaucratic atmosphere and face-to-face communication are two significant factors for the success of small and medium-sized companies. Marketing, sales, research and pro-

duction are frequently all under a single roof. This too allows these firms to act effectively on the market.

Most medium-sized companies concentrate on a single sector or a niche. Some of them even become

Many Stuttgart trade fairs are considered highlights in their respective sectors. They are usually less well known to the general public.



market leaders in their respective field. With a product or a service that is unique. Outside of the sector, the names of these firms are largely unknown, but in their own fields they are the best – the hidden champions of the market.

According to a study by the Bonn-based company consultant Prof. Hermann Simon, there are 2,000 such hidden champions worldwide, of which 1,200 are in Germany alone. "These companies have a narrow focus on a single market, but in terms of regional expansion they are global", Simon explains one of the features of the particularly successful medium-sized companies. Another feature is the low employee turnover. According to Simon, after eight years 80 per cent of the workforce are still on board. "In an average company, half the staff would already have left by then." However, the work at the hidden champions is by no means cosy and peaceful: "Precisely the hidden champions select their employees carefully and require top performances", says Simon.

Stuttgart Champions League

That the region of Stuttgart has a disproportionately high number of hidden champions is proved by a study carried out by the University of Hohenheim. "In the public perception, medium-sized companies are often in the shade of the large multinational corporations", explains Markus Voeth, Professor of Marketing at the University of Hohenheim. "Wrongly. For they have shown themselves to be true powerhouses for the economy, usually market leaders in their respective segments – sometimes even worldwide." Baden-

Württemberg's Minister for Economic Affairs, Ernst Pfister, therefore wants to make the public more aware of the secret world market leaders, who have a high profile in the state compared with the rest of Germany. "My aim is to put the spotlight more than previously on these companies in their capacity as attractive employers which make an important contribution to the wealth of this state, so that they can serve as models for new or potential companies", promises Pfister.

One of the hidden champions identified in the Hohenheim study is Trumpf GmbH in Ditzingen. For this company, the Stuttgart region is an optimum location. "Hidden champions here can find everything they need locally: well trained employees, first-class universities and colleges, and efficient suppliers", enthuses Jens Bleher, Managing Director of Trumpf Laser- und Systemtechnik GmbH.

Specialist trade fairs – a factor for success

A further important factor for the success of internationally operating companies is their presence at specialist trade fairs. With the new trade fair centre at the airport, the Stuttgart region provides optimum conditions. "83 per cent of exhibitors at German specialist trade fairs employ less than 500 people. Messe Stuttgart is therefore an ideal platform for promoting small and medium-sized companies", explains Ulrich Kromer, Managing Director of Messe Stuttgart. "Baden-Württemberg, in turn, is the home of the German medium-sized company, and at the same time the strongest region for exports and innovation. Precisely for small and

INTERVITIS INTERFRUCTA



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medium-sized companies, our trade fairs are the ideal way to meet a maximum number of potential customers within a short time and at reasonable expense."

Hidden champions are not only to be found in industry. Some of the many trade fairs that take place in Stuttgart are also hidden champions. For their sector they are outstanding events that sometimes attract exhibitors and visitors from all around the world – but are largely unknown among the general public. The best example: R+T, the international trade fair for roller shutters, doors/gates and sun protection, the worldwide highlight of the year for the sector. "The scale and attractiveness of R+T puts all past events in the shade. The New Messe Stuttgart makes it possible. With regard to supply and demand, participation and visitors, this trade fair is a global event", enthuses, for example, Wolfgang Cossmann, President of the Federal Association for Roller Shutters and Sun Protection.

Flexible and highly qualified

R+T (10 to 14 February 2009) is a trade fair for medium-sized companies par excellence. It is therefore characterised by the same qualities that are shown by successful medium-sized companies: it is extremely flexible and adaptable, effective and highly qualified. Of course, R+T is not small, on the contrary: it is the world's leading trade fair for the entire sun protection sector.

At the new trade fair centre, it at last has sufficient space: an area of 105,200 square metres is available, roughly double the room provided on Killesberg. For the world's leading trade fair, this opens up entirely new perspectives, for R+T is a trade fair for technical progress and permanent

innovation in the traditional areas of activity of the roller shutters and sun protection sector. The spectrum ranges from summer and winter thermal insulation to anti-burglary protection, from sound insulation to weather protection, and from screening to anti-dazzle protection. Always characterised by complex solutions with regard to automation and motorisation.

Somfy GmbH from Rottenburg am Neckar, for example, is a regular participant, and is one of the world's leading companies for drive and control systems for roller shutters, sun protection and doors/gates. "For us, R+T is one of the most important trade fairs and will be our biggest public appearance in 2009. We are therefore concentrating on a successful presence in Stuttgart. The planning is in full swing, and we will show our innovations in a top-class setting", promises Somfy Managing Director Bernhard Sommer. He also gives a very positive assessment of the location of the new trade fair centre: "As Somfy is an internationally operating company, we naturally benefit from the new trade fair location directly beside Stuttgart Airport. This means that the distances for our customers from around the world are even shorter. And the logistical effort involved in trade fair participation is reduced thanks to the close proximity of the trade fair to the company."

Another typical trade fair for medium-sized businesses is SÜFFA. The trade fair for the butchers' trade attracts over 10,000 interested persons each time, mainly specialist visitors with a high degree of decision-making competence. "Thanks to its innovative character, SÜFFA has proven to be a trend-setter for the industry", states Kurt Matthes, head of the Butchers' Guild in Baden-Württemberg. The exhibitors

"Baden-Württemberg is the German state with the most hidden champions."

Ernst Pfister, Baden-Württemberg's Minister for Economic Affairs



too are satisfied and keep coming back, for example Wiesheu GmbH from Affalterbach, the market leader for shop ovens, and the worldwide operating shop scales manufacturer Bizerba from Balingen. "SÜFFA is very important for us, which is why we are represented with such a large trade fair stand. Our company grew up in the south German trade, we will retain our presence there", says Peter Seydelmann, Managing Director of the Stuttgart-based Seydelmann KG, the world's leading producer of food processing machinery. In the family's possession for five generations and today operating worldwide, the Seydelmann machine factory is a good example of the many hidden champions in Baden-Württemberg.

Another hidden champion in the Stuttgart trade fair portfolio is Südback, the specialist trade fair for the bakers' and confectioners' trade. Roughly 30,000 specialist visitors came to the last event in Stuttgart last October to obtain information on innovations and developments in the industry from approximately 500 exhibitors from 13 nations. Those responsible for the trade fair were thus able to increase the visitor numbers by another almost ten per cent compared with the previous year.

AMB



VISION



Südback





**"Hidden
champions
demand top
performances
from their
employees."**

Prof. Hermann Simon,
company consultant
and successful author



AMB in Stuttgart, the international exhibition for metal working, is no longer a real hidden champion, but a trade fair that is well known far beyond the borders of Baden-Württemberg. With exactly 85,143 specialist visitors and 1,306 exhibitors, AMB 2008 at the new Stuttgart Trade Fair Centre exceeded even the boldest expectations. At the fully booked up trade fair, exhibitors from 27 countries presented innovations and further developments. With a share of foreign exhibitors of 21 per cent and more world market leaders from Europe, Asia and elsewhere than ever before, the Germany-based leading event for the industry broke all records last year.

Internationality at the heart of the market

VISION, the international trade fair for industrial machine vision and identification technologies, also sets the standards in its segment. The names of the exhibitors read like a "Who's who" of the industry: Neurocheck, Carl Zeiss, Imaging Development Systems, Cognex und MaxxVision, to name just a few of the hidden champions. Of the 6,200 specialist visitors at VISION 2008, 86 per cent came with concrete investment and procurement intentions. A

surprisingly positive result in view of the financial crisis and the general economic uncertainty. This figure also highlights a characteristic of other hidden champions: even in difficult economic times, they are relatively well off.

Its high demands and innovative power have made INTERVITIS INTERFRUCTA (IVIF) what it is today: the world's leading technology trade fair for wine, fruit, fruit juice and spirits. Every three years, it attracts a large number of international specialist visitors to Stuttgart. From 2010, IVIF will for the first time take place directly after ProWein in Düsseldorf. International wine producers can thus market their wines in Düsseldorf and then obtain information on the latest technology for wine production at IVIF. This will save a great deal of time, money and effort for wine producers travelling from all countries and will make Germany an efficient platform for trade, marketing, sales and production in the winemaking industry.

"Globalisation compels practically all companies to take foreign markets into account", states Messe Managing Director Roland Bleinroth, emphasising the international character of the New Messe Stuttgart. "The more international our events in Stuttgart, the better the chances for exhibitors to make new business contacts. At our most important technical specialist trade fairs, already today an average of 36 per cent of exhibitors and approximately 26 per cent of visitors come from abroad."

A completely new and already very promising specialist trade fair in Stuttgart is TopClinica. It is aimed at European hospital decision-makers and was held for the first time on the Filder in 2008. Approximately 175 exhibitors from the fields of medical technology, as well as medical products and services, presented their innovations to the European specialist public.

It is not yet a real hidden champion for that, TopClinica is simply still too new. But it already has three important features that are essential in order to become one: it is concentrated on a profitable niche, it is international in character, and it benefits from an attractive location at the heart of the market.



Top location: The hidden champions among Stuttgart trade fairs also benefit from their attractive new location.

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History of success: In 2008, the New Messe Stuttgart was able to record a growth in turnover of 80 per cent compared with the previous two years.

"Expectations exceeded by far"

One year after the opening ceremony of the new site at the airport and the New Messe Stuttgart has record figures to report. And a growth in turnover of more than 80 per cent.

In the first year after taking up operation, the New Messe Stuttgart has grown much stronger than planned. Turnover rose in 2008 by more than 80 per cent compared with the previous two years and the figure reached approximately 114 million euros for the first time. In 2008, there were 17 new trade fair subjects on the calendar. In 2007, the number was 13. The hall area measures 105,200 square metres and was practically fully booked. It thereby had the same degree of capacity utilisation as the trade fair centre at the Killesberg, which was only half the size. "This meant

that all expectations, even our own, were far exceeded", says Ulrich Kromer, Managing Director of Landesmesse Stuttgart GmbH (LMS). "We're operating in a completely different league with the new trade fair centre and will now be acknowledged at home and abroad to a much higher degree."

Direct connection to the airport, motorway and railway network, and on top of that the "key to markets" position in Europe's no. 1 high tech and innovation region: these are ideal framework conditions for growth. In total, 2008 saw 47 own and 22 guest trade fairs with a record number of 17,000 exhibitors and roughly 1.5 million visitors. In 2006, the last strong trade fair year at the old Killesberg site, there were 10,800 exhibitors and 970,000 visitors. In 2007, the numbers rose to 13,722 exhibitors and 1.25 million visitors. The managing director responsible for internationalisation, Roland Bleinroth, is particularly enthusiastic about the high number of foreign exhibitors and visitors alike among

the specialist trade fairs in Stuttgart, which doubled in number: "We are on a good course for internationalisation of our trade fair business." The network of LMS foreign agencies was enhanced to 44 representatives, among which are Japan, Korea, India, Canada, the USA and Slovakia. In 2008, satellite events of INTERVITIS INTERFRUCTA in Russia and India took place for the first time; Interbad experienced its premiere in China.

A great success from the start

Among the new subjects in 2008 were the hightech event Lasys in March, the Control event of P. E. Schall GmbH, the ThyssenKrupp concept park with almost 300,000 enthusiastic visitors in May, the surface technology trade fair O & S in June, the old people's home expo and TopClinica in the same month, the Interschau-Technofolies in October and the foreign trade event, Global Connect, in December. The most important event in the second half of 2008, with a record 1,300 exhibitors and 85,000 visitors, was the tool machinery trade fair AMB – it completely



Growth: In 2008, 17 new trade fair subjects saw their debut at the "Fildern".



"We are on a good path for internationalisation of our trade fair business."

Roland Bleinroth, Managing Director of Landesmesse Stuttgart GmbH.

filled out the premises as will be the case in February 2009 with the international leading trade fair for roller shutters and doors/gates R+T. The CMT 2008 too filled all trade halls straightaway – contrary to all plans – and increased the number of visitors from 170,000 to 225,000. This places it clearly at the top position in Europe.

At the International Congress Centre Stuttgart (ICS), the first year also showed a very positive development with 4,164 bookings. The events with the biggest number of participants have so far been the 60th annual conference of the German association for urology in September, the Interpharm congress in April, the NSA

European leadership conference at the end of March and the VGB congress for power plants in September. Also taking place at the ICS was the general meeting of Hugo Boss AG as well as a kick-off event of Adam Opel AG. The German dentists' conference took place at the end of October and a little later the 28th annual conference of the German association for senology followed. The finale in 2008 was provided by the CDU federal party convention from 30th November to 2nd December and Thomas Gottschalk's TV show "Wetten, dass ..?" on 13th December. With a total capacity of 9,050 seats, the ICS is among the biggest congress centres in Germany.

Three questions to:

Prof. Grad. Eng. Kai Bierich

Partner of Wulf & Partner architects in Stuttgart



1 | The New Messe Stuttgart has keen interest. Are you satisfied with your work?

The positive response from visitors and operators is also attributable to our architecture, its ideal functional procedures as well as the good layout and atmosphere. During the concept phase, we always spoke of an emotional and mental wellness, which our open and clear architecture language should convey. The fact that this is just what happened makes us all very happy.

2 | How do visitors and colleagues react to the project?

People like going into our building – it is a big marketplace for the most varied kind of events, but above all a place with high amenity values. This leads not only to satisfied trade fair visitors but also to high visitor numbers. On a national level, a lot of respect is afforded to us in terms of the size and quality of the project, mainly also due to the fact that the cost and timeframe is adhered to.

3 | Do you also use the New Messe Stuttgart as an object of reference?

We had hardly opened the project and the first requests were received from Russia, China and the Middle East. A similarly sized trade fair resulted from this in Chongqing, which we are currently working on; others will no doubt follow. In the mid term, knowledge will spread that an outstanding architecture can be used remarkably well for marketing new trade fair and event ideas.



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Location Stuttgart

Stuttgart faces (13): Hans Herrmann, motor racing idol and enterpriser

"In Stuttgart, people know how to combine modern and tradition."



Hans Herrmann, motor racing idol and enterpriser.

Motorsport city Stuttgart: Alas, times have changed. For example, when motor vehicle and motorbike racing once took place at the Solitude in the Stuttgart wildlife park in the 50s and 60s of the last century. Up to 400,000 visitors sought back then to experience a racing

atmosphere close-up and restaged the racing days into a second Stuttgarter Wiesen. The close-up experience ended in the middle of the 60s. Thank goodness, I say from the perspective of a former racing driver. Safety zones, as you seen in today's formula sport, did not exist in those days. At the Solitude there were no safety zones when the road ended but trees and visitors instead; a risky situation for pilots and motor racing fans alike.

The Stuttgart racing sport tradition and the biggest protagonists of it, Mercedes-Benz and Porsche, for whom I successfully raced, has in no way been lost from memory. Together with other former racing drivers, I formed the Solitude Revival e. V. in 2001, for example, which is a non-profit-making organisation and which organises the Oldtimer Festival at the Glemseck racing course, among other things. The massive

spectator popularity in 2008 proves: historical racing cars still draw the crowds even in this digital age.

Old and youngtimers are also at the centre of attention at the Retro Classics event. In the last year, the Stuttgart motor sport club presented many of my old cars at the oldtimer exhibition to commemorate my 80th birthday. Interest was rife there as well.

The people of Stuttgart, however, are well aware of their long tradition with motor sport. Even though no racing event has taken place here for a long time. The level of fascination that still prevails can be seen not least by the Mercedes-Benz museum and the new Porsche museum in Zuffenhausen, which has just reached completion. In Stuttgart, people know how to bring together modern and tradition. And that is precisely what I have always valued of my hometown.

Message Series: Bars in Stuttgart (13)

Conte

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

Dolce vita on two floors: This simple array describes the high quality "Conte" bar from Maurizio Estrano on the Kronprinzenstraße. Exquisite materials, such as wood, stone and copper, give the location right in the centre of Stuttgart a modern, elegant and cool ambience.

Along the roughly 17 metre long bar, the experienced restaurateur proffers a wide range of wines, cocktails, ten different types of champagne and choice antipasti. In the small restaurant area at the end with 28 seats, classic Italian haute cuisine is celebrated in the Conte with dishes such as young boar rump in wild cranberry cream and pear brûlée, pink baked duck breast with black truffles or spaghetti



On the first floor of the Conte there is a lounge for 150 people.



Italian elegance: Conte in the Kronprinzenstraße attracts guests with a 17 metre long bar and a small restaurant area.

On the first floor, Estrano has a piano bar with smokers' lounge for up to 150 people, which can be reserved completely for corporate events, private parties and other celebrations. During the summer, there are an additional 30 seats available for guests to enjoy the southern moments in the city of Stuttgart. Opening hours: Monday to Thursday from 11am to 2am, Friday and Saturday from 11am to 3 am. Address: Conte, Kronprinzenstraße 24, 70173 Stuttgart, Tel. 0711/99789847. Internet/email: www.conte-stuttgart.com/conte@conte-stuttgart.de.



Quality of life: A population of 40,000, Nürtingen also has its romantic parts.

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: Nürtingen.

Business location with prospects and a lively town: Nürtingen is both of these. The medium-sized town currently has 40,000 inhabitants, is located in a charmingly rural area between Neckartal and the nearby Swabian Alb and offers its occupants everything that makes a modern community attractive for managers and qualified staff as well. Not without reason was the town awarded the "citizen-orientated commune" prize from the Bertelsmann trust for the commitment of its citizens stretching beyond the region.

Ideal traffic connection

"Nürtingen is the ideal location for a successful company presence in one of the strongest industrial and most innovative regions in Europe", explains Judith Pflipsen from the Nürtingen business promotion scheme. A glance into the who's who of local companies confirms this: Global players such as Metabo, the machinery plant Heller, the Nagel machinery and tool plant as well as IST Metz – manufacturer of UV systems for eco-friendly hardening of paints and adhesives – have their company headquarters there and represent the major importance of the Esslingen region in terms of machinery

construction. Among the key industries are also automobile suppliers, IT and communication as well as production of capital goods. Even the range of training offers is enormous: above all the college for industry and environment Nürtingen-Geislingen.

The Nürtinger traffic connection is also ideal. The New Messe Stuttgart and regional airport can be reached from the Nürtinger industrial area Bachhalde in just 15 minutes via the A8 motorway. With a second industrial area, Seebach, Nürtingen offers its partners space over ten hectares for company extensions and new settlements. Furthermore, there are further attractive industrial areas in neighbouring areas of the town, Reudern and Raidwangen.



Global Player: In Nürtingen, international companies such as Metabo are at home.



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TRADE FAIR CALENDAR

17. – 25.01. | CMT

Int. Exhibition for Caravans, Cars, Tourism

17. – 18.01. | Fahrrad- & ErlebnisReisen mit Wandern

Special exhibition at CMT

22. – 25.01. | Golf- & WellnessReisen

Special exhibition at CMT

22. – 25.01. | Kreuzfahrt- & SchiffsReisen

Special exhibition at CMT

22. – 25.01. | Motorfaszination

Automobile – Car – Leisure

29. – 31.01. | CLEAN ENERGY POWER (CEP)

Int. Trade Fair for Renewable Energies and Energy-Efficient Building and Renovation with 5th Innovation Congress

30.01. – 01.02. | MEDIZIN

Specialist Trade Fair + Congress

10. – 14.02. | R+T

Int. Trade Fair for Roller Shutters, Doors/Gates and Sun Protection

03. – 05.03. | LogiMAT

Int. Trade Fair for Distribution, Materials Handling and Information Flow

03. – 05.03. | MEDTEC

Exhibition and Conference – Components, Materials, Services and Equipment for Europe's Medical Manufacturers

10.03. | Sicherheit + Automation

5th Designers' Conference with Specialist Exhibition

12. – 15.03. | Retro Classics

The World of Classic Automobiles

24. – 26.03. | CleanRooms Europe

Int. Trade Fair for Cleanroom Technology, Hygienic and Contamination Control Technology

25. – 27.03. | eltefa

Trade Fair for Electrical Engineering and Electronics

27. – 28.03. | NewCome

Trade Fair and Congress on Freelancing and Self-Employment



Luxury at sea

More and more mega-ships are putting out to sea. The international market for cruise holidays is booming.

Some prejudices are harder to break than others. For example: cruises are only for wealthy best-agers. But the times when only the crews on board cruise ships were younger than retirement age are long past. Thanks to Aida and her numerous offshoots.

At the end of the 1990s the club ship, with its many on-board leisure activities, revolutionised the previously rather conservatively oriented cruise market, and attracted also a younger public on board. Meanwhile, there is a floating holiday home for every target group, every taste and every wallet. And the boom in holiday cruises continues: last year

alone, eight gigantic new ships set to sea; according to the Cruise Guide, in 2009 another twelve ships are expected to be launched. The European market for holiday cruises is swimming on a wave of success. In 2007 roughly 3.9 million European guests booked a cruise. That was 800,000 passengers more than the previous year.

New mega-ships

One reason for the huge demand: cruises combine the advantages of a touring holiday with those of a hotel holiday. And also the wide range of cruise offers plays a decisive role. "In the meantime, there are culture, nature, beach, golfing and purely wellness cruises", Kathrin Heitmann, spokeswoman for Aida Cruises, explains the market. "Ice-skating, golfing on real lawns, jogging and 4-D cinema – nothing is impossible in these floating hotels." Also the dimensions of the new mega-ships are smashing all previous records: in autumn 2009, Royal Caribbean International, for example, wants to take the first ship of the new Genesis class into operation: The colossus is 360 metres



Holiday cruises on European rivers are attracting an increasing number of holidaymakers.



The new AIDA Luna (far left) will start on its maiden voyage in March 2009. On the new floating wellness oasis Celebrity Solstice there is even a golf course with real lawns.

long and provides space for 5,400 passengers.

Available potential

The market for river cruises presents not quite such positive figures. According to an industry analysis by the (DRV) (German Travel Association), in 2007 43 per cent of German operators recorded an increase in passengers and turnover in this segment, 52 per cent reported slight decreases. "The decrease is attributable to a reduced offer and to a shift in

capacities to international operators", explains Otto Schüssler, publisher of the study into the cruise market in Germany. However, the population development in Germany could in future prove to be to the advantage of the operators in this cruise segment with its traditionally older clientele. Experts estimate the potential for river cruises in Germany to be 1.8 million passengers. More information will be available at Stuttgart Kreuzfahr- & SchiffsReisen at the CMT from 20 to 25 January. |

TRADE FAIR TICKER

18. – 21.10. | südback 2008

The Stuttgart trade fair for the bakers' and confectioners' trade concluded its second event at the new trade fair centre with a top result: 30,000 visitors treated themselves to the offers of the 500 exhibitors from 13 nations.

04. – 06.11. | VISION

The international trade fair for industrial machine vision maintained its high level. With roughly 6,200 specialist visitors, the previous year's very good result was equalled.

08. – 09.11. | PFERD/ANIMAL

Approximately 54,000 visitors – roughly ten per cent more than the previous year – came to the simultaneous trade fair double package for horse and pet lovers.



Around 6,200 specialist visitors obtained information at the Stuttgart VISION 2008.

11. – 12.11. | GlobalConnect

The forum for international contacts and investments was able to meet the high expectations right from the premiere. Roughly 2,800 visitors obtained information on products and services from 151 exhibitors.

13. – 16.11. | Stuttgart Autumn Trade Fair

A 20 per cent increase and 120,000 visitors were recorded for the leisure trade fairs MODELL SÜD BAU & BAHN, HOBBY+ ELEKTRONIK, SÜDD. SPIELMESSE, KREATIV- & BASTELWELT and FAMILIE & HEIM.

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For the new "scar-free" operating methods, special endoscopes, among other things, are necessary.

Operation without scars

Soon operations in the abdomen will no longer be performed via the abdominal wall, but via natural body openings. There are many advantages.

No more scars from operations: this is the promise of a new surgical method. During operations, surgeons will now no longer gain access to organs in the abdomen via the abdominal wall as previously. Instead they will use the "natural" entrances, such as the mouth, stomach, bladder or urethra. NOTES, Natural Orifice Transgastric Endoscopic Surgery, is the overall term for the new surgical procedures which are creating a furore in the medical world. For the purpose, completely new instruments are sometimes necessary, such as extremely flexible endoscopes.

However, the elimination of externally visible scars after surgery

is not the only reason for this technical evolution in medical practice. The advantage is much rather that even overweight patients can be treated without problem. In contrast to the traditional method with its conventional access through thick layers of body fat, NOTES is a kind of short-cut. Furthermore, the common problems relating to wound healing in overweight patients can be effectively avoided. However, from a hygiene point of view, scar-free access is not without risk. The Stuttgart trade fair Medtec will provide information on this and other developments from 3 to 5 March 2009.

DB SCHENKER

A photograph showing several flags of different countries, including the European Union flag, flying from poles against a clear blue sky. The flags are colorful and catch the wind.

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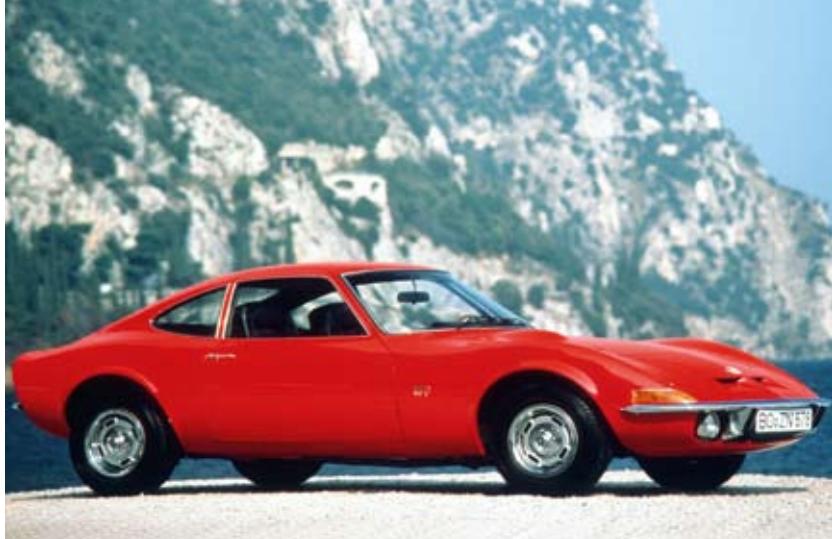
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Retro Classics 2009

Youngtimers

There are really just a few slogans that have made advertising history: "Only flying is nicer" is one of them. And the product to which the slogan referred in 1968 is today a classic of the youngtimer scene: the Opel GT.

Strictly speaking, the story of the GT had already started in 1965 as the first concept car from a European automobile manufacturer: at the IAA in Frankfurt in that year, Opel presented a two-seater which, with its exciting body shape, its flat front end with folding headlamps, curved fenders and a sharp rear separation edge, revolutionised the European car design of the time. Those familiar with American automobile design quickly recognised in the GT the little brother of the Muscle Car Corvette with its characteristic body shape. What then happened just had to happen: the GT study caused a furore, a mere three years later it was in series-production.



Timeless beauty: The Opel GT is today still a real eye-catcher for classic car fans.

In 1968 two engines were available: a tame 1.1-litre, four-cylinder engine with only 60 h.p. and a 90 h.p. version with a 1.9-litre engine. Obviously, at the time the more powerful GT 1900 made the hearts of sporty drivers beat faster. This classic car, which is today in great demand, has a top speed of 185 km/h and accelerates from zero to 100 in 10.8 seconds.

For all the enthusiasm for sportiness, in those days the Opel designers already had an eye on passenger

protection: with three-point seat belts, built-in rollover and side-impact protection, a rigid passenger compartment and angled safety steering column, in this regard too the GT set standards for its time. In the five years to the end of production in 1973, almost 103,000 vehicles came off the assembly lines, and the GT is thus one of the most popular youngtimers to be appearing at the Stuttgart Retro Classics from 13 to 15 March 2009.

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Optimally spreading investment risks

At the INVEST Stuttgart, you will be able to obtain tips and suggestions on crisis-proof investment strategies.



Christoph Lammersdorf, Head of Börse Stuttgart, recommends investors to spread the risk.

Uncertainty in the financial markets: Stock prices are on a rollercoaster ride, the price of gold is skyrocketing and dollar and oil prices are sliding more and more. How should investors act in such uncertain times? Err on the side of caution and stash money away? Put faith in the continually rising dollar? Or not get worked up about it and continue to invest in stocks and shares, which, as the statistics point out, have been increasing in value for decades?

Among investors, the recommendation is to still spread the risks and not invest all your eggs in the one basket. "With regard to investment, investors

have become unsettled due to both the current market climate and also through bold and one-sided statements revealed on talkshows", stated Christoph Lammersdorf, CEO of boerse-stuttgart Holding GmbH. "Even in uncertain market times, the availability of extensive, neutral and, above all, competent information becomes all the more important for investors. INVEST Stuttgart makes an important contribution in this respect. It is Germany's number one trade fair for investors and will take place for the tenth time in 2009, providing information on all types of investment. It is of equal interest to both beginners and professionals." The Stuttgart financial trade fair for private and institutional investors will take place from 24 to 26 April 2009 at the New Messe Stuttgart „auf den Fildern“.

Wirtschaftsraum Nürtingen Der Standort



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Clean Rooms Europe 2009

Clean objects

The specialist trade fair Clean Rooms Europe is coming to Stuttgart from 24 to 26 March 2009. The construction and design of clean rooms, contamination technology, as well as innovative technical solutions for optimal hospital hygiene and infection control, among others, will take centre stage at this year's event. Since its development, Clean Rooms Europe has become an important international trade fair and congress event for experts from the areas of contamination and infection control, as well as personnel protection production. In 2008, over 2,600 participants from 62 countries visited the top-class event in the Filder region.



Clean rooms are compulsory in many industries.

Wellness facilities being put to the test

What hotels advertise today without wellness facilities?
A certificate safeguards against unpleasant surprises.

The area of wellness is booming. More and more hotels are focusing on pools, saunas, offering fruit for breakfast and providing soft and fluffy dressing gowns in hotel rooms. Is this what wellness is all about? How do you identify a good wellness hotel? The German Wellness Organisation (DWV) has assigned itself the task of ensuring quality in wellness tourism and has developed a certification procedure which provides customers with an orientation aid. "We learned from experience that it is not enough to just set quality standards. These standards must also be checked on a regular basis by independent and competent experts." explains Lutz Hertel, Chairman of the German Wellness Organisation (DWV).

In addition to the price-performance ratio, the quality and professionalism of the service provider is essentially being put to the test – starting with the reception staff and housekeeping, kitchen and restaurant service to the professional staff in wellness areas. "The testing procedure is based on years of experience, is standard and very comprehensive. Highly qualified and experienced testers assess and evaluate the facts. It is therefore guaranteed that only hotels, which meet the minimum test criteria, display their competence with the quality seal from the German Wellness Association (DWV), may apply," promises Hertel. Depending on the certificate, basic or premium, the test catalogue comprises between 600 and 1,500 criteria, of which



Guaranteed to feel good: with a wellness certificate.

a minimum of 75 percent must be fulfilled by hotels. Only then is the certificate, which is valid for a period of two years, awarded. Further information regarding the topic of "wellness holidays" can be obtained at the Stuttgart trade fair Golf- & Wellness-Reisen which is taking place from 22 to 25 January 2009.

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

Trade fairs – Markets

Company portrait: Karawane Reisen

Pioneers of tourism from the outset

The post-war history of holidaying in the Stuttgart region is closely linked to Karawane Reisen in Ludwigsburg. In 1950, Dr. Kurt Albrecht, in his capacity as teacher at the Ludwigsburg-based

Mörikegymnasium, founded the Karawane e. V. society. The purpose of the venture was to provide educational help and guidance when holidaying abroad. One year later, Albrecht converted the society into a business and his wife, Ruth, became the Managing Director. In 1951 the company was already offering 15 tours, including trips to northern Italy and the south of France. Over the years, Karawane continued to grow: More and more new destinations were added to the holiday portfolio. Karawane Reisen is one of the original exhibitors of Stuttgart CMT. As one of the first organisers in Germany, the Ludwigsburg-based company offers yacht cruises; already in 1956 trips to the Aegean sea with the SS Hermes were possible. Tours on the Atlantic Ocean, through the North Sea and Baltic Sea, as

well as the Red Sea, began in the years to follow. Today the holiday company is managed by Peter, Uli and Steffen Albrecht and offers an extensive range of holidays including educational and individual tours, trips on rivers and high seas, as well as specially tailored trips. In 1990, Karawane, in cooperation with organisers in Germany, Austria and Switzerland, set the trend for worldwide individual tours on the basis of a modular system, and thus once again recognised the signs of the times. The company currently employs 24 staff and has a permanent database of approximately 90 tour guides. According to its own expectations, since 1950 it has been bringing the world closer to around 200,000 people. And not many family-owned travel operators can live up to such a claim!



Proven competence: Today around 24 employees make up the Karawane Reisen team.

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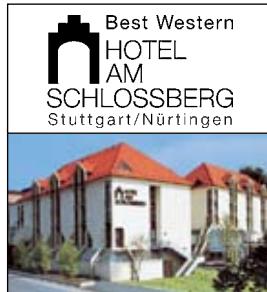
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Übernachten in der Hölderlinstadt Nürtingen!

Industrial Ethernet Congress

Industry leader

On 25 and 26 March 2009, the Industrial Ethernet Congress (IEK) will take place for the sixth time in the International Congress Centre Stuttgart. IEK is the largest event that deals specifically with the topic of "networks". Last year approximately 200 specialists descended upon the Filder region to obtain information on current trends in ethernet solutions suitable for industry. The specialist symposium is organised by Messe Stuttgart and Neckartenzlingen-based Hirschmann Automation and Control GmbH and coincides with the Stuttgart electrical engineering and electronics trade fair eltefa (25 to 27 March).



Industrial Ethernet Congress: for network specialists.



Climate protection is one of the central themes of the electrical engineering and electronics trade fair eltefa.

Opportunities and risks

Electrical specialists can benefit from climate protection. eltefa shares the know-how.

Constantly increasing electricity prices have unfortunately by now become a part of everyday life for German consumers. And not much will change in this area in the future. The only solution is to save energy and increase the use of renewable energies in trade, industry and private consumption.

At the Stuttgart eltefa, south Germany's most important and largest trade fair for electrical engineering and electronics, over 400 expected exhibitors will be on hand to provide specialist visitors with information from 25 to 27 March on the latest technical trends in the areas of regenerative energy and rational energy consumption.

Efficient, comfortable, safe

In addition, the Baden-Württemberg Trade Association for Electrical Engineering and Information Technology will present a complete range of innovations in a special show displaying how consumers can save energy. It quickly becomes apparent that energy efficiency, comfort and safety don't have to conflict with each other but can rather optimally complement each other, provided the proper technology is available.

The use of new technologies is rising for electrical specialists but so also are the risks, although the opportunities outweigh the risks in the case of using

energy-saving technologies and regenerative energies. The pitfalls, however, currently lie in the legal area. For example, in the area of photovoltaics: If an expensive module is damaged or broken or even stolen on its way to being installed, different insurances are liable. Therefore, whether the module is damaged on the way to the construction site or during transport within the construction site can play a significant role. "For this reason, we can only advise our members to exercise extreme caution when concluding contracts", stated Andreas Hausch, Managing Director of the Baden-Württemberg Trade Association for Electrical Engineering and Information Technology. "In the end, costs for a photovoltaic system lie in the region of several thousand Euro."



Solar energy: Opportunities for electrical specialists.

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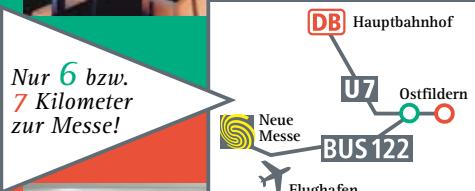
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| Trade fairs – Markets



Carnival in Venice: One of the many different ways to experience the delights of the Italian lifestyle.

Dolce Vita "Made in Italy"

The Stuttgart public trade fair Mondo Italia encourages people to savour the Italian moments in life.

"Stuttgart is closer to Milan than to Berlin". With this equally simple and obvious statement, Minister President Günther Oettinger highlights the traditionally close relations between Italy and the state of Baden-Württemberg. With good cause too as Baden-Württemberg has been pursuing close and important economic relations with Italy for a long time.

A good quarter of Italian-German exports end up in Baden-Württemberg, approximately 16 per cent of German exports to Italy originate from this state. In addition, there are currently over 165,000 Italian people living and working in Baden-Württemberg.

Therefore, the reason Mondo Italia, as a trade show window for Italian products, takes place in Stuttgart is obvious. "Our concept, to present the diversity of Italy from economic, cultural, tourism and artistic viewpoints in the state capital of Baden-Württemberg, has worked so far", said Paolo Esposito gladly, who is Managing Director of the marketing agency Publitour and organiser of the Italian trade fair in the Filder region. From

the beginning of 2007, we clearly noticed how big the interest in Italy is in the south of Germany". The trade fair is thereby playing a double role: It promotes our southern neighbours in Stuttgart and, in return, brings Stuttgart closer to an Italian audience.

Top-quality Italian products

Also in 2009, Italian exhibitors will showcase the diversity of their homeland at Mondo Italia from 22 to 26 April. Tourism specialists will present the most beautiful holiday destinations in "Europe's boot"; Italian regions will tempt visitors with their culinary specialities. Lovers of Italian cars and motorbikes will also get their money's worth, as well as fashion-conscious visitors to the trade fair and fans of Italian design. In the event hall with a market place and stages, visitors will have the opportunity to take in artistic shows and concerts until late in the evening. Italian moments such as these cannot be savoured any closer, not in Germany anyway, than at the Stuttgart Mondo Italia.

Assistance

Every year approximately 11,000 company owners seek new successors. And most with little success.

The search for a suitable successor can be one of the biggest problems for owners who want to retire. Up until a few years ago, the company stayed within the family in roughly 75 per cent of cases. Today, however, only almost half of the company owners are sons, daughters, nephews or grandsons. "Many owners are overburdened with the complex task of finding a successor. For this reason, the topic is often tackled reluctantly and too late", states Professor Peter Schäfer,



Business transfer is only one of the many topics at the NewCome trade fair.

Manager of the Initiative for Start-ups and Business Transfer (ifex). Therefore, the earlier one plans, the better. "One should start planning a minimum of five years in advance and be open to receiving advice from experts", advises Schäfer. Assistance is provided in many forms to senior managers by the state and chambers of industry and commerce and chambers of trade. The most important matter is that specially trained facilitators accompany the takeover process and are available to

answer any questions. At present, seven chambers of industry and commerce, two chambers of trade, the retailers' association and the hotel and guesthouse organisation in the state have been assigned facilitator roles. Facilitators will also be present at NewCome, south Germany's most important trade fair for business start-ups, business transfer, new companies and franchises, from 27 to 28 March and will answer all questions regarding the current topic of "Business transfers". ■

Messe Stuttgart – Crèche facilities

Shelter for kids

Messe Stuttgart recently became a member of the "Kelly-Insel" campaign. This organisation provides assistance and aid to children who find themselves in emergency situations or who have problems. Members of the campaign – retailers, businesses, religious and public institutions – endeavour to support children and provide them with advice, be it in the form of a telephone call with parents or school or providing protection if the victim is faced with a threat and, if necessary, establishing contact with the police. During trade fairs, the workers of Arche Nora e. V. from Leinfelden-Echterdingen provide free crèche facilities for up to 20 children for two hours. ■



Messe Stuttgart contributes to the "Kelly-Insel" organisation for children in need.

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Trade Fairs – Markets



Modern facades can be both practical and aesthetically appealing.

Protection and Savings

Climate protection will also be the focal point of interest at R+T, the world's leading trade fair, in Stuttgart.

Trade fairs are platforms for transferring know-how. Stuttgart's R+T, the world's leading trade fair for roller shutters, doors/gates and sun protection, in 2009 will therefore focus on one of the main challenges of our times; i.e. the rapid rise throughout the world in energy consumption which is responsible for exploding prices and global warming. The credo of the around 700 exhibitors is that effective energy savings can be achieved by using sun protection systems, roller shutters and doors and gates with efficient control units and optimum thermal insulation.

Astonishing savings

A current study by the European Solar-Shading Organization (ES-SO) proves, for example, that astonishing savings can be made in this case. The study reveals that sun screens and window shutters, when used as an additional insulation layer in winter, reduce heating costs while they reduce the demand for cooling energy in summer by avoiding superfluous solar heat gains. In less scientific terms, this means the following: anyone effectively using sun screens or roller shutters as protection against solar radiation in summer con-

sumes less energy for air conditioning units.

Reduction in CO₂ emissions

The ES-SO researchers also discovered that sun screens and shutters can render an active cooling system superfluous and help to reduce heating consumption by up to 10 per cent in winter. Exterior and interior shutters have the same effect on heating energy consumption. When it becomes necessary to reduce cooling energy consumption, however, externally installed sun screens or shutters are more effective because the heat does not actually enter the building.

Although experts were already aware, at times, of some of these findings, they were amazed at the actual potential energy savings which the researchers also calculated: structural sun protection systems and shutters can lower heating energy consumption in EU member states alone to such an extent that annual CO₂ emissions are reduced by 31 million tons. The potential cooling energy savings are even more astonishing: CO₂ emissions could actually be reduced by 80 million tons every year.



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Trade Fairs – Markets



Germany has many attractive holiday destinations. An increasing number of German holidaymakers remain in the country in order to take short or long breaks.

CMT 2009: Financial crisis showing no great impacts so far on tourism in Germany

Germans still very keen on travelling.

Despite continuing high energy prices and the fear of a recession, Germans are still spending money on holidays. Leading market research companies have reached this conclusion for the tourist industry. In particular, older and single people are travelling more and more frequently while families are cutting back to a greater extent.

A total of 38 per cent of German households went on holiday in the first six months of the 2008 tourism year. This represents a slight increase of 1.5 per cent compared with the same period in 2007. The growth rate for singles' holidays was 7.8 per cent. The traditionally high market share of people aged between 50 and 64 (22 per cent) increased by 4.7 per cent during the

period under review. Families on the other hand travelled less frequently than in the past. There was a decrease of 3.6 per cent in this category while the corresponding figure for families with two children was actually 8.5 per cent.

Short breaks very much in vogue

Whereas short foreign breaks of between 1 and 4 days were very much in vogue, the picture looked quite different as regards holidays in Germany. In particular, longer holidays of five or more days in Germany increased for the first time. During the year under review, Germans enjoyed a total of 24.1 million holidays in their own country, i.e. around 200,000 more than in the previous year. The biggest

winners in domestic tourism included the German federal states on the North Sea and Baltic Sea: Mecklenburg-Western Pomerania, Schleswig-Holstein and Lower Saxony recorded growth rates running into double figures. Although the general consumer climate in Germany is also very tense at present, holidays are still very important to Germans and are maintaining the stability of tourism demand. More and more Germans are also supplementing their traditional main holiday trips by short breaks and spontaneous trips to destinations in Germany.

CMT in Stuttgart will present all the latest holiday trends in the international tourist industry from 17 to 25 January 2009.



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Haus Holz Energie 2009:

Healthier living

Everything made of wood is now in vogue: this simple denominator indicates the Germans' current individual preference for construction material. According to the Internet property portal www.Immowelt.de, for example, just under 15 per cent of all new single-family houses are now built using this renewable raw material.

The overwhelming majority of these houses are so-called timber frame houses or timber panel houses. In these prefabricated construction methods the load-bearing structure is made of wood, which is lined with gypsum plasterboards or wood-based material slabs. The wall cavity thus created is filled in turn with insulating material. However, an ever increasing number of unique architecturally complex houses can also be seen.



Timber construction need not necessarily have a rustic appearance. More modern architectural styles can be easily produced with an aesthetically appealing look using this natural building material.

If house owners are asked why they preferred wood as a construction material rather than conventional materials, the main reason is often "a better living climate", closely followed by "a better room climate" free of pollutants and radiation exposure. Other important arguments for building a wooden house include the shorter construction period, cheaper heating and overall costs, and quite simply the love of wood as a construction material in general.

However, wooden houses certainly don't just offer advantages. One problem is, for example, "disappearance" or "settling". Some owners of wooden houses also want better sound insulation in their poorly soundproofed residences. This problem can be eliminated through additional insulation. Further information on the topics of houses, wood and energy can be obtained at the "Haus, Holz und Energie" trade fair from 3 to 5 April 2009. ■



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FAIR HANDELN 2009

Trade fair premiere

FAIR HANDELN will be held for the first time in the atrium and foyer of the East Entrance of the New Messe Stuttgart from 2 to 4 April 2009..The International Exhibition for Globally Responsible and Sustainable Trade and Activities is aimed at both end consumers and decision-makers from politics, industry and society.

The three-day trade fair will be complemented by a specialist congress and an attractive and informative accompanying programme featuring round tables, conferences and educational events which are geared towards professional trade visitors and multiplicators from politics, industry and society.

**FAIR
HANDELN**

The exhibits at FAIR HANDELN will include a wide range of fair trade products from the areas of foodstuffs, textiles and cosmetics. Exhibitors will also present products and services relating to sustainable tourism, development cooperation, fair purchasing and microcredits. ■

Right of way for bicycles

Climate change and high fuel prices: cycling holidays become more popular in Germany.

More and more people are riding bikes again. And not just to fetch bread rolls from the bakery or during a short ride to work. German tourists are also using their bikes for holidays or to go away on journeys to an increasing extent. According to the latest cycling holiday analysis (RRA) conducted by the General German Cycling Club (ADFC), cycling was one of the main holiday activities for around 21 million Germans in 2007. The tourist industry is also focusing more on cycling: the range of offers from tour operators and specialists on the travel market is rising continuously. According to the German Travel Association (DRV), more and more small and medium-sized companies are offering cycling holidays or are extending their existing programme.

Germany, a country for cycling holidays

Just under 80 per cent of cycling tourists prefer Germany as a holiday destination. The reasons for this choice are obvious: "Germany has a first-class infrastructure for cycling holidays", says Martin Katz, Chairman of the DRV Committee for German Tourism. There is an extensive route network with marked cycle paths plus an increasing amount of specially identified cycle-friendly accommodation. Katz: "In particular, second and third holidays in Germany will clearly benefit



Cycling tours are a popular type of holiday.

from this trend in the long term." According to the ADFC, the most popular cycling regions outside Germany are Switzerland, Masuria, the Netherlands and South Tyrol.

This new boom in cycling is not only benefiting special tour operators. Cycle transport services and cycling package deals from coach operators are also growing substantially. Cycle retailers and cycle repair shops are naturally also reporting higher turnover with a capacity utilisation rate of just under 70 per cent.

The New Messe Stuttgart will take account of this cycling trend with the special exhibition entitled "Cycling and adventure holidays with the special section Hiking" on the first weekend of CMT (17 to 19 January 2009). Roland Bleinroth, Managing Director of Messe Stuttgart, already knows that "the hall area of 5,000 square metres for the special exhibition will again be fully booked up".



Cycling is one of the main holiday activities for around 21 million Germans.

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Trade Fair People (5): "Do you know..."

Peter Mattes

Head of the Technical Infrastructure Team of Messe Stuttgart

What does technical infrastructure actually entail? "Technical infrastructure means all the things that are necessary to make sure our customers and employees feel at home", replies Peter Mattes. "Technical infrastructure includes ventilation, heating, power supply, lifts, fire alarms, escalators, sprinkler systems, sanitary facilities, water and electricity." In his capacity as Team Leader, Mattes is responsible for the operation, maintenance, repair and extension of this technical infrastructure together with three foremen, two technicians and a part-time secretary. Messe Stuttgart cooperates with around 30 external service providers for repairs and maintenance on the building services and equipment. And because the technical infrastructure must function 24 hours a day, Mattes and his team are on permanent standby – day and night. "This would be impossible without highly motivated staff", says Mattes. However, their work does not only involve keeping the existing technical infrastructure running. The declared objective of Mattes and his team is to develop and implement

energy-saving measures. "In order to better retain heat in the halls, we are planning to install gate curtain systems at the hall crossings outside", is how Mattes describes one of the projects. LED lamps are also being tested at present to find out whether their service life is actually longer than normal lamps and whether they satisfy energy conservation requirements.

Mattes has been working for the Building Services and Equipment Department of Messe Stuttgart since 1990. As a state-approved electrical engineer for electrical crafts and with professional experience in general building services and equipment, which primarily include heating and ventilation, he was predestined for this job right from the very beginning. From 2000 onwards, he also assisted ProNM during project planning for the New Messe Stuttgart. During his spare time, the 53-year-old Mattes just loves listening to a wide variety of music ranging from jazz to rock - preferably live. Or he attends small musical productions and also visits other cities for this purpose along with his wife. Reading an interesting book or enjoying a meal in a good restaurant are also two of the favourite ways in which this connoisseur likes to relax.

LogiMAT 2009

Record attendance

It is already certain that LogiMAT 2009, International Trade Fair for Distribution, Materials Handling and Information Flow, will be larger than ever when it is held from 3 to 5 March 2009. On the official closing date for registrations Euroexpo, the organiser of LogiMAT, reported an increase of 35 per cent in the amount of exhibition space



compared with the previous year's event. Euroexpo is expecting around 700 exhibitors from 14 countries. In addition to the handling and storage technology section, the exhibition sections relating to software for storage systems and automatic identification (AutoID) have also expanded considerably. In order to cope with additional inquiries, primarily from the growth areas, the organiser has rented another exhibition hall with an area of 10,000 square metres from Messe Stuttgart.

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Visitors to the Internationale Mineralien- und Fossilienbörse in Stuttgart will be able to admire a large number of precious stones like this fire opal from Mexico.

Internationale Mineralien- und Fossilienbörse 2009

Precious stones from fire

Minerals from volcanic rock and precious stones will be the focal point of this year's special show during the Internationale Mineralien- und Fossilienbörse (3 to 5 April) at the New Messe Stuttgart. According to experts and collectors, this first category includes so-called "volcanic bombs", the olivine, the rare hauyn crystals, the vesuvian, leucit crystals or augit crystals. They were discovered in the former volcanic area of the Eifel, on Mount Vesuvius or in other volcanic areas throughout the world. The second part of this year's special show will be devoted to precious stones such as the obsidian and the fire opal from Mexico.

The special show is being organised again this year by the State Museum for Natural History, private collectors and the exhibitors at the Stuttgart Mineral Exchange. The talks during the free forum will be well matched to the special show. The topics of these talks will include, for example, the healing effects of volcanic minerals such as obsidian and fire opal, as well as detoxification stones such as the olivine. Mineral experts will process items brought along or newly acquired pieces during the traditional mineral grinding display. Visitors will again have an opportunity to ask experts to identify their minerals and precious stones free of charge.

IWB 2009: Meeting-point for weapons enthusiasts from all over Europe.

Wild West feeling on the Filder

Three days of hunting fever, sports enthusiasm and collecting passion: the 41st Internationale Waffenbörse (IWB) in Stuttgart will again attract weapons enthusiasts from Baden-Württemberg and neighbouring countries. Messe Stuttgart is expecting a total of around 15,000 visitors at the new trade fair centre from 3 to 5 April 2009.

The special highlights for weapons aficionados this year will also include the traditional IWB shooting stand organised by the Cowboy Action Shooting Club. The participants in this still very young sport in Germany will use typical "Wild West" weapons: single action revolvers, lever-action rifles, flintlock rifles and pump-action and repeat flintlocks which were manufactured before 1899. During several competitions – the so-called stages – they will fire one, two, three or all four weapons each time at special targets. The scoring will be based on the number of hits and the required time.



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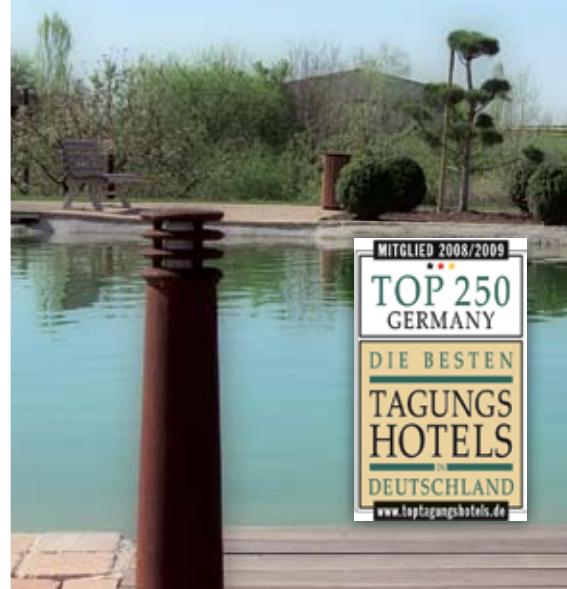
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Trade Fairs – Markets

Trade fair partner: Mader

Under pressure

As far as the 75 employees of Mader GmbH & Co. KG in Leinfelden-Echterdingen are concerned, being under pressure at trade fairs has a double meaning: that's because compressed air – the metier of this medium-sized company founded over 70 years ago – is absolutely essential as an energy carrier and driving force for systems and machines, especially at industrial trade fairs. In 2008 the events with the highest demand for compressed air were AMB, International Exhibition for Metal Working, and Motek, International Trade Fair for Assembly and Handling Technology.

Mader's service personnel must therefore accept exhibitors' applications for a compressed air supply months before the opening of a trade fair, deter-



The team from Mader GmbH supplies compressed air for industrial trade fairs in Stuttgart.

mine the use of different compressors depending on the estimated demand and calculate the manpower needed to set up and dismantle the compressed air systems as accurately as possible.

At the start of the set-up period, Mader lays countless meters of compressed air tubing, prepares connections for the machines and maintains the compressors. On the actual trade fair days, the compressed air fitters are available round the clock for deployments at short notice.

Torsten Wagner, who is responsible for coordinating the compressed air

supply for the New Messe Stuttgart, can still well remember September 2007. "That month was high season for us. AMB was followed closely by Motek. At both events we had to supply more than 2,000 exhibitors with compressed air."

Enormous amounts are involved in this case. Wagner: "At AMB, for example, we reckon on a demand of more than 235,000 l/min and a set-up period of several weeks." A total of 359,000 l/min of compressed air were consumed and 31 compressors were used at both events.

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Sicherheit + Automation 2009

New Directive

"Sicherheit + Automation", the Design Engineers' Day, has become well-established in the automation industry as a successful combination of a conference and trade exhibition. Designers from the mechanical engineering and plant construction industries will meet for the fifth time in Stuttgart on 10 March 2009 in order to obtain information on the latest developments in the field of safe automation. The focal point of this year's event will be implementation of the new EC Machine Directive and its impacts on the design of new plants and systems. Experts will also discuss how machine safety can be achieved in practice without any functional restrictions.



Automation industry focuses on safety.

No genetic engineering

The main objective of the Slow Food Exhibition in Stuttgart (2 to 5 April 2009) will be to show where our food originates.

"Knowing what you are eating" is the motto of the International Slow Food Movement. The Third Slow Food Exhibition in Stuttgart will therefore not only feature products whose origins can be traced, it will also examine this topic during an accompanying congress. The items on the congress agenda will include protected designations of origin and

the demand that corresponding EU symbols be used to a greater extent in Germany. They are used as a matter of course in both Italy and France. In the light of this situation, Slow Food Deutschland and the Federation of German Consumer Organisations (VZBV) call upon food retailers, producers and processing companies to abandon their resistance



Regional specialities at the Slow Food Exhibition.

to the new label "GMO free" and include corresponding products in their assortment. To date, only some isolated examples of these products have been found on supermarket shelves. |

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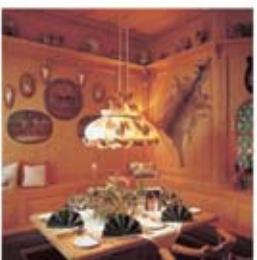
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Trade Fairs – Markets



Everything will revolve around energy-efficient building and renovation at Clean Energy Power (CEP).

Feel-good homes

Energy-efficient, economical, comfortable: passive houses are good for your pocket and the environment.

Passive houses will be the focal point of CEP (Clean Energy Power), which will be held in Stuttgart from 29 to 31 January 2009. Passive houses are not a trademark, they are the world's leading building standard for energy-saving construction. Passive houses offer high levels of living comfort and require around 90 per cent less heating energy than an old building and approximately 75 per cent less than a conventional new building according to the German Energy Saving Ordinance (EnEV).

Suitable for both old and new buildings

People living in passive houses naturally enjoy financial benefits above all. With a mean heating oil value of 1.5 litres per square metre and per annum, the energy consumption of a passive house is actually much lower than that of a low-energy house. In technical terms a passive house uses, for example, its already existing internal energy sources such as the body heat of people or the incidental solar heat. Special windows and a highly effective thermal insulation layer in external walls, the roof and floor slabs also help

to keep the heat inside the house. Constantly fresh air without draughts is provided by a ventilation unit in which a highly efficient heat recovery system recirculates the heat from exhaust air.

However, investments in energy-saving passive houses are not just reserved for new house owners. Owners of old buildings can also optimise their homes by means of passive house components. Subsequent installation of full thermal insulation to passive house standards is a sensible investment under current and future ecological and economic boundary conditions. If systematic renovation is carried out, experts estimate that heating energy consumption can be reduced to around one tenth of the previous value. If only internal insulation is possible, but passive house components are used, energy savings of 75 per cent can still be achieved.

Visitors to CEP 2009 in Stuttgart will be able to obtain information on the entire spectrum of renewable energies and energy efficiency during building and renovation. Around one quarter of the exhibition area this year will be devoted to the topic of "passive houses".

New cooperation with the Neckar-Alb region

So close to all the trade fair activity

Since the opening of the New Messe Stuttgart , the Neckar-Alb region (Tübingen, Reutlingen, Zollernalb) has become more involved in the trade fair activity on the Fildern primarily on account of its good traffic situation. The Neckar-Alb region is now represented in the new Internet portal "www.messeregion-stuttgart.de" where exhibitors and trade fair visitors can find potential service providers in the following areas: hotels, restaurants, craft trades and retailing.

The main objective of this website is to show the advantages of the Neckar-Alb region, its varied economy and tourist destinations to a wide audience. The new website therefore



contains a list of both traditional service suppliers and new technology companies. The website is rounded off by the section "Free small ads" with a job market and announcements relating to the New Messe Stuttgart.

With a population of around 690,000, the main economic potential of the Neckar-Alb region lies in the textile technology and mechanical engineering industries. The region is also one of the top addresses in Europe for biotechnology, medical technology and information and communication technology. The region is primarily home to around 40,000 small and medium-sized enterprises and craft firms.

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Trade fairs – Markets



The MSI team: (rear from left to right) Wilfried Pompe, Bernhard Müller, Sabine Ristau, Klaus Drexler, Elfie Ziegel-Racz. (front from left to right): Mandy Stradinger, Brigitte Fahrngruber, Manuela Keller, Monika Langlingerer.

Success overseas

For 80 years, the MSI (DURMA) successfully organizes involvement in trade fairs around the world.

The New Messe Stuttgart internationalises its business. On one hand, this means more foreign exhibitors at the new trade fair site "auf den Fildern". On the other, the business area of Messe Stuttgart International (MSI), responsible above all for arranging participation in foreign trade fairs, also increases global commitment.

"In 2008, MSI offered support to more than 700 exhibitors for 34 foreign trade fair projects", explains MSI boss Bernhard Müller. "In doing so, we were able to create a turnover of more than six million euros." Among

the most important trade fairs were the biggest industrial trade fair in Romania (TIB), the cosmetics trade fair Cosmoprof in Bologna, the construction industry trade fair Project Qatar in Doha and Saudi Build in Riad. Music trade fair MIDEM in Cannes as well as nano technology trade fair Nanotech in Tokyo. As the so-called co-ordinating company, which was founded 80 years ago in DURMA in Frankfurt, MSI looks after the organisation and support of official foreign trade fair involvement as appointed by the federal and regional ministries. Involvement in privately organised trade fairs as well as the organisation of own Messe Stuttgart events are also on MSI's agenda.

"This deals with the co-ordination of satellite events from INTERVITIS INTERFRUCTA in Russia or India, Interbath in China or R+T Asia in Shanghai, a very successful offshoot of the Stuttgart R+T", explains MSI boss Müller. "Our commitment for events of this kind is naturally negotiated closely with the trade fair team responsible from Stuttgart."

Exporting trade fair brands

Among the strategic aims of MSI, as well as Messe Stuttgart in general, is the increased export of trade fairs abroad. "The more offshoots we successfully establish there as brands, the more positive the feedback for Stuttgart", says Bernhard Müller.



Business card: Communal German stand.



Export hit: R+T Asia in Shanghai.

Prevention is better

Preventative measures are an important sales factor for doctors' surgeries.

With diagnostic and therapeutic prevention services, German doctors' surgeries, serious estimates suggest, achieve an annual turnover of about one billion euros. The reason for this is because the market potential of individual health services has not been exploited to anywhere near the full extent. Doctors have to organise and manage their prevention-orientated surgery as a



Sales factor: Doctors surgeries earn about one billion euros a year with preventative services.

company to do this. At the Stuttgart MEDIZIN event, South Germany's most important trade fair for medical technology, pharmaceuticals, surgery organisation and equipment, they are provided with important tips and inspiration on how to do this in the preventative medicine theme park. The subject of "prevention" is also an important element of the 44th South German congress for

current medicine of the Nordwürttemberg regional medical association, which will take place from 30th January to 1st February 2009 at the same time as MEDIZIN in International Congress Centre Stuttgart (ICS). Among the additional topical subjects of the three-day event are "Pharmaceutical interdependencies", "Child welfare and new media" and "Fit for an emergency". ■

Stuttgart CULTURE Open 2009

Premiere

Holidaymakers are booking destinations more and more based on cultural interest. The Stuttgart CULTURE Open, which is a day of cultural tourism during the CMT, will focus on this trend for the first time on 23rd January 2009. In the International Congress Centre Stuttgart (ICS), informative presentations on the latest developments in town and cultural tourism are on the programme. Among the presenters are international exhibitors such as Vienna Tourism and Kärnten, as well as exhibitors from Baden-Württemberg. With the new event, the Messe Stuttgart provides an international platform for persons involved in the cultural sector, cultural holidaymakers and tourism. ■



Destination culture: Stuttgart art museum.

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"Making the New Messe Stuttgart more familiar"

Message portrait: Ramón Rodríguez Sánchez, Messe Stuttgart representative in Spain



The headquarters of the German chamber of commerce for Spain is actually in Madrid but the Messe Stuttgart representative, Ramón Rodríguez Sánchez, has his office at a branch of the chamber of commerce in Barcelona. There is a good reason for this: Catalonia is considered to be one of the four driving forces of Europe from a business perspective. As an agency for trade fairs of the Stuttgart trade fair centre, therefore, the site is ideal.

Within the scope of his business management studies in 2003, Sánchez gained initial experiences of the chamber of commerce in Barcelona with an internship on "market and turnover consultation". On completion of his degree, he continued studying for two years for a masters degree in marketing and market research. During his studies, semesters abroad took him to Lüneburg and Hamburg, where he was able to brush up on his German language skills. Finally, the chamber of commerce offered him a job in Barcelona. Sánchez first worked on a part-time basis for Messe Stuttgart, sharing his time looking for co-operative partners for Spanish companies keen on establishing themselves in Germany. When the New Messe Stuttgart opened, which also

entailed an increase in internationalisation of trade fair activities for Stuttgart companies, it became clear relatively quickly that working half days was not enough to do the job well. Since October 2008, Sánchez is therefore in full-time employment for Messe Stuttgart.

Information from one source

"I would like for my name to be synonymous with Messe Stuttgart in Spain and for interested parties to be able to gain all information from one source", Sánchez says of his aim. He deals with the acquisition of exhibitors and visitors, prepares presentations and press conferences and makes contact with Spanish associations. The latter, in particular, have a multiplication factor that is not to be underestimated. They make recommendations to members of their associations with regards to participating in foreign trade fairs.

Sánchez sees his role as answering questions and solving problems of the exhibitors and visitors: "I wish to make the New Messe Stuttgart more familiar in Spain and help to overcome language barriers. And I create business links. This lobbying work is particularly important as the amount of time and thereby

expenditure required by exhibitors can be minimised in this way." Employed in the chamber of commerce in Barcelona are four permanently employed members of staff and three trainees. In Madrid, the headquarters of managing director, Peter Moser, employs 27 members of staff. For Messe Stuttgart, press conferences have to be held several times a year and presentations have to be prepared. The location could be either Barcelona or Madrid, which is where the Stuttgart contingent presented their trade fair portfolio last November to associations, the press and potential exhibitors.

Language holidays are the best

When the 28 year old Sánchez is not engaged in Messe Stuttgart work, sport is the main subject of his leisure activities. Tennis, skiing, football, swimming, from the beach in Barcelona preferably, and recently also diving are among his favourites. "Of course, I also like to travel. Who doesn't", laughs Sánchez. "My favourite past-time is language holidays. If I had the time, I would also like to learn Chinese. The best place to do that, of course, would be China." And then he could add a very important language to those he already knows: Spanish, Catalan, German, English and Italian.

Co-operation between Messe Stuttgart and STZW:

Trade fair magazine delivered free

LMS-internal

Media and trade fairs harmonise with each other in an almost symbiotic way: Readers of newspapers and magazines are the trade fair visitors, advertising customers are the exhibitors. This eases the way to Messe Stuttgart further enhancing its already good relations with the Stuttgarter Zeitung Werbegemeinschaft (STZW, Stuttgart newspaper advertising community).

A co-operation agreed upon by both parties has been arranged so that, in future, important trade fairs for the public will be publicised by a trade fair magazine, financed by advertising and distributed to readers in advance via the newspapers Stuttgarter Zeitung/ Stuttgarter Nachrichten.

The start was made with a 44-page trade fair magazine for the CMT 2009, which was produced by Offenburger Kresse & Discher media publishers – a subsidiary of the Stuttgart newspaper group – in agreement with Messe Stuttgart.

The magazine is distributed to about 215,000 newspaper subscribers one week before the CMT free of charge. An additional 110,000 copies are available at the trade fair. For the Global Connect trade fair in November 2008, the STZW produced a special, which was also published in the Süddeutsche



For the CMT 2009, newspaper subscribers will receive a "trade fair magazine" for the first time.

Zeitung – which, since 2008, has become predominantly part of Stuttgart newspaper group.

A similar project between STZW and the trade fair has been planned for Invest 2009 in April. Furthermore, a link to the website is planned for the next few months: Visitors to the LMS online trade fair portal will then always receive the latest news from the region. And likewise the relevant trade fair news can be called up with a click of the mouse.



Signature rights for Wörösch:

Siegfried Wörösch, employed since 1987 as a technician by Messe Stuttgart and head of the technical service department since March 2006, has now been given signature rights for the company by the management. The 58 year old is married and a father of four children – and he is highly regarded by his colleagues and the trade fair centre management as a clever writer and lector of Swabian poems and short stories.

Busy bees:

Messe Stuttgart ecological: The new site is the "greenest" in the whole of Germany. And from summer 2009 it will even have its own honey. Ulrike Siegle and Thomas Wörner, creative co-workers from the advertising department, want to have a go at beekeeping. We wish them all the best!



New challenge:

Daniela Löbbecke (38) has left the AMB trade fair team after nine successful years to establish the new central purchasing department as manager. The married mother of one son last worked as a team leader in the AMB team. The graduate in business administration started at Messe Stuttgart in 1999. Prior to that she was employed as a product manager at Gardena in Ulm. Löbbes successor as project manager of the rapidly growing AMB team is shared by Sengül Altuntas and Gunnar Mey.

STEINENBRONN
Die lebendige Gemeinde

Aerial view of the town of Steinenbronn, showing residential areas, industrial buildings, and agricultural fields.

Das Gewerbegebiet "Maurer" mit Entwicklungsmöglichkeiten in südlicher Richtung

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Die Gemeinde Steinenbronn ist ein moderner Ort und profitiert dank seiner Lage im Einzugsgebiet der internationalen Wirtschaftsmetropole Stuttgart von hervorragenden Infrastrukturen und einem großen Marktpotenzial.

- direkte Autobahnanbindungen an das Stuttgarter Kreuz zur A8 zur A81
- kurze Wege verbinden Steinenbronn mit den größten Wirtschaftszentren im Raum Böblingen, Sindelfingen und Tübingen
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- fernab der Hektik, ein idealer Geschäftsstandort in der Region Mittlerer Neckar inmitten der Natur, am Rande des Naturparks Schönbuch
- familiengerechte und kinderfreundliche Wohngebiete
- abwechslungsreiche sportliche Aktivitäten
- ausgezeichnete, qualitative Hotellerie und Gastronomie



The stage technology at the International Congress Centre Stuttgart (ICS) is the same high standard as that of large TV studios.

High tech for general meetings

The technical organization of the general meetings of listed companies is a real challenge. ICS has all the means necessary to do this.

"The market for general meetings is tough and hard-fought", Stefan Lohnert, head of the International Congress Centre Stuttgart (ICS), knows from personal experience. "Two public limited companies – Hugo Boss and the Stuttgart Volksbank – have already held their shareholders meetings in the ICS; in 2009 the mineral water company Überlingen Teinach AG will join them." The end of the flagpole has not been reached, though, by any means. "We would like to attract other public limited companies to us in the Filder region", explains the ICS boss. "Our technical and personal equipment is setup optimally to also cope with

general meetings of large DAX-linked companies."

The technical and organisational effort required for this is enormous. "General meetings these days are complicated media events that can easily be compared in terms of technology and stage layout with large TV shows or rock concerts", Axel Kuklok, technical manager of the ICS, says in describing the business of general meetings. "The video technology necessary for this – naturally in high resolution HDTV standard – can only be afforded by the large congress centres", says Kuklok. "At the ICS, it is a standard feature along with the lighting and sound technology, as used for example in the studios of large TV broadcasters. In the ICS's C1 hall, for example, there is a total of four stage direction studios."

Professional equipment requires experienced operating personnel. At the ICS, there is a permanently installed external service provider with a dedicated office on the trade fair site. "These are proper professionals with lots of experience from television and general meetings", explains Kuklok. "They know our building and its modern technology

from the "effe". This gives our customers a feeling of security. And for a general meeting, this is of course the most important thing."

Technical problems, for example when recording attendances, would be the worst case scenario of any general meeting. The AG regulations prescribe the correct procedure for any general meeting in every detail. If there were any discrepancies due to technical difficulties, a general meeting might lose all legal standing and have to be repeated completely in the worst instance.

This is why the complete digital data wiring in the ICS is designed to be redundant on several levels. "If, unexpectedly, a failure occurred in the image, sound or data recording, a second system steps in straightaway", Kuklok explains the complicated safety precautions of the ICS. "In the old days, customers often brought their own service providers to the site as they did not want to rely on the technology and personnel offered by the congress centre during a general meeting. At the ICS, we are particularly proud of the fact that the Stuttgart Volksbank AG placed its full trust in us right from the start."



Ideal location: With its size and technical equipment, the ICS is well suited for general meetings and other big events.

Apollo Theatre Stuttgart: Queen musical "We will rock you"

Global success in the Filder region

Our earth, the way it will be in perhaps the not too distant future: Globalisation has won, everywhere around the world young people see the same films, listen to the same music and wear the same clothes. Melodies are generated by central computers, music instruments are forbidden. Bad times for rock rebels. But the resistance is rising. Two teenagers are fighting against enforced complicity, go on the hunt for the hidden guitars of a former rock group called Queen to form a band themselves and write their own songs.

Ben Elton, familiar in England as the author of celebrated TV programmes and a stand-up comedian, came up with the script in 2002 for the musical "We will rock you", which is currently running at the Apollo Theatre in Stuttgart. Since then, the spectacle, featuring 25 hits of the legendary rock band, has become one



In the Queen musical, kids fight against globally enforced musical complicity.

of the most successful West End productions of all times. Three million people have seen it in London alone. Further information is available from www.wewillrockyou.de.



Events – Congresses 2009

03.02.2009

Reamonn

The successful German-Irish quintet presents rock songs, ballads and catchy pop tunes (Porsche Arena)

15. – 18.02.2009

Annual conference of the German society for thoracic and cardiovascular surgery

17.02.2009

Bobby McFerrin

Sings and conducts (KKL)

10. – 12.03.2009

EMV 2009

14.03.2009 Pink

US rock icon will perform in Stuttgart with her "Funhouse Tour" (Schleyerhalle)

23.03.2009

Lang Lang

China's cult pianist plays Bartók, Chopin, Debussy and Schubert (KKL)



07.04.2009

Peter Maffay

On tour through Germany's concert halls (KKL)

11.04.2009

Lionel Ritchie

The famous soul singer sings his international hits and songs from the new album "Just go"

15. – 18.06.2009

Enhanced Safety Vehicle Conference (ESV) 2009

Mit 260 modern ausgestatteten Zimmern, einer schönen Piazza sowie Veranstaltungsmöglichkeiten für bis zu 550 Personen bieten wir unseren Gästen jeglichen Komfort. Unsere beiden Restaurants Steakhouse und Seasons, eine Bar sowie unser Fitnessbereich, Pool und Sauna laden zum Verweilen ein. Genießen Sie den außergewöhnlichen Service unserer Executive Etagen sowie den Komfort und die Privatsphäre einer exklusiven Lounge. Darüber hinaus erwarten Sie weitere Annehmlichkeiten, die keine Wünsche offen lassen. Wir freuen uns auf Sie!

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The place that connects

Stuttgart Sightseeing

Sightseeing tip: Hauff Museum of the Prehistoric World



A visit to the Hauff Museum of the Prehistoric World is worthwhile for both young and old dino fans.

Journey into the past

Ichthyosaurs, plesiosaurs, marine crocodiles: The Swabian Jurassic Park is located in Holzmaden at the foot of the Swabian Alb.

Surrounding the town of Holzmaden at the edge of the Swabian Alb lies an El Dorado for fossil fans from all over the world. Treasures from the past, dating back around 180 million years, can be found here in the layers of slates. Dinosaurs, fish and several invertebrates such as sea lilies and ammonites are deposited here and originated from the then Jurassic sea. You will be amazed at all the Hauff Museum of the Prehistoric

World has to offer. The founder, Bernhard Hauff (1866-1950), succeeded in 1892 to dissect the body outline of an ichthyosaur under the microscope. An almost four metre long section of this species is one of the extraordinary highlights on display in the museum today. The largest sea lily colony ever to be prepared and found in the world can also be seen in the museum. It measures 6 x 18 metres. These and over 400 other

fascinating objects from the terrestrial world are some of the best fossils which were found over the last 100 years in the slate quarries of Holzmaden. Thanks to the skill of the Hauff family of preparators, the objects on display belong to the finest art pieces of their kind. It is no wonder that "Made in Holzmaden" specimens can be viewed in museums throughout the world. Further information can be obtained from the Hauff Museum of the Prehistoric World, Aichelberger Strasse 90, 73271 Holzmaden. Tel.: 0049 7023/2873, www.urweltmuseum.de.

Hotel tip: Amber Hotel Leonberg/Stuttgart

Living with a feel-good factor

Where can you stay in a relaxed atmosphere and stage efficient conferences?

Message presents attractive hotels in the Stuttgart region.

A business hotel with the feel-good factor: The Amber Hotel in Leonberg/Stuttgart has the optimal facilities to cater for both needs. The 4-star hotel is located between the Leonberg town hall and the Leo shopping centre with a view looking out onto a green lung, the city park. Almost 22 kilometres from the New Messe Stuttgart and Stuttgart Airport and only a matter of minutes from the A8 motorway. The Amber Hotel can accommodate guests in its 139 rooms (of which 98 are non-smoking), offering plenty of comfort and WLAN facilities. If you book a business suite, then you also receive a separate room with a conference table and the necessary communication equipment. The 3-room apartments in the Amber are equipped with a fully-fitted kitchenette for self-catering; the five conference rooms can cater for up to 130 people and have modern technology including WLAN.

For that feel-good factor after work, the Amber invites guests to relax in the hotel's own sauna. A fitness centre is located just a few minutes by foot from the hotel. The restaurant offers a range of regional and international cuisine, as well as simple snacks suitable for seminars. Further information is available by ringing 0049 7151/303-3 or simply log onto the Internet at www.amber-hotels.de.



View of the green area: The Amber Hotel lies in close proximity to the Leonberg city park (above). Its five conference rooms are equipped with modern technology.



Highlights 2009

14.12. – 28.06.
Call of spirits.
Shamans of Siberia
Linden Museum



30.01. – 03.05.
From Busch to Gernhardt.
The history of picture stories
Galerie Stihl, Waiblingen

07.02. – 14.06.
Three. The triptych of modernity
Kunstmuseum Stuttgart (Art museum)

09. – 13.04.
23rd International Jazz Festival
Stuttgart Theatre

30.04. – 05.05.
International Animated Cartoon Film Festival Stuttgart

Gastronomy tip: Mäulesmühle Bio-Restaurant

Bio – logical

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



In the historic Mäulesmühle, many organic Swabian dishes can be ordered.

A Stuttgarter knows the "Siebenmühlental" above all as an idyllic local recreation area. The scenic gem located in the vicinity of Leinfelden-Echterdingen also has something unique on offer in terms of culinary specialities. In the third Mühle ("mill"), the Mäulesmühle from 1819, Swabian specialities such as home-made Maultaschen (Swabian ravioli) and Zwiebelrostbraten (beef served with roasted onions) are on offer. In the evening, a Mühlenvesperteller (meal consisting of cold-cuts, cheese, etc.) served with home-made bread satisfies one's appetite. All meals are special because the entire range of top-quality ingredients are produced organically and stem from local producers. It is also a given in the Mäulesmühle that many

of the drinks themselves are organic. Address: Mäulesmühle Bio-Restaurant, Siebenmühlental, 70771 Leinfelden-Echterdingen. Opening times: Sat. - Tues. 14:00 - 23:00, Sun. 12:00 - 23:00 Tel.: 0049 711 / 99759610. E-mail: info@bio-muehle.de; www.bio-restaurant-maeulesmuhle.de.

(T)Räume...



Beim Conga Award 2007
bundesweit unter den Top10 in
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Top10



Neckar Forum

Esslingen am Neckar, die zweitgrößte Stadt in der Region Stuttgart, verfügt über vier Veranstaltungshäuser, die für Tagungen, Kongresse und Events aller Größenordnungen geeignet sind:

- **Neckar Forum**, Großer Saal für bis zu 1200 Personen, acht Konferenzräume für 10-130 Personen, direkt angeschlossenes Hotel mit 150 Zimmern und 270 Tiefgaragenplätzen
- **Zentrum Zell**, multifunktionaler Komplex mit zwei Sälen und Tagungsräumen für maximal 888 Personen
- **Altes Rathaus**, eindrucksvoller Fachwerkbau aus dem 15. Jahrhundert mit modernen Räumen für bis zu 150 Personen
- **Osterfeldhalle Berkheim**, eine Halle mit zwei Sälen und Seminarräumen für bis zu 790 Personen

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Opinions

Stuttgart is a city of modernity and progress. This is mainly seen in its native car industry. Daimler and Porsche design fantastic cars year after year, which continue to become cleverer in their technical design and at the same time more economical.



René Staud, Light artist and automobile photographer

The Swabians are traditionally not only handymen and developers, but are also fully aware of their history. Tradition and modernity have always gone hand in hand. So it is no wonder that there are many passionate historic and classic car collectors to be found in the state capital. The old cars from the last century, which are passionately restored, often taking quite some time, radiate a fascination which I am almost unable to explain in words. The unique design of the old cars and the incredible technical progress which is documented captivate me and many other historic and classic car fans time and time again.

The meeting point for all avowed enthusiasts of mobility, for fans of progress and tradition is the Stuttgart Retro Classics trade fair. As a car lover, this is the most interesting trade fair for me. There is a unique atmosphere and an

Fascination with classic cars

unbelievable passion for technical and mechanical matters can be felt. The trade fair is a market place for both buying and selling cars. The core focus of the historic and classic cars trade fair, is, however, mainly the fascination with technology and design, the historic and classic car as a cultural gem. For me personally, Retro Classics is not a car trade fair, but can be more likened to a visit to a museum. Unlike any other event of its kind, the trade fair documents the history of the car over the last 100 years. It is a symbiosis between fun and passion on the one hand and economic and professional interest on the other. I feel it is this combination that makes it so successful. At any rate, I look forward to the trade fair time and time again where such a traditional event is at home in the car city of Stuttgart which radiates such modernity and progression.

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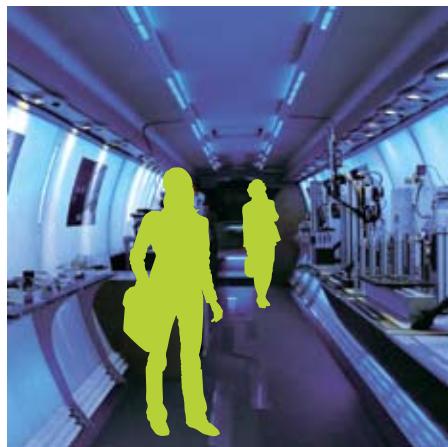
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