



02 | 2010

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# Message

Trade Fairs Congresses Events

## Automation



High-tech event  
MOTek 2010

## Information



Innovation platform  
Interbad 2010

## Relaxation



Sightseeing tip  
Albatros Flugmuseum



## Bright prospects

AMB 2010 defies economic crisis



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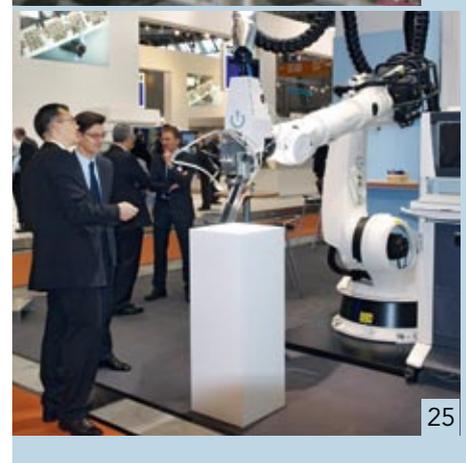
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2009 was also an economically difficult year for Landesmesse Stuttgart (LMS). LMS is back in the black in 2010.



# Synergies for Stuttgart

New subsidiaries in China and Turkey and an increase in turnover to 105 million Euro: Landesmesse Stuttgart GmbH has taken on a lot in 2010.

With the foundation of its two first foreign subsidiaries Landesmesse Stuttgart GmbH (LMS) is placing more emphasis on its outbound business in 2010.

LMS took over a majority shareholding of the trade fair organiser Ares Fuarcilik Ltd. in Istanbul, Turkey and will organise with its new partner three trade fairs in 2010: The most important specialist trade fair for the bakery and confectionary industry IBATECH, the public trade fair for motorbikes "Motoshow" and "Photo & Digital". "CoolExpo" and "Stainless

Steel" are some of the other trade fairs from the Ares portfolio. In 2010 LMS also took a majority share in a joint venture with Adnet in China, a company run by experienced trade fair man Alex Qian. The first joint project took place at the beginning of April – the agricultural machinery trade fair AGMET in Langfang, near Beijing. Other trade fair events in the Chinese market are currently being planned.

In addition, LMS plans to expand its present foreign activities in Russia, India and North America. "There have already been spin-off events abroad

from Stuttgart-based specialist trade fairs such as INTERVITIS INTERFRUCTA, R + T and Interbad", explains the LMS Managing Director responsible for internationalisation, Roland Bleinroth, "they are mostly organised by local partners. We can sure enough absorb higher revenue with only one company as an organiser. But this way creates clear synergies between outbound and inbound for Stuttgart-based parent trade fairs".

Bleinroth's colleague, Ulrich Kromer, estimates the turnover for Messe Stuttgart in 2009 at almost 80 million Euro and the loss at approximately 4.9 million minus.

These figures were expected. Kromer: "In 2009 we stayed on course in the difficult economic climate. In 2010 LMS is back in the black with approximately 105 million Euro in turnover." According to Kromer, the real effects of the new trade fair centre will not be felt until at least 2011. In 2012 the overall turnover should clearly exceed the already record figures achieved in 2008.

"In 2009 we stayed on course in a difficult economic climate."  
Ulrich Kromer,  
Managing  
Director of  
Landesmesse  
Stuttgart GmbH  
(LMS).



"Messe  
Stuttgart is  
strengthening  
its international  
character."  
Roland Bleinroth,  
Managing  
Director of  
Landesmesse  
Stuttgart GmbH  
(LMS).





Beauty competition against an historical backdrop: Retro Classic meets Barock in Ludwigsburg

## Retro Classic meets Baroque 2010

### Automobile elegance

From 10 to 13 June 2010 the Schlosspark in Ludwigsburg will once again open its gates to historic and classic cars built from 1886 and 1980. During the "Retro Classic meets Barock" event, first-class cars that were built up to 1960 have the opportunity to win trophies or special prizes in the "Concours d'Élégance". In addition, and with a somewhat moderator element, the "Festival of Classic Cars" will take place at the same time against an historical backdrop. Here historic and roadworthy cars that were built up to 1980 will compete against each other to win the favour of the jury.

## LMS Managing Director

### New contracts

The two Managing Directors of Landesmesse Stuttgart GmbH (LMS), Ulrich Kromer (57) and Roland Bleinroth (47), remain head of the company, which is located half in the country and half in the city. The supervisory board of LMS extended their contracts for a further five years. Kromer will commence his third period in office in May 2011 and from 1 January 2011 Bleinroth will start his second. With the two contract extensions, the course is now being set to write the success story of the new Stuttgart trade fair centre up to 2016.



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

Every year the trade fair umbrella association surveys the AUMA trade fair trend with a representative selection of approximately 59,000 exhibiting companies. Even in 2010, 83 per cent of companies surveyed considered trade fairs an important or very important tool in the marketing mix. Trade fairs ranked second behind naturally enough the company's own homepage (90 per cent) and came in ahead of personal

sales/field work (76 per cent), direct mailing (57 per cent), advertisements in specialist publications (53 per cent), public relations (44 per cent), Internet marketing (42 per cent), in-house exhibitions and roadshows (41

# "Instrument for acquiring customers"

per cent), as well as presentations at congresses at 36 per cent. Despite the hasty reporting by many wise guys that trade fairs were dead, the trade fair remains, so it seems, an eternally novel instrument for obtaining new customers. It is obvious not much has changed since the Middle Ages when people use to meet on the market square on fixed days after church for the "Missa profana" to exchange goods.

Using the example of AMB we are showing in this issue of *Message* how companies use trade fairs even in times of crises to acquire new markets and look after existing customers. We have also focussed on several guest events at the New Messe Stuttgart, for example Motek and the Control event by the Schall group of companies, and the automotive trade fair package from UK International Press. The New Messe Stuttgart enjoys huge popularity both at home and abroad. And despite the economic crisis the first few months of 2010 didn't go quite so bad. That leaves us with hope for light at the end of the tunnel. I wish you, the readers, lots of fun during your read of *Message*!



"The professional trade fair discussion" is one of many themes presented by the "Seminar Allianz" of German-speaking trade fair organisers for event managers and key officers.

event programme will be accompanied by innovative communication training sessions and seminars for international trade fair business.

### Professional guidance

In order to get the most out of this trade fair as a marketing tool and make as lasting an impression as possible on visitors, the seminar organisers will be using all known tools. The new seminars will guide those attending through all phases of trade fair participation: from the decision to take part to the general participation to the necessary follow-up work. Seminar Allianz is a network of 13 trade fair proprietors, one of which is Messe Stuttgart. Partnered with this alliance are AUMA as Association of the German Trade Fair Industry, FAMAB as Association for Direct Business Communications and m+a report as media partner. The Akademie Messe Frankfurt is in charge of the event concept and organisation of the seminars. |

Seminar Allianz expands its seminar programme

## More success with trade fairs

The seminar alliance of German-speaking trade fair organisers, Seminar Allianz 2010, will be providing event managers and key officers with a clearly expanded seminar programme. For the trade fair-relevant themes of "The trade fair as a marketing tool", Professional trade fair plan-

ning", "Measuring trade fair success", "Crash course in stand construction and design", "The professional trade fair discussion", as well as "Trade fair press relations", the alliance, which was founded in 2008, has around 60 events planned for Germany, Austria and Switzerland. The tightly packed

### Building site(s)

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



## Solid determination

Despite varied assessments of the economic situation, I am delighted to see that many industries have managed to regain their footing as it were or to stay strong despite the current crisis and that, over the last few months, the main trade fairs have been able to retain or further expand on their positions.

A hot topic discussed at the moment, especially among marketing experts, is the theme of social communities and the virtual platforms that they involve. This is a theme that also concerns the trade fairs. On the one hand for their own promotional purposes and, on the other, for communication with existing potential customers (exhibitors/visitors). Not forgetting the exchange of information between trade fair, exhibitor and visitor. These platforms and how we can make them work for us will be

an important issue for some time to come, with many questions yet to be answered regarding today's virtual trade fair.

For someone who came to use such a platform almost by accident, and without much say in the matter, I suddenly have a number of new contacts keeping me busy at home. I don't really know most of these "new acquaintances" and I find myself the recipient of many an offer or newsletter that I didn't actually order and that I don't always need. In the overall discussion about new media and virtual platforms, it is fascinating to see how several of the traditional specialist journals have questioned whether this is a trend they will survive. And why exactly? Of course, this new media will bring with it plenty of change. And it is also a given that "personalised news/newspapers" could become supplementary or

even substitute media. There is also no mistaking that the difficult economic situation has led to a drastic reduction in sales for many specialist media with one or the other title probably getting cut in the process.

Those, however, who have continued to serve their customers and address current themes with a solid determination, as the trade fairs have, will have no need for doubt. The continued development and integration of new media is important and it is what we need right now. Whether the only solution to this is to challenge what already exists is an issue for another day. I wish you all the best, dear readers, in your experience with this new media. I am certain, however, that we will continue to meet each other at the successful, real-life trade fair platforms for some time to come.



## Ihr Vertragspartner der Messe Stuttgart.

■ Wenn Menschen zueinander kommen, um Neues zu erfahren und Meinungen auszutauschen, wenn Unternehmen einladen, um Produkte und Dienstleistungen vorzustellen – dann zählt das perfekte Zusammenspiel von Sprache, Bild und Licht. Wenn Sie Menschen perfekt erreichen wollen – dann sollten Sie auf einen Partner zählen, der Know-how, Erfahrung, Kreativität und Zuverlässigkeit mitbringt: uns.



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# Bright prospects

Crisis? What crisis? At AMB 2010, Germany's metal-working and processing industry shows itself at its very best.

Bad news first: 2009 was the worst year in a long time for German machine and plant manufacture. The industry was forced to deal with a drop in production of almost 25 per cent, as well as a 23.1 per cent fall in turnover. "Machine orders plummeted, something we haven't seen since we first started compiling statistics in 1958", explains Dr. Manfred Wittenstein, President of the German Engineering Federation (VDMA). And it wasn't only German demand that was affected; export figures also dropped at a rapid pace.

There is good news, however: The market seems to have bottomed out. For 2010, experts are predicting consolidation at a low level. "It looks like the industry will be able to pull itself out of the red this year", says Wittenstein. "With low level consolidation, we have a good chance of once again

achieving the success of previous years. And to do this, we are concentrating on future-oriented sectors such as energy and resource efficiency, i.e. on markets with enormous global potential."

## Back to growth

The past year was also a difficult one for the German machine tool industry. But this sector too is also seeing improvement. In the fourth quarter of 2009, the number of incoming orders rose for the first time in over a year, a twelve per cent increase in orders in comparison to the same period the previous year. And while domestic orders decreased by 16 per cent, orders from international customers saw an increase of approximately 38 per cent. The industry is thus feeling confident for 2010. "This

coming year will indeed be difficult but we expect to see business clearly pick-up during the first six months", explains Martin Kapp, Chairman of the German Machine Tool Builders' Association (VDW). Demand will resume for gear units, above all from international customers. "Emerging markets such as China and India have quickly recovered from the global financial and economic crisis. Other important markets such as the USA, Russia and Brazil are also returning to their growth paths after the economic blow they experienced last year. Also Europe, our most important market, is once again showing signs of life", says Kapp.

Many companies share the optimism of the associations. "The last few months have shown that the market is slowly recovering", explains Michael Rauscher, Head of Marketing at the

Stuttgart's AMB is a window to the global market of machine tools in Germany.

Very little of the crisis to be seen at AMB. Messe Stuttgart is expecting a full house.



Komet Group in Besigheim. Even more confident is Lothar Horn, Managing Director of the hard metal machine tool plant, Paul Horn GmbH, in Tübingen: "A revival of the markets can be clearly seen." Difficult times, according to Lothar Horn, provide an opportunity for change. "Whoever fails to focus on change during a crisis like this one, won't survive the next."

One possible reaction to economically difficult times is rationalisation. But how exactly should companies go about this? Answers to this question and many more will be provided at AMB, the international exhibition for metalworking, from 28 September to 2 October at the new Stuttgart Trade Fair Centre. At the stand of the Institute for Production Management, Technology and Machine Tools (PTW) at the Technische Universität Darmstadt, visitors will

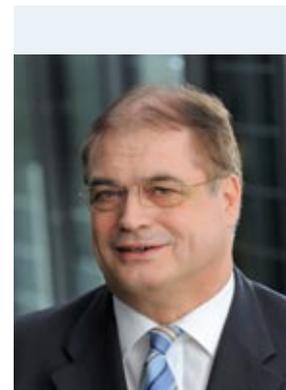
have the opportunity to find out about the most important new products and trends for metal-cutting technology. Under the motto "Metal Working Innovation Tour - Trends of Tomorrow", PTW will present, together with 25 exhibitors, current developments from the areas of energy efficiency, lean machining, precision and titanium machining, as well as CAD-CAM.

AMB is the industry's leading trade fair and a window to the global market of machine tools in Germany. Every two years, business owners, managers, academics, engineers and other specialists from all over the world come to Stuttgart. At AMB 2010, there will be approximately 1,200 exhibitors presenting the latest industry trends and products. After exactly 85,143 visitors came through the gates of the last AMB in 2008,

organisers are expecting a similarly high number this year. Every fourth exhibitor will be coming from outside of Germany with approximately 25 countries represented altogether.

There is thus little to be seen of the crisis in Stuttgart: Despite a precarious economic environment, AMB Project Managers Sengül Altuntas and Gunnar Mey are expecting the trade fair halls to be fully occupied. "Companies trade anticyclically and value trade fairs as an important marketing tool. We are thus expecting that all nine trade fair halls will be once again fully booked up", explains Altuntas, a long-standing member of the AMB team and someone who knows well the demands and expectations of AMB exhibitors. "The combination of an established trade fair concept and the new grounds with its superb infrastructure is highly rated by the exhibitors", adds Mey, who is responsible for the areas of Work Tools and Periphery.

Trade fairs like AMB are communication platforms of the highest order. Nowhere else do suppliers and consumers have the opportunity to meet so directly; no other marketing tool offers the chance to make such quick and personal contact with others.



"At AMB, we attract the interest of customers within a matter of days."

Lothar Horn,  
Managing Director of  
Paul Horn GmbH

Optimally trained stand personnel are a key to trade fair success.

For years, AMB has showcased the entire range of industry products.



Exhibitors know and appreciate this. "At trade fairs like AMB, we are able to attract the interest of customers within a matter of days, to hold discussions with fellow exhibitors and to develop business relations. Customer contact is, for us, very important. We don't sell anything directly at the trade fair but rather the event provides us with the best

opportunity for developing customer/supplier relations further and to finding out what is concerning our customers from the people themselves", explains Lothar Horn.

However, in times of crisis, the budget is tightened and the first to be affected is often the marketing department. It seems relatively painless to cut costs in advertising or trade fair participation. But, of course, this way of thinking is of no long-term benefit to the company. Experts agree that marketing measures should be anticyclical. Yet how can management be convinced of the importance of a trade fair for the company? "Those responsible for the trade fair participation really need to ensure that they are in possession of the necessary facts and figures in order to defend their budget", advises Björn Jopen, spokesperson for the advisory board of the trade fair institute in Laubenheim. Many companies, according to Jopen, don't think about this until it is too late. After the trade fair, it is very difficult to get hold of reliable data. "Documentation is very important in times of a crisis. If the executive board, management board and marketing de-

partment want to know how the trade fair participation has been of benefit to the company when the event is over, they will need to be presented with accurate information. For example, how many visitors were at the stand and how many qualified contacts were made.

Whoever can clearly demonstrate the success which resulted from participating at the trade fair is off to a good start. Those, however, who only take part in a trade fair because the competition was also participating will find it difficult in times of a crisis to defend their participation and the resulting costs", explains Jopen.

Of enormous importance for successful trade fair participation is the stand personnel. "The employees on location must be clear about the importance of the trade fair for the company. Of course, trade fairs are also allowed to be fun but the main reason for being there should not be forgotten. In order to professionally represent the company at a trade fair, the stand personnel must be appropriately trained. Do the employees know how to approach people and how the lead process works? Are they familiar with the products and



"Trade fairs like AMB are the ideal platforms for building on customer loyalty."

Björn Jopen,  
Spokesperson for the  
advisory board of  
the trade fair institute  
in Laubenheim.



## AMB meets Wasen

Messe Stuttgart, Stuttgart Marketing and in.Stuttgart are exploring new paths together with their visitor promotion: In 2010, the Cannstatter Volksfest (Cannstatt Festival), popularly known as "Wasen", will be taking place for the first time parallel to AMB. This is the ideal opportunity for exhibitors and visitors to combine the two events during their time in Stuttgart. Messe Stuttgart has sent all AMB exhibitors the travel and event service brochures for AMB 2010 which contain information about the Wasen festival and the accompanying events. AMB visitors will receive, together with their day admission ticket, a voucher for a half-price litre of festival beer and half a grilled chicken. More information at [www.amb-messe.de](http://www.amb-messe.de).

do they know who to refer customers to when they have specific questions? The personnel must ask the right questions in order to find out what the customer wants and how he/she can be helped further", says Jopen.

Something which may appear trivial at first but is an important tool for trade fair success is the correctly completed protocol. "Trade fairs are also platforms for building on customer loyalty. Discussions alone will not suffice, information needs to be recorded and subsequently assessed", says Jopen. Also very important, he continues, is to gather feedback from your own stand employees. "Many companies have 20 to 30 people at the stand right at the heart of the action. They are an important source of information which is often not tapped into. What was the impression of the stand personnel? What were the visitors focussing on? Which products proved to be particularly popular? What was deemed to be unsatisfactory at the trade fair? This is all very important information which can be compiled and passed on."

Marketing instruments such as the AMB exhibition are, however, not only

trade fairs for trends and new products but also platforms for communication and discussion among academics and users. The best example here is the Production Engineering Colloquium Stuttgart (FtK) which will be taking place on 29 and 30 September during the trade fair. At FtK, Universität Stuttgart and its associated departments within the Fraunhofer Gesellschaft will be presenting the latest results of their work. The programme includes around 40 top-class talks by experts from research and practice, as well as an exhibition presenting current research projects. In addition to information about new materials, construction methods and procedures, there will also be technical and business themes addressed at FtK, for example the role of functional surfaces of composite laminate materials in pro-

duction development or ecomation, i.e. economic and ecological automation. "The entire scope of the industry has been presented for years at AMB. And this is something which has been increasingly valued by international visitors who come to Stuttgart to get a well-informed overview of the current industry situation", explains Lothar Horn. The classic Stuttgart trade fair also plays a central role for Rauscher: "With the significant improvement of the infrastructure at the new location, AMB has once again risen in everyone's estimation. It is situated in one of most economically strong and competitive regions in Europe. For us as one of the technological companies also located in this region, a visit to this trade fair is an absolute must. More than ever in difficult times like these."



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# Optimally accessible

Shorter, faster, more direct: The entire Baden-Württemberg region is set to profit from the Stuttgart-Ulm rail project with Stuttgart Airport and the Messe Stuttgart gaining a new high-speed connection.



A new underground train station will be located just a few minutes' walk from Messe Stuttgart and the airport.

"Better is the enemy of good", wrote Voltaire. And it is an even better location that will be provided by Europe's most modern trade fair centre when the planned railway line between Stuttgart and Ulm, along with the underground train station for the trade fair and airport, is finally finished.

There is still plenty of time, however, before this mammoth Stuttgart 21 project is completed with construction officially starting in February 2010 and an end date set for 2019/2020. However, the many advantages for the New Messe Stuttgart and the

entire surrounding region can already be seen today.

### New trade fair train station

Visitors and exhibitors who travel to trade fairs in Stuttgart today arrive at the airport and trade fair grounds using the suburban railway lines S2 and S3 (S-Bahn). These lines stop at the "Flughafen/Messe" station ("Airport/Trade Fair") located directly at the airport terminal. In the future, the regional and intercity trains travelling to and from the direction of Horb will also stop here; thus including the "Gäubahn", a 172 km stretch of railway from Stuttgart to Singen, in the plans for the new rail network.

In order to optimally connect New Messe Stuttgart and the Stuttgart Airport to the high-speed European network "Magistrale for Europe", there will be an additional underground train station located directly opposite the main airport building and in close proximity to today's airport terminal train station. Around 50 intercity and over 60 regional trains will pull into this station in the future, eliminating

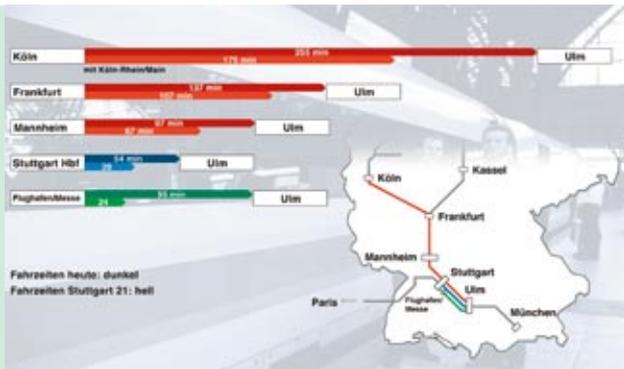
the need to change to a suburban railway line for many people travelling to the trade fair. With its own travel centre and services, the new train station means a comfortable stopover can be enjoyed by all. Then it is just a few short steps to the New Messe Stuttgart and the ICS International Congress Center Stuttgart, with a quick connecting route leading from the airport departures hall to the trade fair grounds.

### Intelligent connections

"Agreeable travel chains are those which really benefit the different means of transport they are linking", explains Wolfgang Drexler, SPD politician and honorary spokesperson for Stuttgart 21. "It is thus an aim of our transport policy to create intelligent connections. An example of this will be seen at the New Messe Stuttgart and at Stuttgart Airport." The Airport/Trade Fair train station is of particular interest for the state of Baden-Württemberg, while the new, more integrated connection of the air and rail transport networks meets the aims of the



By 2019/2020, the ambitious "Stuttgart 21" project should be completed.



Top speed:  
Today, the journey from Ulm to the trade fair grounds takes around 95 minutes; with "Stuttgart 21" this will be reduced to approximately 25.

German Federal Government and the European Union. National and international air traffic will be optimally connected with the intercity, regional and suburban railway lines at Stuttgart's Filder region, not forgetting the direct link to the A8 motorway. And the new train station will not only be bringing visitors to the trade fair, but will be providing access to the surrounding area also. The populous and economically well developed region will have its very own rail terminal and connections to the

trade fair and airport from Ulm, Tübingen and from the direction of Böblingen/Horb/Singen will see significant improvement. Visitors and exhibitors coming from Ulm will be able to reach the trade fair using the new line in approximately 25 minutes instead of what now takes 95 minutes. Around 25,000 travellers will use the services of the new Airport/Trade Fair train station and as many as 39,000 people are expected to travel to the Filder region each day during peak trade fair periods. |

Three questions to:

## Michael Bock

Managing Director of Mercedes-Benz Museum GmbH/  
Head of Face-to-Face Communication at Mercedes-Benz Cars



**1** With more than 600,000 visitors each year, your museum is the most popular museum in Stuttgart. What's the secret to your success?

We make the history of the automobile an experience that can be enjoyed by the whole family. It is important to us to be able to show visitors how much the Daimler-Benz concept has shaped the past almost 125 years and how it will continue to do so. This is something which involves tradition, production, research and development. We want visitors to be fascinated by what they see, something which we have succeeded in doing with our collection of current vehicles, various special exhibitions and events.

**2** What role does the museum's architecture play?

The exterior view of the museum is very futuristic but with a touch of tradition too. The architecture illustrates as it were the heritage of the brand. The inside of the building is based on a DNA spiral with a double helix, the carrier of human genetic information from one generation to another. There is a connection here to the original idea behind the Mercedes-Benz brand: the constant creation of completely new ideas for the mobility of people. Because that is what we claim to be: a place of innovation.

**3** People have always been fascinated by classic cars – in your museum and at Stuttgart's classic car trade fair Retro Classics. Why do you think that is?

One reason is because the models are usually big and imposing vehicles, they come from a different time and go against people's perceptions today of the automobile. because some of them are truly legendary. Take, for example, the gull-wing doors from the 1950s. Our cars were ahead of their time – that, personally, is what continues to fascinate me.

# DRUCKE

zum Geniessen

## M O D E R N P R O F E S S I O N E L L W I R T S C H A F T L I C H



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Stuttgart faces (17): Nicole Porsch, wine merchant

### "We have the best location here"



The view fascinates me every time. In the evenings, when I'm travelling home from the trade fair in the direction of the city, taking the steep winding road with the lights of Stuttgart city glittering on one side and vineyards of gnarled vines on the other.

Yet there is much more to Stuttgart. Stuttgart is "Benztown", a city which has been and will continue to be shaped by the automobile. It is a city with a superb cultural scene, world-class gastronomy and excellent shopping opportunities; a city which also has a discreet, historic and beautiful side to it. There is the Weissenhof Estate, the Rotenberg chapel, the "tea house", the TV Tower and the many "Stäffele" or flights of steps, a typical feature of Stuttgart and a tribute to the city's location in the basin of a hilly landscape. There is a variety in the faces I see every day; the city is full of surprises.

And, of course, the subject of wine lies very close to my heart. Another reason why I'm such a fan of Stuttgart; this city produces excellent wine. People like Gert Aldinger,

The Stuttgart wine merchant Nicole Porsch (41) is a big fan of the region's capital.

Hans-Peter Wöhrwag, along with the Collegium Wirtemberg and Weinmanufaktur Untertürkheim, make wines today that are recognised the world over.

For me, wine is a means to enjoying life, there is a variety to it and, in a way, it creates connections. There's nothing better than a shared glass of wine to really get the conversation flowing where the wine itself, life, politics and much more are pondered and discussed at length. A nice glass of wine is something to look forward to and thanks to the superb selection of wines from this region, a pleasure that is never tired of.

I like the Swabian mentality, where a few words often say a lot. As the saying here goes: No grumbling is praise enough.

Stuttgart and its inhabitants are like a wine that cannot be immediately compared with others, about which preconceived ideas should be put to one side, where an open mind will lead to something very special.

Simply put, I feel at home here and can't imagine living anywhere else. I'm going to push the boat out here and say, very un-Swabian like, that we really have the best location with Stuttgart.

### Message Series: Bars in Stuttgart (17)



Directly beside the trade fair: Mövenpick Hotel Stuttgart Airport.

### "Message" Bar & Café

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

Approximately 200 metres away, the "Message" bar in the Mövenpick Hotel Stuttgart Airport is just a stone's throw from Messe Stuttgart. After a stressful day of work, it is not only hotel guests who are welcome to come and unwind here. The selection of drinks is like the decoration – stylish, elegant and classic while comfortable seating invites customers to sit back and relax. Illuminated silhouettes adorn the walls and two large, hundred-year-old olive trees add an impressive touch to the entrance. Depending on the time of year or sporting occasion, such as the upcoming World Cup in South Africa, guests of the "Message" bar are treated to special culinary delights. For example, there will be a large screen showing the World Cup football matches in June and the bar will be serving such treats as the "South Africa Burger" with grilled ostrich steak or the "Taste of South Africa" consisting of a mixed grill of springbok, ostrich and cured cod with BBQ sauce. Further information: Mövenpick Hotel Stuttgart Airport, Flughafenstrasse 50, 70629 Stuttgart, Tel.: 0711/553440, Email: [hotel.stuttgart.airport@moevenpick.com](mailto:hotel.stuttgart.airport@moevenpick.com)



## TRADE FAIR CALENDAR

**04. – 07.05. | Control**

Int. trade fair for quality assurance

**07. – 08.05. | azubi- & studientage**

The trade fair for education and studies

**10. – 12.05. | R + T Middle East**

Middle East platform for doors, gates and sun protection

**18. – 19.05. | public08**

Int. trade fair for town planning and public space design

**18. – 19.05. | Zukunft Kommune**

Trade fair for communal solutions, services and procurement

**19.05. | ESA Investment Forum**

**07. – 10.06. | LPM**

11th Int. Symposium on Laser Precision Microfabrication

**08. – 10.06. | O & S**

Int. trade fair for surface treatments and coatings

**08. – 10.06. | Lasys**

Int. trade fair for system solutions in laser material processing

**12. – 13.06. | COSMETICA Stuttgart**

Cosmetics trade fair

**22. – 24.06. | Engine Expo**

Int. trade fair for engine design, technology and components, test procedures and development. At the same time: Crash Test Expo, Vehicle Dynamics Expo, European Components Expo, Automotive Testing Expo, Automotive Interiors Expo

**22. – 23.06. | Consense**

Int. exhibition and congress for sustainable building

**22.06. | International Engine of the Year Awards 2010**

**04. – 05.09. | INTERVITIS INTERFRUCTA South America**

Talca/Chile

**11. – 13.09. | SACHSENBACK**

Trade fair for the bakery and confectionery trades (Messe Dresden)



## Success story

SCHALL specialist trade fairs at the new Stuttgart Trade Fair Centre: After three years of being a "key to markets", both companies are now seeing very positive results.

The decision taken by private trade fair company P. E. Schall in 2005 to move from its Sinsheim location to the Filder region after 13 years of continued development, taking with it almost a full portfolio of technical trade fairs, certainly caused quite a stir. However, private trade fair promoter Paul E. Schall saw no other option open to his company and his customers when it came to expanding further internationally, despite all objections and political influence encountered.

"The first events to take place at the New Messe Stuttgart in the early summer of 2007, BLECH-expo and SCHWEISStec, clearly showed that the right decision had been made", explains Paul E. Schall. With the change of location, BLECHexpo, the international trade fair for sheet metal working, accompanied by SCHWEISStec, the international trade fair for joining technology, received a major boost and immediately saw significant growth in all areas: 60 percent more exhibition space, 30 percent more

exhibitors, 20 percent more international exhibitors and 15 percent more national and international specialist visitors. There was also considerable change seen in the quality of exhibitors with everything from nationwide traders to globally active manufacturers now represented, a clear indication of the increased standing of both specialist fairs.

It was a similar situation for the other trade fair events which moved to Stuttgart, such as MOTeK, the international trade fair for assembly, handling technology and automation, along with BONDexpo, the international trade fair for industrial bonding technology and CONTROL, the international trade fair for quality assurance. It is MOTeK and CONTROL in particular, both well established as globally leading trade fairs, along with BLECHexpo which only came to be the second most important trade fair in Europe for sheet metal working after the move to Stuttgart, that are benefiting from



SCHALL specialist trade fairs have enjoyed great success over the last three years at the New Messe Stuttgart (left). Below: Paul Eberhard Schall (right) with his wife Bettina and the Minister for Economics Ernst Pfister (2nd from right).



*With a little help from my friends\**

Freundlichkeit verbindet, erleichtert die Arbeit und hat Erfolg. Die Beatles können ein Lied davon singen. Und: Freundlichkeit ist gesund. Nicht ohne Grund werden Songs der Beatles erfolgreich in Therapien gegen Stress eingesetzt.

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\* Während die BEATLES im Jahre 1967 den Titel „With a little help from my friends“ nicht als Single veröffentlichten, schafften es gleich drei Coverversionen auf den ersten Platz der britischen Hitparade.

the move to the industrial heart of Europe. It is a win-win situation with these leading trade fairs also proving to be of benefit to the location of Baden-Württemberg and to Messe Stuttgart, who were able to maintain high figures during the crisis year of 2009, as well as develop further. Which is why

MICROSYS, the international trade fair for micro and nano technology in R&D, production and applications technology, will be taking place for the first time at MOTTEK 2010 this year, adding yet another chapter to what is known as the Stuttgart success story.

## TRADE FAIR TICKER

### 06. – 10.02. | INTERGASTRA

The 25th INTERGASTRA event enjoyed a record result. "With more than 80,000 visitors, we fully met all expectations", says Messe Stuttgart's Managing Director Ulrich Kromer.

### 23. – 25.02. | PFLEGE & REHA

Around 9,000 specialist visitors came to the most important trade fair in southern Germany for decision-makers and employees from the areas of elderly care, nursing and rehabilitation. PFLEGE & REHA saw a clear increase in the number of exhibitors compared to the previous event in 2008.

### 12. – 14.03. | Retro Classics

The fascination with classic cars shows no sign of stopping. Over 60,000 fans of classic cars came to the tenth Retro Classics in Stuttgart. There were also record exhibitor figures for the event:

There was no sign of the economic crisis at INTERGASTRA.



1,100 participants presented around 3,000 classic cars. Visitors and exhibitors from 15 different countries were represented.

### 24. – 28.03. | INTERVITIS INTERFRUCTA

615 exhibiting companies, around 37,000 specialist visitors: IVIF 2010, the international trade fair for wine, fruit, fruit juice and spirits, was a complete success. German Chancellor Angela Merkel opened the event.

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The planned modernisation of the office and administration building of Polis Immobilien AG in Stuttgart has been awarded a preliminary silver certificate by the German Sustainable Building Council (DGNB).

# Buildings that benefit

Consense 2010: Sustainability for the building and property industry.

It takes more than a bold design to transform a house into a modern building. Sustainability is the key, a theme that is significantly growing in importance within the property industry. Apartments, offices or public buildings planned and built with sustainability in mind are characterised by their environmental compatibility, energy efficiency and user-friendliness. They have lower operating costs, offer a healthy and cosy living environment, as well as integrate into their socio-cultural environment. These and many other advantages make sustainable buildings objects of

desire for many renters and buyers who are willing to pay that bit more for property.

How sustainable a building actually is can be judged by its German Sustainable Building Certificate which is awarded to ecological, economical and user-friendly buildings. The certificate of the German Sustainable Building Council (DGNB) clearly sets itself apart from the evaluation systems of other countries which generally only take ecological aspects into consideration. "Our seal of quality stands out due to its overall observation of the building life

cycle, as well as a consistent and transparent evaluation methodology which takes into consideration all dimensions of sustainable building. It makes sustainability measurable and comparable", explains Dr. Christine Lemaitre, Managing Director of the German Sustainable Building Council. The official DGNB seal looks at the six themes of ecology, economy, socioculture, technical quality, process quality, as well as quality of location. For each area, experts have compiled criteria which are weighted according to relevance. Depending on the extent to which the specified requirements are met, the buildings receive the seal of quality in bronze, silver or gold. Important for investors: The certificate visibly highlights the quality of the building, directly affecting the chances of it being rented out or even sold. For buyers and renters, the DGNB seal is a guarantee that the building is environmentally and user-friendly.

Various aspects of sustainability will be addressed at Consense 2010, the international exhibition and congress for sustainable building, from 22 to 23 June 2010 in the New Messe Stuttgart.



At Consense 2010, the international exhibition and congress, the focus is on the theme of sustainable building and modernisation.

azubi- & studientage Stuttgart 2010:

## Planning ahead for the future

Anyone serious about their future career should be thinking ahead and planning early. The azubi- & studientage 2010 offers school goers from the ages of approximately 14 to 19 the best opportunity to find out all about further training and career choices. Presented will be everything from the classic careers in retail or trade to commercial and social training opportunities to study courses at design, film and music schools. A number of renowned colleges from the region will also be in attendance. Admission is free.

More than 150 companies, colleges and professional organisations will be represented at the New Messe Stuttgart on 7 and 8 May when the azubi- & studientage Stuttgart will be taking place for the 16th time. There will be plenty of talks and career choice experts on hand to help trade fair visitors decide on which career path to take. Among the many exhibitors at azubi- & studientage Stuttgart 2010, there will be companies such as Metro Group, Mercedes AG, Südwestrundfunk and Landesbank Baden-Württemberg. Trade associations such as Handwerkskammer Region Stuttgart (Chamber of Crafts and Trades for the region of Stuttgart), the Verband des Württembergischen Verkehrsgewerbes (Transport Industry Association in Württemberg) and the Landesapothekerkammer (State Chamber of Pharmacists) will also be represented.



Traditional meeting point: azubi- & studientage Stuttgart will be taking place for the 16th time.

*BILDUNGSSTADT / ERHOLUNGSSTADT / ERFOLGSSTADT / FLUGHAFENSTADT / FREIZEITSTADT / MESSESTADT / SPORTSTADT*

# MESSE *Leinfelden-Echterdingen* STADT

Wenn Sie zur Neuen Messe Stuttgart kommen, sind Sie schon in Leinfelden-Echterdingen. Und hier finden Sie selbstverständlich auch alles andere, was eine Messestadt ausmacht: Hotels, Restaurants, Kultur, Natur, Sport, Erholung ... mehr Info unter [www.welcomecity.de](http://www.welcomecity.de)



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## Trade Fairs – Markets

SACHSENBACK 2010: The specialist trade fair now in Dresden

### New location, new concept

SACHSENBACK, the trade fair for the bakery and confectionery trade in the eastern region of Germany, is moving from Leipzig to the new location of Dresden. From now on, this is where the trade fair will take place every three years.

The three BÄKO regional co-operatives of Erzgebirge Vogtland, Central Germany and Eastern Germany, together with Saxonia as conceptual sponsor and Messe Stuttgart as organiser, will be actively supporting the trade fair. SACHSENBACK thus remains one of the most important specialist forums for trade in Germany. With 246 exhibiting companies and around 9,240 specialist visitors, the previous SACHSENBACK event in 2008 was viewed as an essential meeting point for bakers, confectioners, cafés, restaurants, hotels, canteens and major caterers, as



The traditional event of SACHSENBACK will be taking place in Dresden from 2010 onwards.

well as party service suppliers. The main themes this year (11 to 13 September 2010) will be raw materials, working methods and company management, business equipment and sales promotion.

Fachdental Leipzig 2010:

### Meeting point for dental specialists

On 17 and 18 September 2010, Fachdental Leipzig will be taking place at Leipzig's trade fair centre. The exhibition for the dental sectors of Saxony, Saxony-Anhalt and East Thuringia has been organised by Messe Stuttgart for many years now and is an event which showcases new products and services from the participating industry and specialist retail partners. Alongside new products and

current trends, business management themes are playing an ever increasing role in the running of dental practices. Coach, Lufthansa pilot and self-employed dentist Dr. Bernhard Saneke will thus be addressing this topic in his talk "The logical chain of success for your practice", highlighting important factors for the optimal management of a modern dental practice.



Technology plays an important role in the dental practice of today. New products and trends will be presented at Fachdental Leipzig.

Crashtest Expo Europe 2010:

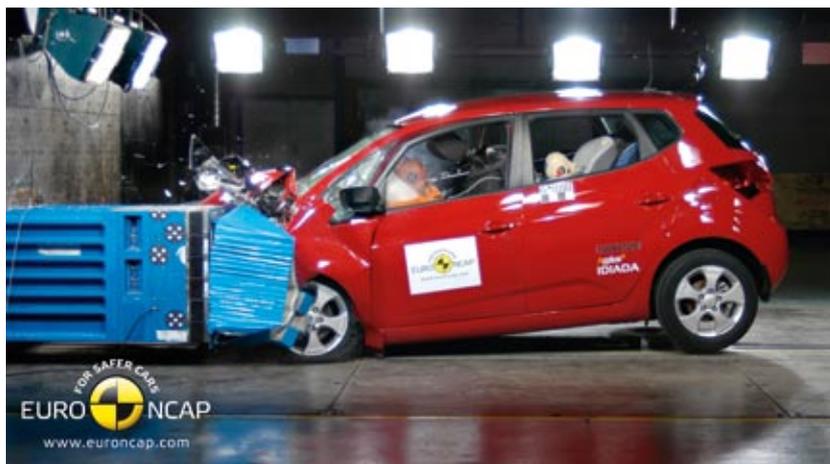
## Crash testing

When new cars are totalled one after the other, it generally has something to do with the theme of safety. Because extensive crash testing is, despite its high costs and the option available of partly simulating specific crashes on a computer, still an indispensable factor in vehicle safety today.

### Safety first

The controlled crash tests are carried out – in Europe – by Euro NCAP. NCAP stands for New Car Assessment Programme and, assisted by ADAC, the European Automobile Club, it is a programme which several European governments and consumer organisations have joined.

Detailed information is provided regarding passenger protection



Crash tests are carried out all over Europe according to Euro NCAP standards.

during frontal, side and pole impact crashes. Tests for the protection of pedestrians, as well as the testing of child safety measures recommended by vehicle manufacturers, are also carried out.

Since 2009, the vehicles tested have received an overall Euro NCAP rating which additionally takes into

consideration rear end collisions and the performance of safety systems such as ESP (Electronic Stabilisation Programme).

At the Crash Test Expo taking place from 22 to 24 June 2010, specialist visitors can find out about the latest developments regarding the theme of vehicle safety.

Familie & Heim 2010:

## Definite date

The focus will be on consumption during this year's Stuttgarter Messe-Herbst: A total of eight trade fairs will be taking place in 2010 under this successful umbrella brand. Firm favourite among the MesseHerbst trade fairs is Familie & Heim, southern Germany's large shopping and adventure exhibition which will be taking place from 13 to 21 November in the New Messe Stuttgart. Familie & Heim is an ideal platform for the retail industry in Baden-Württemberg. "It is this group of regionally based exhibitors that are of particular importance to us", explains Armin Domdey, Project Manager of Familie & Heim. In addition to the consumer trade fair, seven further public events will take place. On 12 November, the Internationale Mineralien- & Fossilienbörse will start and from 18 November, Hobby & Elektronik, Modellbau Süd, Süddeutsche Spielmesse and Kreativ- und Bastelwelt will be open. Kicking off on 19 November will be Babywelt and the gourmet trade fair eat'n STYLE.

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German star chefs like Tim Mälzer (right) keep the public entertained during the live cooking demonstrations at eat'n STYLE.

# Food entertainment at its best

The new eat'n STYLE, taking place during this year's Stuttgarter MesseHerbst will be all about the pleasure and enjoyment of food.

Stuttgart's MesseHerbst has even more to offer in 2010. eat'n STYLE, the trade fair with taste, will be serving up some real delights from 19 to 21 November, this year at the same time as Familie & Heim, Hobby & Elektronik, Kreativ- und Bastelwelt, Modellbau Süd, Süddeutsche Spielmesse and Babywelt.

### Meeting point for connoisseurs

From the "trade fair with taste", visitors can expect everything to do with the kitchen, cooking and hospitality. A big advantage for visitors is that they can visit several of the trade

fairs taking place during this time using the one admission ticket.

Stuttgart's new eat'n STYLE is the meeting point for connoisseurs, food enthusiasts and hobby cooks where food can be tasted and experienced at the many stands and cooking demonstrations. The event is organised by G+J Events GmbH, in cooperation with magazines ESSEN & TRINKEN, ESSEN & TRINKEN FÜR JEDEN TAG and LIVING AT HOME.

From aromatic cheese specialities, select wines and choice organic products to decorative accessories and modern kitchen appliances, eat'n STYLE really offers visitors a unique

culinary experience. Trade fair highlights include the legendary live cooking demonstrations with Germany's star chefs Alexander Herrmann, Tim Mälzer, Stefan Marquard, Johann Lafer and Ralf Zacherl, taking place in front of up to 750 audience members: that's food entertainment at its best.

### Current worlds of experience

eat'n STYLE is just one of many public trade fairs which have been successfully established at New Messe Stuttgart. Further examples include Slow Food – the Market of Good Taste, the fair trade exhibition Fair Handeln and KulturReisen (CultureTravels) within the classic tourism trade fair CMT.

"The focus of the events is always on current trends and approaches to life which can be successfully carried over into the trade fair experience", explains Guido von Vacano, Head of Lifestyle & Recreation at Messe Stuttgart. "This new event eat'n STYLE from G+J Events once again impressively underlines the importance of public trade fairs at Stuttgart's trade fair location."



The professionals give tips on how to savour the experience at eat'n STYLE.

## Intensive information exchange

LASYS, Germany's only international trade fair which covers industry, material and application system solutions in laser material processing, has an excellent programme of events in store for visitors.

Taking place on 7 June 2010, the day before the actual trade fair opens, is the 11th International Symposium for Laser Precision Microfabrication (LPM). Organised by the Japan Laser Processing Society, it is a four day event aimed predominantly at developers and users of micro production technology with lasers.

From 8 to 10 June, the Stuttgart Laser Technology Forum (SLT) will facilitate the information exchange between research and industry. Questions from everyday production will be dealt with here: What is possible



today with laser technology? What problems arise? How can these problems be quickly and effectively solved? Aimed at all laser users, it promises to be an interesting three-day event.

Material processing with lasers, as well as an information exchange between research and industry, are the focus of LASYS 2010 and its accompanying event programme.

### ESA Investment Forum

## New in Stuttgart

On 19 May 2010 at the New Messe Stuttgart, the ESA Investment Forum, the networking event of the European Space Agency (ESA), will be taking place for the first time in Germany.

It provides people looking to start up their own business, as well as young companies with business models based on aerospace applications technology, with the opportunity to meet with private and institutional investors. These business models thus get the chance to acquire financial backing in the early development stages.

The Office of Technology Transfer from the European Space Agency (ESA) is organising this forum for the fourth time already. On 18 May, the day before this ESA event kicks off, the KIS Mobile Convention will take place. This half-day event will be looking at "knowledge-intensive services and applications for mobile devices" and is aimed at innovative companies from the mobile sector and applications developers.



Messe Stuttgart's Managing Director Roland Bleinroth (right) accepts the "CzechTourism Germany Award" for Stuttgart's tourism trade fair CMT.

### Stuttgart's tourism trade fair classic receives award

## CMT is the "Trade Fair of the Year"

Yet another accolade for Stuttgart's famous holiday trade fair CMT: At the ITB event in Berlin in mid-March, the "CzechTourism Germany Awards" were presented.

In front of an audience of over 200 guests which included travel agencies, journalists, representatives of Czech regions and cities, as well as spas and hotels, German representa-

tives from the Czech Centre for Tourism, CzechTourism, presented the award of CzechTourism Partner of the Year 2009. Awarded best partner in the category "Trade fair of the Year" was CMT for its "growth, dynamics, professionalism and close cooperation". This was the third time the "Czech Tourism Germany Awards" had taken place.



## Global leader

CONTROL 2010, the world's leading trade fair for quality assurance, is setting the standard when it comes to internationalisation and innovation.

Brazil all set, Japan on the way, China already in place – Preparations are in full swing for CONTROL, the international trade fair for quality assurance, which will be taking place from 4 to 7 May 2010 when approximately 30 nations present their products and solutions for efficient quality assurance. "We welcomed exhibitors

and specialist visitors from 24 countries to the last CONTROL event and this year's 24th CONTROL looks set to continue this international trend", explains Project Manager Gitta Schlaak from event organiser P. E. Schall GmbH & Co. KG. Currently in the planning stages are new joint stands, one of which is for the industrial nation Brazil.

Japanese exhibitors are booking individual stand areas while Chinese exhibitors are considerably increasing the size of theirs. Schlaak: "There is an increasing trend at CONTROL whereby larger companies from economic nations, as well as the lesser known industrial countries, are looking to venture into new markets on their own."

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Übernachten in der Hölderlinstadt Nürtingen!

## DACH + HOLZ International: Industry meeting

The international roof and timber industry will meet in Stuttgart in 2012. This is when the DACH + HOLZ International trade fair will be taking place from 31 January to 3 February at the New Messe Stuttgart. Roofers, carpenters, plumbers, architects and engineers will have the opportunity to find out more about the new products, ideas and solutions for carpentry, extension trades, roofing and wall construction during the four-day event. DACH + HOLZ will then take place in Stuttgart every four years.



Specialist forum: DACH + HOLZ International.

LASYS 2010: New service

## Problem solved

At LASYS, the international trade fair for system solutions in laser material processing, a new service awaits visitors: Experts from renowned research institutes will be ready and waiting at their own trade fair stand in Hall 1 from 8 to 10 June 2010 to provide visitors with advice on laser production and to recommend the right manufacturer for their production problems. Independent advice will be given and the service is free. "With the 'Solution Center – Meet the Experts', we want to convince as many trade fair visitors as possible of the advantages to innovative laser technology and to recommend individually tailored solutions for their problems", says Prof. Dr. Thomas Graf, Director of the Institut für Strahlwerkzeuge from the University of Stuttgart (IFSW), explaining the intentions behind the participating research institutes. "Visitors



Meet the Experts: at LASYS 2010.

should bring their parts and products with them to the trade fair and, using these examples, we will show the potential that lies within laser-based production." It promises to be a great event for laser fans with all invited institutes taking part and a veritable who's who of the German laser research scene in attendance.

AMB 2010:

## Consistently making use of potential

Whoever wants to successfully survive in a turbulent competitive environment needs to think and produce efficiently. It is for this reason that AMB, Stuttgart's international exhibition for metalworking, which is taking place from 28 September to 2 October 2010, will be focussing on the integral utilisation of potential in metal-cutting technology for users, as well as machine and tool manufacturers.

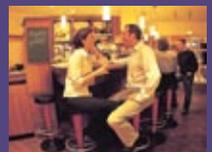
With the motto "Metal Working Innovation Tour-Trends of Tomorrow",

the Institute for Production Management, Technology and Machine Tools (PTW) at the Technische Universität Darmstadt will be organising a joint stand in Hall 5 of the Messe Stuttgart-Together with approximately 25 exhibitors, PTW will provide machinists, technicians, development engineers, as well as management representatives from manufacturing companies, with clear and compact information regarding the most important trends and latest developments in metal-cutting technology today.

Users, along with machine and tool manufacturers, can find out about the latest developments at AMB.



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## Solutions for reducing costs

The focus will be on energy- and resource-efficient surface technologies at O&S 2010 in Stuttgart.

The lowest possible operating costs combined with an optimal utilisation of all available resources and the implementation of energy-saving technologies: the goals of manufacturers and users worldwide will be addressed at O&S 2010, the international trade fair for surface treatments and coatings, within the main theme of resource efficiency. Such as in the QundS@Lounge, the industry meeting point for energy and resource efficiency in industrial coating technology. This is the central market place for the coating technology industry where product presentations, intensive discussions and visitor tours are held.

Because this is an industry which consumes an extraordinary amount of energy. One reason for this is the

ventilation required for the painting systems and spray booths. Here, the constant supply of air ensures that solvent fumes are reduced, thus preventing any explosions from occurring or damage to workers' health.

### Reduced energy consumption

Another reason is the deployed air which must often be kept at the right humidity and temperature. And the volumes of air are considerable: Even with smaller systems, tens of thousands of cubic metres are needed every hour. For vehicle series painting, this can be several million cubic metres per hour. Energy consumption levels are correspondingly high: over 50 per cent of the entire consumption in car assembly plants.

The smaller spray booths also use a considerable amount of energy. How much exactly has been calculated by the Fraunhofer Institute for Manufacturing Engineering and Automation (IPA) in Stuttgart. The energy consumed by painting systems for the processing of water lacquers corresponds, per square metre, to the energy required by three to four single-family homes. Classic spray booths, such as those used in auto repair shops, are typically 20 to 30 square metres in size. According to IPA, one single booth requires the same amount of energy as that of a residential neighbourhood with up to 120 houses.

New to the O&S event, which is organised by Deutsche Messe AG together with Messe Stuttgart and will be taking place from 8 to 10 June 2010, is "SchauPlatz NANO". Here, around a dozen companies will present marketable nanosolutions with improved product features in the area of surface technology. This includes surface refinement with nanomaterials, the refinement of car parts, the antibacterial coating of surgical instruments and the design of breathable and dirt-resistant textiles using nanomaterials. It is for this reason that INNOtex, previously an independently organised event, will be integrated into O&S from this year onwards.



One of the main themes of O&S, the international trade fair for surface treatments and coatings, will be resource efficiency.



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Trade Fair People (9): „Do you know...“

### Andrea Stumpp

Messe Stuttgart switchboard and reception

At peak times, it's all go from eight in the morning. „That's when the phone doesn't stop ringing until I go home in the evening“, says Andrea Stumpp, the „voice“ of Messe Stuttgart, describing her working day in the reception of the trade fair administration building. This is where calls are directed to when there is no direct extension number dialled. The reception is manned from eight in the morning until six in the evening and this can often stretch into the late evening and weekends for many trade fairs. A particularly busy time is during the assembly stages, right before the trade fair opens. Stand construction crews ring requesting the exact address or about access routes or to speak to contact partners. Exhibitors who are travelling to the trade fair centre with caravans or campers often want to know if the small trade fair campsite has water and electricity supplies. Visitors want to know the trade fair opening times, what bus or rail lines to take and where wheelchairs can be rented from. The reception also functions as the main contact partner for visiting management teams and for the other Messe Stuttgart employees. And finally, Andrea is responsible for organising keys for the tradesmen, the trade fair archives, office supplies, technical access or the dividing walls in the conference rooms.

Looking for a career change, Andrea came to Messe Stuttgart in October 1999 when the trade fair centre was at the old location of Killesberg. Even there the pace was often hectic, especially when preparations for the New Messe Stuttgart got going. One particular challenge was the incorporation of trade fair operations at the new location in July 2007, when administration stayed behind in Killesberg for another year. „That was not always easy“, she recollects. „We weren't familiar with the new location and our colleagues who were working there already had no permanent workplace at the start and it was difficult to reach them.“

When Andrea is not working, the enthusiastic gardener likes to put her energies into enjoying nature, exploring the surrounding area of Illingen where she lives with her bicycle. „And I'm looking forward to the arrival of my first grandchild who will be born in June“, beams the soon-to-be grandmother.



Trends from a single source: Community representatives at the trade fair „Zukunft Kommune“.

## Central meeting point

Information for local decision-makers at „Zukunft Kommune“ from 18 to 19 May 2010.

Towns and communities have special challenges to face in difficult economic times. To address this situation, „Zukunft Kommune“, the specialist trade fair for local solutions, services and procurement, has successfully established itself as a leading trade fair in the region of

southern Germany. Specialist visitors, among them Lord Mayors, Chief Officers, District Administrators, Departmental Heads, Treasurers, Association Committees and Division Managers will find all the information they need for their respective responsibilities from 18 to 19 May in

Stuttgart. Starting at a central meeting point set up for the first time this year right in the middle of all the trade fair activity, visitors are led to six clearly marked themed areas such as „Local Services & Companies“, „Public Administration & Local IT“ and „Community Life & Providing for the Future“. With the new layout of the „Zukunft Kommune“ event, it is now easier for visitors to find their way to the trade fair stands that interest them and to the related themed areas.

### Exhibition area for clubs

Active associations are very important for the quality of life in towns and communities. Which is why „Zukunft Kommune“ has set up its own special exhibition area „meinv.verein.de-Forum“, as well as the „komcup“. The first football tournament for the benefit of local associations will take place on the grounds of the Mew Messe Stuttgart. Participating teams will represent the various associations in the community with prize money of € 10,000 in total up for grabs.



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Company profile: EMAG Holding GmbH, Salach

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### Strong position

The EMAG Group is, by its own account, the only producer worldwide of machine tools and production systems which cover the entire process chain of hard to soft metal machining. Due to the wide spectrum that technology offers, EMAG is active in the entire process chain for gear, engine and vehicle component production within the automotive industry, as well in plenty of others. The company is also strongly represented in the areas of energy efficiency and environmental technology. Thanks to the combination of nine technological companies within the group, EMAG is in a position to come up with almost any machining

solution, as will be seen at AMB 2010 from 28 September to 2 October in Stuttgart.

The history of the company stretches back quite far. In 1867, the first iron foundry and machine works (Eisengiesserei und Maschinenfabrik AG – EMAG) was founded in Bautzen in Saxony. Almost 100 years later in 1952, EMAG re-established itself in the Baden-Württemberg town of Eislingen; a short time later came the move to Salach, the company headquarters today. In 2006, EMAG Maschinenfabrik GmbH finally became EMAG Holding GmbH and management of the EMAG Group took over.

Last year, the company and its approximately 1,650 employees achieved a turnover of around 330 million Euro. Machine building, the automotive and electrical industries, as well as the renewable energy sector, are today some of the company's most important customers.

With an export share of around 50 percent, the EMAG Group generates a large percentage of its turnover from the markets in China, India, Russia, Brazil and Mexico. And with international markets of increasing importance in business today, the subsidiaries in China, India and Russia are to be further expanded in 2010.



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Consumer Mac Show 2010:

## All about Apple

After last year's successful premiere event, the Consumer Mac Show 2010 will be taking place for the second time within the Hobby & Elektronik trade fair from 18 to 21 November. With its varied programme of events and a special exhibition area for Mac retailers and service providers, Stuttgart's Consumer Mac Show is addressing PC users looking for something new, as well as private MAC users and MAC experts. The event is organised within the "Stuttgarter MesseHerbst" exhibition group to which approximately 150,000 visitors and around 1,100 exhibitors attended in 2009.

At the Consumer Mac Show, exhibitors will be showcasing the latest products and trends for computers, peripheral devices, as well as hard- and software from Apple. In the Mac-Forum, there will be daily live demonstrations, product presentations and



The latest must-have item for Mac fans: the iPad from Apple.



talks taking place, addressing themes such as the iPhone or software applications. In cooperation with the authorised training centre from Apple, brainworks Training GmbH, trade fair organisers are offering visitors the chance to take part in workshops and master classes (subject to a charge) for advanced and professional Mac users.

The Consumer Mac Show will be taking place at the same time as Süddeutsche Spielemesse, Kreativ- und Bastelwelt and Modellbau Süd from 18 to 21 November. Other trade fairs within this MesseHerbst grouping include Familie & Heim (13 to 21 November), Babywelt and eat'n STYLE (both 19 to 21 November).

Vision 2010: Positive development

## Wide spectrum

A new name and even more themes presented: Stuttgart's VISION will be held from 9 to 11 November 2010 under the new title of "International trade fair for Machine Vision". Management at Messe Stuttgart felt that the previous inclusion of the word "industrial" was no longer relevant as this year's 23rd VISION event has developed in a non-industrial direction.

Florian Niethammer, Project Manager of VISION, is very happy with the registration figures so far: "Despite a precarious economic situation, we are looking at some very positive developments this year. All the key players are already on board and the current registration figures are on a par with those of the same period last year." In trade fair halls 4 and 6, exhibitors will be presenting components, entire systems, as well as innovative solutions and services, on approximately 20,000 square metres of space.

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## Trade Fairs – Markets

parts2clean 2010: trade fair for parts cleaning and drying technology

### Added value for exhibitors and users

The demand for equipment and services for the cleaning of components, surfaces and tools is increasing worldwide. There are many reasons for this, such as the appearance of new developments which allow for a reduced consumption of energy and resources. For example in the automotive industry: There, the trend is for smaller vehicles with so-called downsized engines. However, the small components of these engines are posing a greater challenge for production accuracy and thus, also, cleaning.

At the same time, there is an increase in the demands for cleanliness during production and maintenance processes due to stricter environmental specifications which, in turn, is leading to greater cost pressure for companies. These industry developments and more will be presented at the parts2clean exhibition, organised by fairX-



At the 8th parts2clean, the focus will be on cleaning during production and maintenance.

perts GmbH, from 12 to 14 October 2010 in Stuttgart. Taking place at the same time is the third COROSAVE, the international trade fair for corrosion protection, preservation and packaging.

Stuttgarter MesseHerbst 2010: "Der Kreis" showcases kitchen trends

### Better living

The rediscovery of the kitchen as the heart of modern family life is one of the many trends for 2010. Anyone thinking of investing in a new kitchen or renovating their own one, should make their way to Stuttgart this year.

The services of kitchen specialists are currently in demand, providing customers with expert advice and individual solutions tailor-made for every requirement. At the 7th

international consumer exhibition for kitchens and baths, taking place from 13 to 21 November 2010 in Hall 3 of the New Messe Stuttgart, 20 specialist kitchen retailers from the European network "DER KREIS" will be presenting the entire spectrum of modern kitchen equipment: from the cosy country kitchen to the more minimalistic style, designed and manufactured by kitchen specialists from the region.



High-quality professional kitchens are best purchased from regional experts.

# Even more content

Stuttgart's IT & Business has 2010 even more to offer for medium-sized businesses.



After a successful first event last year, IT & Business is looking to start round two from 26 to 28 October 2010. "We had very good results for the first event in 2009", says Ulrich Kromer, Managing Director of Messe Stuttgart. "With 312 exhibitors, we far exceeded all expectations despite an extremely difficult economic year. Therefore, we won't be making much changes to our trade fair concept in 2010. Contents-wise, we are further expanding the specialist themes and the accompanying programme, as well as providing IT and commercial decision-makers with even more room to exchange information and discuss ideas."

## Short cuts

Simply put: the IT & Business trade fair will be addressing all the relevant themes for the IT and business world in 2010. During five specialist forums, experts and market leaders will address eight themes over the course of 150 talks. The number of talks has thus almost doubled when compared to the previous event. One advantage for visitors is that the specialist forums have been integrated into the IT & Business trade fair halls, with the organisers shortening the communication channels and presenting the accompanying programme directly at the centre of the exhibition area. The pavilion

"Open Source" is also set for expansion in 2010, an aspect that increasingly concerns software companies and the IT departments of medium-sized businesses. A new feature on all three trade fair days will be the special area "BPM Vision Süd" which will look at the theme of business process management.

## "Looking to the future"

A new pillar added to the practice-oriented accompanying programme of IT & Business this year is the pavilion "Looking to the future", a platform organised by Fraunhofer IAO. Here, experts will present applications from the area of information and communications technology which can soon be included in the day-to-day running of businesses.

Messe Stuttgart is expecting around 400 exhibitors and 8,000 to 10,000 qualified specialist visitors to attend IT & Business. Among them will be IT experts, buyers, managing directors and commercial decision-makers who play an active role in IT investment within medium-sized companies. Exhibitors at Stuttgart's IT trade fair are soft- and hardware manufacturers, system houses and the various suppliers who are involved in company IT. Represented at the first event in 2009 were global players such as IBM, Microsoft and SAP.

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The Caribbean was one of the most attractive tourist destinations at this year's CMT.

CMT 2010: Review

### Leading position

More visitors, even larger catchment area, almost 100 per cent exhibitor satisfaction: The Stuttgart-based CMT, Europe's largest public trade fair for tourism and leisure, was able to

further expand its leading position in Europe in 2010. "Over 205,000 visitors, approximately 1,850 exhibitors and fully booked halls are once again proof that the Stuttgart-based holiday trade fair can sustain its position very well even in the still difficult economic climate", explained Roland Bleinroth, Managing Director of Messe Stutt-

gart. "This shows that, with our range of products and services, as well as special areas, we have again struck a chord with the public in 2010."

In the caravanning section, manufacturers and retailers showcased approximately 700 of the latest vehicles, of which 40 were completely new models. Oliver Waidelich, Managing Director of the German Caravan Trade Association (DCHV), was, among others, delighted with CMT 2010: "CMT contributed to a successful start to 2010. The end result was on par with the result of the previous year's event."

The representatives of the two CMT partner regions, the Caribbean and Turkey, also expressed their satisfaction. For Isabelle Morzinkowski, Manager of the Business Area for the Caribbean Cooperation Venture, appearing at CMT was worth it: "The stand and our events were very popular among visitors. Overall we were positively surprised that even rather unknown destinations in the Caribbean were well received." |

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public 10: New themes

### Planning

Public 10, the trade fair for town planning and public space which is relevant for all planners and decision-makers, is expanding its offer of themes by its involvement in the design and acquisition of public spaces in the city and countryside, leisure facilities, playgrounds, outdoor areas and green areas. On 18 and 19 May 2010, for the first time outdoor advertising and its close connection with the public space through city mobilisation and the arrangement of road space will be on the agenda.

Taking place parallel to public 10 is the 7th "Zukunft Kommune", the future of community trade fair, which will offer a current and comprehensive overview of "community solutions, services and acquisition". In order to fulfil the demands of exhibitors and visitors in terms of content, the organiser spring Messe Management set up a specialist advisory board, which co-designed the content and framework programme. |

# Second spin-off to R+T takes place in Dubai

R+T Middle East 2010 benefits from industrialisation of states in the Gulf Cooperation Council (GCC).

Following the big success of R+T Asia, which took place from 23 to 25 March 2010 in Shanghai in China, the organisers of R+T Middle East, the second spin-off to the Stuttgart-based world leading trade fair for roller shutters, doors, gates and sun protection, are expecting a high readiness to invest in industrial doors and gates and automatic garage doors. One reason for the huge demand is the intensive industrialisation in all states in the Gulf Cooperation Council (GCC). The extensive range of industrial projects has a total volume of over 46 billion US dollars in the United Arab Emirates and Saudi Arabia alone.

## Large growth potential

R+t Middle East, organised jointly by Messe Stuttgart and the Dubai branch of the German trade fair, offers exhibitors and specialist visitors an optimal marketing platform to benefit from the first-class business prospects in the Gulf region. Several industrial and production zones are currently being developed there, because it can be detected in the GCC states that the economy is experiencing strong diversification and the economic dependence on the oil and gas sector must be reduced. Among the key projects are the Industrial City of Abu Dhabi (ICAD) with an

investment volume of 1.63 billion US dollars to date, as well as Dubai Industrial City with an investment potential of approximately two billion US dollars for the upcoming five years.

"Doors, gates and safety-specific solutions are decisive factors for all development projects, which are currently being realised throughout the region", explains Angela Schaschen, Managing Director of the Dubai branch of the German trade fair. "And this also has an influence on the demand for automatic garage and industrial doors in the GCC states, which will gain even more momentum in the coming five years."

R+T Middle East, which is taking place from 10 to 12 May 2010, is the ideal event to provide a current picture of the various opportunities in this growth sector. It is taking place at the same time as DOMOTEX Middle East 2010, the only specialist trade fair for carpets and floor coverings in the region, in the exhibition halls of the Dubai International Convention and Exhibition Centre. The top industry event will receive technical and conceptual support, like its German counterpart, from the German Association for Roller Shutters and Sun Protection and the German Association for Doors and Gates (BVT).

**Middle East**

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معرض الشرق الأوسط



R+T Middle East benefits from the good business prospects in the Gulf region.

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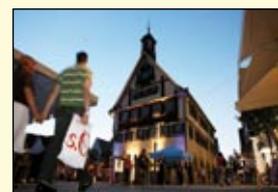
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Pristine condition: Approximately 3,000 historic and classic cars outshone each other.

## New visitor record

The Stuttgart-based trade fair Retro Classics drew in the crowds: More than 60,000 classic car fans came.

The tenth Stuttgart-based historic and classic car trade fair Retro Classics, which took place in the middle of March, ended on a record high. With more than 60,000 visitors, New Messe Stuttgart and organiser Ulrich Herrmann were once again able to exceed the already excellent result of the previous year by approximately ten percent.

Also from an exhibitor perspective, the trade fair revelled in its figures with around 1,100 participants and approximately 3,000 vehicles on display. The international character of the historic and classic car trade fair was evident in the array of visitors and exhibitors who came from 15 countries.

"All in all it was a successful anniversary", rejoiced Roland Bleinroth, Managing Director of Messe Stuttgart,

as the Retro Classics trade fair more than exceeded its high expectations. "The anniversary event has impressively defied the economic crisis", added the Retro Classics organiser Herrmann. "The trade fair has repeatedly proven itself to be the central meeting place for the historic and classic car scene in south Germany and its appeal has, in the meantime, extended well beyond the country's borders". Klaus Kienle, Managing Director of Kienle Automobiltechnik GmbH in Ditzingen and one of the world's leading Mercedes restorers, summarised it aptly: "Retro Classics has, as expected, become more international in character. Many visitors from abroad, such as Romania, Russia and Qatar, were here for the first time. It's a completely new market."

## DAS VOLLE PROGRAMM



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Trade Fair Partner: Aramark GmbH

## Fresh ingredients

Enjoy a quick coffee or sit down to lunch: Almost any culinary delight is possible during a trade fair visit. Since 2007 Aramark has been responsible for catering at the New Messe Stuttgart. More than one million visitors come to the new trade fair centre every year. It is necessary to provide appropriate catering facilities. Aramark operates four different types of businesses in Stuttgart: Restaurants, bistros, coffee bars and diverse mobile stands. There is also a trade fair ship with a large range of food and accessories for the perfect trade fair. Taking into account the terrace, there are up to 45 culinary points with an approximate seating capacity of 1,000 spread out over the entire trade fair grounds.

The restaurants "Am Wasser" and "Am Park", each 450 square metres in size, are the flagships and each have seating capacity for up to 300 people.

With the motto "Fresh ingredients" Aramark is following the culinary guideline "Goods from near and far". "We concentrate on regional and seasonal ingredients and prepare tasty dishes right in front of the customers", explains Aramark Team Manager Bernhard Garlin, who is responsible for the catering in the trade fair centre and congress centre in Stuttgart. In addition to the restaurants, Aramark also operates twelve bistros and three coffee bars on the trade fair grounds.

Approximately 6,500 people are employed with Aramark GmbH throughout Germany and the company has its head office in Neu-Isenburg. With approximately 4,000 customers, including well-known companies, hospitals, sports and leisure facilities, as well as universities and schools, Aramark is the second-largest catering provider in Germany. The company rates well in the



Aramark is responsible for the trade fair and congress catering in Stuttgart.

area of catering for trade fairs and congress centres with its abundant and comprehensive experience, as well as innovative concepts for bistros and restaurants, and its stylish VIP service. |

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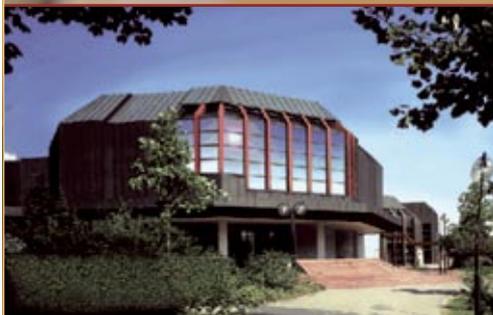
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## Trade Fairs – Markets



### New specialist trade

Automotive Interiors EXPO debuts in Stuttgart.

The design of automotive interiors is the focus of the new specialist trade fair Automotive Interiors EXPO, which will premiere at the New Messe Stuttgart from 22 - 24 June 2010.

"This specialist event offers designers for the first time an information and presentation platform where they can showcase their products and innovations, which up to now surprisingly was not available to the

European automotive industry", explains Brit Tony Robinson, who has already achieved market success with events such as Aircraft Interiors Expo and Railway Interiors Expo. The Automotive Interiors EXPO will now bring together on an annual basis designers, system integrators, electronic specialists, developers from the automotive industry, design studios and suppliers in Stuttgart.

COSMETICA Stuttgart 2010:

### Beauty strategies

It is the newcomer among German cosmetic trade fairs and last year the event got off to a sensational start: At its premiere COSMETICA Stuttgart attracted 17,250 visitors to the New Messe Stuttgart.

So that it also remains this way in 2010, COSMETICA, which is taking place on 12 and 13 June, will once again offer a varied range of products and services with several complimen-

tary presentations on the most diverse topics in beauty and wellness, exclusive interactive workshops and first-class stage events. Make-up artist Boris Entrup, among others, will be taking part. In the area of specialist presentations, the well-known American biochemist, pharmacist and researcher Dr. Montague King will address the issue of the battle against ageing skin.



A success right from the start: the specialist trade fair COSMETICA Stuttgart.

Interbad 2010

## Wellness facilities for hotels offering comfort and relaxation

At Interbad 2010, the international trade fair for swimming pools, saunas, spas and whirlpools, a strong focus will be placed on the target group of hoteliers. The event will take place from 13 to 16 October 2010. Reason: When on holiday more and more guests want to do something for their well-being and health. And there is nowhere better to install wellness facilities with their holistic approach than in a hotel. In addition to healthy and enjoyable nutrition (slow eating/organic food), there will also be attractive offers in the pool and fitness area.

Hotels with a clear profile and specialisation in the continually expanding market of health tourism are successful. At the Stuttgart-based Interbad hoteliers will be able to find out what wellness offers are suitable for their hotel and what pool facilities and technical equipment are required. Representatives from first-class cosmetic companies such as Barbor will also be present and offering supplementary products.



More and more hoteliers are concentrating on attractive wellness and slow food offers.

The Stuttgart-based Interbad is one of the most important European trade fairs of its kind. In 2010 the New Messe Stuttgart and the German Association for Swimming Pools (DGfDB) are expecting over 400 companies at the industry meeting point in the Filder region.

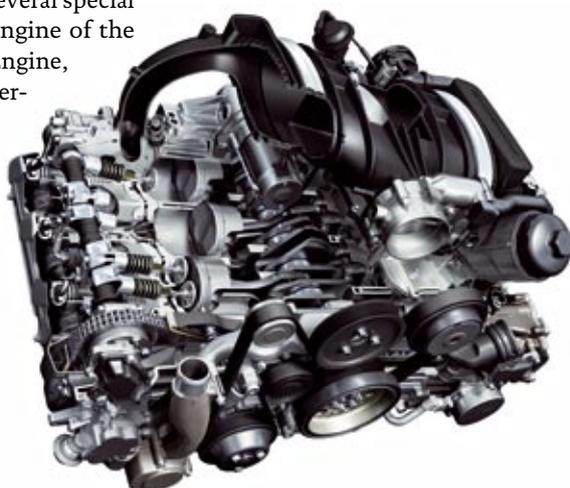


Engine of the Year Awards 2010:

## Excellent aggregates

For the last eleven years a jury consisting of 65 international automotive journalists from 32 countries has been awarding engines with the "International Engine of the Year Awards". The "Engine Oscars" are awarded in twelve categories, of which eight deal with cubic capacity whereby several special awards such as Green Engine of the Year, Best Performance Engine, Best New Engine and International Engine of the Year are presented for the best engine of the eight classes of cubic capacity. This year's awards will take place live on 23 June 2010,

the second day of the Engine Expo in Stuttgart. Today these awards are among the most sought-after distinctions in the automotive industry. The most important managers, VIPs and journalists from all over the world will be in attendance at the event.



Best New Engine 2009:  
3.8 litre six cylinder from  
Porsche.

9th Trade fair forum

## Cooperation

The cooperation of trade fair companies in Baden-Württemberg is creating a positive benefit for the country in terms of location especially in these economic hard times, according to the Minister for the Economy Ernst Pfister. At the 9th Baden-Württemberg trade fair forum in Offenburg, Pfister emphasised that as a result of the economic crisis companies have had to postpone and delay trade fair activities, but he stressed that the use of trade fairs as a marketing instrument has not been cast into doubt. Trade fairs are particularly important for marketing innovations and no other marketing instrument matches this. The managing directors of the trade fair companies used this year's forum as a platform to exchange information on the joint combat of product piracy.



## "The potential of the Chinese market is almost endless"

*Message portrait:*  
Alex Qian,  
Managing Director of Messe  
Stuttgart China Ltd.

"The person who screams is indeed heard but his words are forgotten – the silent person doesn't need to talk, his actions speak for themselves." A person can not be described better than in the words of the Chinese philosopher Confucius. Since the beginning of 2010, Qian has been the Managing Director of the newly founded LMS subsidiary Messe Stuttgart China Ltd. Alex Qian emanates the calmness and composure of a Kung-Fu fighter. But on the inside he is always on the go, searching for new business ideas, partners, cooperation ventures and possible events. The 47-year old is a trade fair man through and through and has spent almost the last 25 years in the business. A professional who, together with Messe Stuttgart, is preparing to conquer the largest market in the world. Even if it doesn't happen overnight.

The troop with Alex Qian is made up of eight employees in Beijing and Shanghai, predominantly women. Most of them previously worked with him in the Chinese subsidiary of Messe Hannover. In 2006, Qian,

who studied economics and has an American MBA, left Messe Hannover after 13 years, the last seven of which he was a manager, and moved to New Zealand, where his wife and daughter were already awaiting him. But the quiet life at the bottom of the world was not enough for the thoroughbred business man Qian: "We dreamt at that time of an idyllic life in the countryside but the boredom quickly set in ...". In particular, the construction and marketing of private residential homes did not quite strike the chord that the industrious Chinese were hoping to make of their new home.

This was not the first break, the first complete life change for Alex Qian. In 1998 he left China for the promised land of capitalism, the USA, to pursue an MBA and in fact never wanted to go back. Life in Chicago, however, came as a culture shock to him: "I felt lost and disappointed." And so off he went back to China, where the repatriate from Hannover Fairs China was met with open arms. He remained there until 2006. The entry of the Italian Fiera di Milano

into the company didn't go down too well with him. He moved again. After the year in New Zealand and an intermezzo in the area of investment advice in Beijing, Qian founded his own small company Adnet Exhibition in 2008. A few months later he entered into a joint venture with Messe Stuttgart. "The potential of the Chinese market is endless", says the 47-year old, "but you have to know the many, many pitfalls and hurdles in the country in order to be successful." The focus of the recently founded Messe Stuttgart China Ltd. is, in addition to the acquisition of Chinese exhibitors and visitors for trade fair events at the airport, on expanding his own portfolio locally in China. The China International Agricultural Mechanization and Technology Exhibition (AGMET) made its debut in the Langfang International Conference & Exhibition Centre along the corridor to Beijing. The trade fair took place with the support of the Chinese Ministry of Agriculture. The Stuttgart-Hohenheim University also took part. In June 2011 the China International Environmental Protec-

Messe Stuttgart: New multimedia offer

## Moving images of the Filder region

Impressions from trade fair events at the airport are now available in moving form from Landesmesse Stuttgart. At [www.messe-stuttgart.de/videos](http://www.messe-stuttgart.de/videos) visitors, exhibitors and journalists can find videos of trade fairs and events at the New Messe Stuttgart.

The video portal is currently still under construction. By the end of the year more than 15 films and reports with moving images and impressions from the Filder region will be available. Available in three different file formats, the clips can be downloaded or watched directly on the on-screen website.

The New Messe Stuttgart offers journalists an additional service for their daily work: They can request images for their own films and TV reports in all current formats.

New on the net: Videos of trade fairs and events.



## LMS Internal

**Commercial procurement for management:** Five managers of LMS have been named as new authorised representatives. Stefan Lohnert (46), Peter Münzmay (60), Michael Wagner (42), Thomas Walter (51) and Andreas Wiesinger (42) are pleased with this sign of confidence by management.

Stefan Lohnert has been working with LMS since September 2006; he is in charge of the ICS International Congress Center Stuttgart and the Guest Events Division. Peter Münzmay is trade fair Division Manager for Food and Drink Technology; he joined Messe Stuttgart in April 1991. Michael Wagner has been managing the business area Stuttgart Messe Service since October 2005 (SMS).

Thomas Walter entered the then SMK in October 1991 and works today as trade fair Manager for Industry and Technology. Andreas Wiesinger is responsible for the areas of economy and education, as well as medicine and health; he joined Messe Stuttgart in July 1997.

tion Exhibition is due to take place in Beijing. Other trade fairs are already being planned.

And what connects the passionate swimmer and long-distance runner Qian to Germany, the country to which he has travelled to over 50 times, but in which he hasn't lived for a long time? "I have great respect for systems, the way the Germans tackle tasks, professionalism, reliability and the high-quality standard of everything", compliments the 47-year old, "many of my Chinese friends think that I should have been half German."

Qian ("I see myself as an entrepreneur) sees great potential in China for Stuttgart-based specialist trade fairs such as INTERVITIS INTERFRUCTA, AMB and Vision; R+T Asia has been enjoying success in Shanghai for years. But the model of CMT or Retro Classics would also be transferrable, he adds. At the moment it is certainly all about raising proper awareness of Messe Stuttgart in the target country: "And we still have a great deal to do." But what does Confucius say? – "The path is the target."

OFFIZIELLER VERTRAGSPARTNER DER STUTTGARTER MESSE

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# Successful dedication

For the most part, long years of intensive work lies behind the acquisition of international large congresses for the ICS.



The ICS International Congress Center Stuttgart offers event organisers state-of-the-art technology.

On 12 May 2010 the 45th Annual Conference of the German Diabetes Association (DDG) is taking place in the ICS International Congress Center Stuttgart and with it marks the end of four years of the most intensive preparations by the ICS team. Because to win an international large event such as the DDG congress with over 7,000 participants expected at the Stuttgart conference centre requires a huge amount of time and effort with several variables and unknowns. "We already submitted our application for the DDG Congress, which takes place every two years in Stuttgart, back in October 2006", remembers Marketing & Sales Manager Karina Grützner,

who acquired this project at the time. "Then there were four years of decisive talks. The DDG informed us in 2007 that we would hold the congress over the next ten years with Leipzig, the event taking place five times in the Filder region. Detailed planning then followed with the customer and our project management team." In an ideal situation a congress organiser who wants to hold conferences in Stuttgart contacts the ICS. But of course the ICS acquisition team, together with the support of the trade fair department "Business Development", are also actively involved in attracting potential new customers. Standard congress details such as the

number of participants and event dates, etc. are researched during the preparation stages.

## Highest demands

What is important for the success of any acquisition is also the identification of a specific relation between the congress theme and the event city of Stuttgart. "For this we try to find out if there is already a local contact, for example between the organiser and research institutes or university professors", explains Marketing & Sales Manager Claudia Döttinger. "Such regional "embassies" are extremely helpful for establishing contact." It goes without saying that the ICS benefits in the application stage from its state-of-the-art infrastructure and its ideal location on the A8 and at the airport. Because, in general, international congress organisers place the highest demands on their locations. "The size of the congress hall and other spatial requirements, as well as its technical equipment, play a central role", states Döttinger knowingly from her experience in many acquisition talks. "The offer of hotels desired by the organiser, sorted according to distance and star category, is also important." "The ICS team normally looks after up to five large acquisition projects simultaneously at various nego-



ICS Manager Stefan Lohnert with Marketing & Sales Team Karina Grützner, Claudia Döttinger and Silvia Schöning-Grambihler (left to right).



tiation stages. "More is hardly practical", explains Döttinger. "Because only whoever constantly demonstrates full dedication and commitment has a chance in this highly-competitive market."

jazzopen Stuttgart 2010:

## Top concerts

Also this year the "jazzopen Stuttgart" will once again attract several world stars to the region's capital. On 18 July under the title "Starry Starry Night" the famous soprano Jessye Norman, British singer Katie Melua, German jazz trumpeter Til Brönner, as well as saxophonist, clarinetist and vocalist Curtis Stigers, will perform with the Stuttgart Philharmonic Orchestra under the direction of Mike Batt in the Porsche Arena in Stuttgart. This will be a feature-length show put together especially for jazzopen Stuttgart. On the open air stage at the Mercedes Benz Museum, concerts with the easy-listening jazz ensemble Pink Martini, Dauner's Salon together with Stuttgart pianist Wolfgang Dauner and illustrious jazz biggies such as Klaus Doldinger and Jean-Luc Ponty will provide some entertainment. Jazzclub BIX will also play. More information is available from: [www.jazzopen.com](http://www.jazzopen.com).

## Congresses 2010

**12. – 15.05.2010**

### **45th Annual Conference of the German Diabetes Association**

Organiser: K.I.T Group GmbH  
(ICS – New Messe Stuttgart)

**13. – 16.06.2010**

### **AGM Mineralbrunnen Überkingen-Teinach AG**

Organiser: Mineralbrunnen Überkingen-Teinach AG  
(ICS – New Messe Stuttgart)

**18.06.2010**

### **AGM of Stuttgart Volksbank AG**

Organiser: Stuttgarter Volksbank AG  
(ICS – New Messe Stuttgart)

**30.06.2010**

### **stb marketplace**

Organiser: Mice AG  
(ICS – New Messe Stuttgart)

**21.07.2010**

### **7th Forum for Medium-sized Businesses Baden-Württemberg**

Organiser: ConVent Kongresse GmbH  
(ICS – New Messe Stuttgart)

**15. – 18.09.2010**

### **65th Annual Conference of the German Association for Digestion and Metabolism**

[with section for gastroenterology endoscopy (DGVS) and 4th Annual Conference of the German Association for General and Visceral Surgery (DGAV)]  
Organiser: DGVS  
(ICS – New Messe Stuttgart)

**31.10. – 01.11.2010**

### **gat – Conference for all topics on natural gas**

Organiser: German Association for the Gas and Water Industry (DGVS)  
(ICS – New Messe Stuttgart)



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# Stuttgart Sightseeing

## Sightseeing tip: Albatros Aviation Museum/Stuttgart Airport

### Flying fascination

The Albatros Aviation Museum offers insights into the history of flying.



The Albatros Aviation Museum on the visitor terrace of the airport is a worthwhile detour from the trade fair.

Fans of historic aircraft definitely get value for money in the Albatros Aviation Museum at Stuttgart Airport. There is a variety of different exhibits of civil aircraft to view on the visitor terrace at the airport in direct vicinity to the New Messe Stuttgart.

One thing is clear: The transformation of the "flying boxes" of long ago to today's high-tech aeroplanes. The highlights of the open-air exhibition are, among others, a single

engine double-decker (AN-2) and the first passenger plane, a Junkers F13 from 1919.

### History of technology

Whoever has a special interest in the history of technology can find out on-site more information on the development of radial engines from different eras, examine jet engines up close or have the functions of a helicopter engine explained to them.

The aircraft for the engine is also on hand in the Albatros Museum: a multipurpose helicopter PZL Mi2 "Hoplite" from 1965.

And there is also a panoramic view of the fascinating movement area and runway of Stuttgart Airport from the visitor terrace. More info: Opening times for the visitor terrace/aviation museum/souvenir shop: Summer - Open daily from 8 am to 9 pm. Special rates for groups: Tel. 0711/9482737.

## Hotel tip: Filderhotel/Ostfildern-Nellingen

### Quiet location

Where can you stay in a relaxed atmosphere and hold effective conferences? Message presents hotels in the Stuttgart region.

The Filderhotel is ideally located to the trade fair centre and airport.



Cosy, familiar and equipped with all the necessary comforts: the Filderhotel in Ostfildern-Nellingen

Quiet location, personal and family atmosphere, excellent service and an optimal traffic infrastructure to the New Messe Stuttgart and the airport in the Filder region: The Filderhotel located in Ostfildern Nellingen has advantages that as a guest you seek to no avail in anonymous large hotel blocks. Erika Otto, Manager of the 45-room hotel, knows the advantages of her hotel and how to put them into perspective: "A guest of ours is not anonymous. It is our job to look after our guests' individual requests."

Erika Otto's hotel is located in the residential and cultural centre of Nellingen surrounded by green area and in direct proximity to a lake on the grounds. All rooms are equipped with satellite TV, radio, direct dial telephone, minibar, hairdryer and mirror. Wireless Internet connection is available throughout the building via "Hotspots" from T-Mobile. In the lobby guests can also make use of a PC. Ample free parking is available. In just 15 minutes guests can reach the trade fair centre and airport. Whoever wants to travel with public transport can reach the trade fair grounds in approx. 30 minutes with the tram and bus. Info: Filderhotel, In den Anlagen 1, 73760 Ostfildern, Tel. 0711/3401950, E-mail: info@filderhotel.de, Internet: www.filderhotel.de.

## Highlights 2010

**06.03. – 20.06.**  
**Brücke Bauhaus Blauer  
Reiter – The Collection  
Max Fischer**

Staatsgalerie Stuttgart (State  
Gallery)

**16.04. – 12.09. Freud  
und Leid in Dur und Moll  
– Music culture in Baden-  
Württemberg**

State Museum in the Altes Schloss

**12. – 13.06. Open Air  
Festival AC/DC & Guests**

Cannstatter Wasen (Stuttgart Beer  
Festival)

**25.08. – 12.09.**  
**Stuttgart  
Weindorf  
(Stuttgart Wine  
Festival)**

Stuttgart City Centre



## Gastronomy tip: Teehaus (Stuttgart)

### Dining with a view

From the rustic wine taverns to gourmet temples: Stuttgart has it all.

The Stuttgarter knows that the best location in the city is at an elevated position. The Teehaus (tea house) of the manufacturer Sieglin, which was a gift to his wife who was able to welcome friends in proper style for tea parties, has been in operation since 1913.

Today the Teehaus in Weissenburg Park is a popular destination with a large terrace, pond, fountains and a fabulous view of the inner city of Stuttgart. The catering takes into account the diversity of its guests: Coffee specialities, cakes, great juices, as well as fresh beer on tap from a regional brewery and a small but select choice of wines. The cuisine in the Teehaus ranges from snacks and Swabian and international delicacies to multi-course menus and buffet



Stuttgart classic: The Teehaus

menus. There is capacity for up to 30 guests in the restaurant. There are a further 200 seats available on the terrace. Opening times: March to October 11 am – 11 pm. More info: Tel. 0711/236736-0, E-mail: fest@teehaus.de, Internet: www.teehaus-stuttgart.de.

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## Opinions

Technical innovation and close cooperation with customers were always the central engines for growth for German engineering. Several innovative companies with international standing developed in particular in Baden-Württemberg and the region of Stuttgart. We also benefit from the very good infrastructure



of the region. The New Messe Stuttgart makes an important contribution here.

Festo wants to be the innovative leader in its sector. We are using the opportunity to further strengthen our innovation and competitiveness even in these hard economic times and to provide our customers with tailor-made solutions for dealing with the crisis. Our pneumatic and electric drive technology, as well as a comprehensive offer of industrial training and further education opportunities, are available for this purpose.

Whoever holds the leadership position must always adopt new channels, and this also means different channels. Here we are concentrating on our

# "Expanding our leading position"

Bionic Learning Network as a platform to identify new products or product ideas and to test their market relevance. With our Future Concepts we are also ensuring a long-term advantage on the global competitor front and we are testing future technology with one aim: to offer our customers in automation even more efficient solutions.

Festo sets trends ranging from safe and efficient automation and intelligent mechatronics solutions to new bionic handling and gripping technology, energy efficiency and green production. The Motek trade fair in September is an important platform for innovations in automation technology. Here Festo will also present a wide range of innovative products and applications to the specialist world.

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# Auch knallharte Manager brauchen Nähe, z.B. zu anderen knallharten Managern.

ICS Internationales Congresscenter Stuttgart in Europas Innovationsregion Nr. 1





Jens A., Finanz- und Unternehmensberater, Stuttgart

\* Mit einem persönlichen 9-Uhr-UmweltjahresTicket im Abo (1 Zone).

**Jens A. fährt gern günstig. Er fährt mit dem VVS.** Klar, dass Jens A. weiß, dass sich keine Anlage mehr lohnt als ein Ticket des VVS. Er ist schließlich Finanz- und Unternehmensberater. Planmäßigkeit und Verlässlichkeit schätzt er besonders, seine Kunden übrigens auch. „Fahre immer Bus!“, rät er. Wir raten: Umsteigen auf das günstigere Verkehrsmittel. Ab 1,07€/Tag im Abo\*. [jetzt-umsteigen.com](http://jetzt-umsteigen.com)

