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Trades



Meeting place for bakers
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Challenges of trade fairs

Recipes for success in the future



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Marketing strategy

Stuttgart Marketing and Region Stuttgart want to concentrate their advertising tactics in the future and further enhance the tourism profile of the region.

As a tourist brand, Stuttgart and its region are still playing catch up. Tourism Manager Armin Dellnitz summarises the deficit: "To date potential guests have a blurred vision of the tourism image of our region. There is thus not enough affection for the region. Now, however, it needs the emotional connection", according to Dellnitz, "in order to attract people to the region for a short stay". This is currently being encouraged with the

help of a new tourism strategy. Since February 2010 Dellnitz and his team, together with the Berlin-based agency Embassy under the management of Prof. Andreas Mack, have been promoting the brand development. Initially it was necessary to define the target groups and themes, establish a distinctness from competitors and emphasise the special characteristics of the region. Dellnitz: "During the action planning we had to clearly differentiate between the approach to guests who stay overnight and guests from the local recreation area". According to Dellnitz, the focus through-out Germany in the future is on "people who love travelling" (established lone travellers and couples over 50 years of age) and "business travellers" (post-materialists between 40 and 59 years of age with middle-high standards of living, who are interested in "precise top offers", make individual demands of their stay, but do not expect a special tourist offer). Dellnitz and his consultants define

another target group as "young enthusiasts" (in general, experienced travellers between 20 and 30 years of age with a strong interest in themes and events, which often forms the basis for a special occasion.

Sometimes less is more

"We have assigned the travel themes mobile, culture, pleasure and leisure to these target groups, each with different values and characteristics", explains Dellnitz, "and have consciously associated adjectives such as challenging, tempting, creative and relaxing with the individual themes". The next step, creating a brand architecture, together with visualisation, is still in the fine-tuning stage. The marketing strategy should be visible to others in 2011. "Sometimes less is more", thinks Dellnitz. The region will therefore present clear messages in the future to potential guests looking to stay overnight."



"The region will present clear messages to guests looking to stay overnight."

Armin Dellnitz,
Managing Director
Stuttgart Marketing/
Region Stuttgart
Marketing und
Tourismus GmbH

POST EXPO comes to Stuttgart

Global trade fair

From 27 to 29 September 2011 the POST EXPO, and at the same time the Courier and Parcel Logistics Expo, are taking place at the New Messe Stuttgart in the Filder region. The first-class trade fair and congress, which has been organized by the British company UKIP Media & Events Ltd., is a leading global trade fair for the post, express post and mailing industry and is held at a different location every year.

The British trade fair organiser is expecting over 200 exhibitors from all over the world at POST EXPO 2010, which is taking place from 6 - 8 October 2010 in Copenhagen. In 2009 the POST EXPO/Courier and Parcel Logistics Expo took place at the Hannover Trade Fair Centre in Germany.



Wolfgang Drexler, Walter Schoefer and Ulrich Kromer (left-right) at the opening of the info point.

Stuttgart – Ulm rail project

Info point at the airport

Air travellers and trade fair visitors can obtain information on the Stuttgart – Ulm rail project at the new info point at Stuttgart Airport. "With up to 35,000 passengers daily the airport is the ideal location to make a large proportion of the population aware of the Stuttgart 21 project", explains Walter Schoefer, who, together with his Co-Managing Director Prof. Georg Fundel, the two Managing Directors of Messe Stuttgart Ulrich Kromer and Roland Bleinroth, as well as the spokesperson for the rail project and MdL, Wolfgang Drexler, opened the info point between terminal 1 and 3.



Thomas Brandl,
Company spokesman
at Messe Stuttgart

Stuttgart has seldom been in the media so much as during the summer of 2010 with the "S21" project. Images of the construction work and protesting opponents of the billion-Euro project were posted across the country and outside of Germany. Large projects generally experience great difficulty in Germany. There is well-organised resistance – and the silent majority do not meet on the streets to

demonstrate. The whole matter is a small reminder of the disputed construction of the New Messe Stuttgart; only there the battle was not as severe and remained local. Perhaps the New Messe Stuttgart can also serve as a good example: Today, three years after its inauguration, (almost) all bridges have been mended and many past opponents are secretly proud of it. Whether one day it

"The New Messe Stuttgart as a good example"

will be the same for "Stuttgart 21" nobody knows. But the new orientation of the railway junction is very much in the interest of the trade fair centre and the airport – by the end of this decade the new regional train line should operate at the southern edge of our piazza and ensure optimal train connections. We already have optimal air and road infrastructure, the airport is very important in helping to increase the international character of our business. Today at many of the trade fairs 30 per cent of visitors are arriving by plane. This shows how important transport connections are for trade fairs and congresses. Our cover story "Challenges of trade fairs" shows what pieces have to fit together so that exhibitors and visitors are satisfied. I would particularly like to recommend the articles on the growing international commitment of Messe Stuttgart and the export trade fair GlobalConnect, which is taking place here for the second time in conjunction with IT & Business. We are expecting many high-ranking visitors from the areas of politics and the economy. This is also important for an international trade fair location.



First-class field of competitors: Historic and classic car collector Corrado Lopresto with the winning - car in the "Post-war" category, a Lancia Florida 1955.

Retro Classics meets Barock 2010 with new participator record

Classic cars in an exclusive ambience

230 first-class historic cars in the Schlosspark in Ludwigsburg: Never before were there so many cars at the Retro Classics meets Barock. Not only the number of historic and classic cars, but also the quality, were impressive. Out of 60 cars, which were judged during the Concours d'Élégance according to the rules of the global organisation of histor-

ic and classic cars FIVA a Mercedes-Benz 710 SS from 1929 emerged victorious. A Bordward Isabella, made in 1956, was awarded first place in the Festival of Classic Cars for vehicles pre-1980. "We are proud that we were also able to organize such a great event in these difficult economic times", stated organizer Karl Ulrich Herrmann.

Shopping shuttle to Metzingen

Service offering

From the start of September visitors and exhibitors to the New Messe Stuttgart and the ICS have been able to avail themselves of a shuttle service to the outlet city of Metzingen. From Thursday to Saturday a comfortable bus travels to and from the German factory outlet Mecca. The service operates four times a day and the pick-up/drop-off point is the main entrance at the Mövenpick Hotel, Stuttgart Airport. A total of six hotels in the trade fair centre/airport region are involved in this special offer. They offer attractive packages all focussed on the theme of shopping in Metzingen. Travel on the shopping shuttle bus is included when the offer is booked.

Whoever has not booked a hotel package can register at www.outletcity-metzingen.com, in one of the six participating hotels, at the Tourist Information Office in Metzingen or at the Tourist Information Office at the airport.

Building site(s)

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

Summer recess



If one reads the technical press of the trade fair industry, you could get the impression that this summer we broke away from the "summer recess" period. Our advisory body m+a reacted with astonishment that trade fair companies also sometimes work together and concern themselves with the cost-effectiveness and efficiency of their business.

Although sitting in a glasshouse, might I point out, however, that the German trade fair companies, in spite of the generally tough competition, cooperate on matters where it makes sense and is feasible. There are a few examples of this; one only needs to think of the activities outside of Germany or of O+S, which is jointly organized by Messe Stuttgart and Hannover Messe, Intersolar by Freiburg and Munich, didacta by Hanover, Cologne and Stuttgart. A contradiction if I may also add,

this time not only by m+a, but also by one or other of the announcements in the German daily gazettes, that the trade fair companies no longer look "at the profit margins". I would say that most trade fair companies understand the difference between revenue and profit and the resulting economic constraints and have implemented many decisions accordingly.

Sometimes, however, the view of our customers is contrary to this. Our customers who accept significantly higher prices for often a clearly poorer service abroad and then at home are happy to disagree to each necessary price adjustment – understandable, of course, from their point of view. Most German trade fair companies in the top ten, which includes Stuttgart, have for many years recognised the necessity of entrepreneurial thinking and action, without challenging the high

service standard of the local trade fair company – and this, in comparison to other locations throughout Europe, is at quite moderate prices.

A further advantage of the German trade fair companies is the fact that we often work well and intensively with our customers or the relevant industry associations and thus offer them the opportunity to jointly organise their trade fairs – sometimes also with a negative effect on profit margins that we must recoup, like it or not, in other ways.

Now the quiet summer period of 2010 is over. The upcoming trade fairs in Stuttgart this autumn (for example AMB, IT & Business, Motek, Südback, Vision, etc.) are registering high bookings and the increasing demand from home and abroad will help leave our exhibitors and visitors satisfied with our trade fairs.



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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Challenges of trade fairs

"The most important thing is taking part": The Olympic motto no longer applies to trade fair visitors and exhibitors.

Managing Director of Messe Stuttgart, Ulrich Kromer, is confident: "In spite of all the negative comments, I am convinced that there will be trade fairs in the future. Also B2B and B2C communication will function in and via trade fairs in the future. The question remains, however, how these events will look, where they will take place and who will play what role."

If trade fairs previously were filled almost only with exhibitors and visitors, provided they had the right concept, at the right time and in the right location, then today this is no longer the case. Both core target groups of a trade fair organiser are estimating it to be harder than ever, not only since the onset of the economic crisis, in deciding whether the time and effort of participating in or visiting a trade fair has to be justified in financial terms. "A success-



"Today it is necessary to think of new alliances and service dimensions."

Ulrich Kromer,
Managing Director,
Landesmesse
Stuttgart GmbH

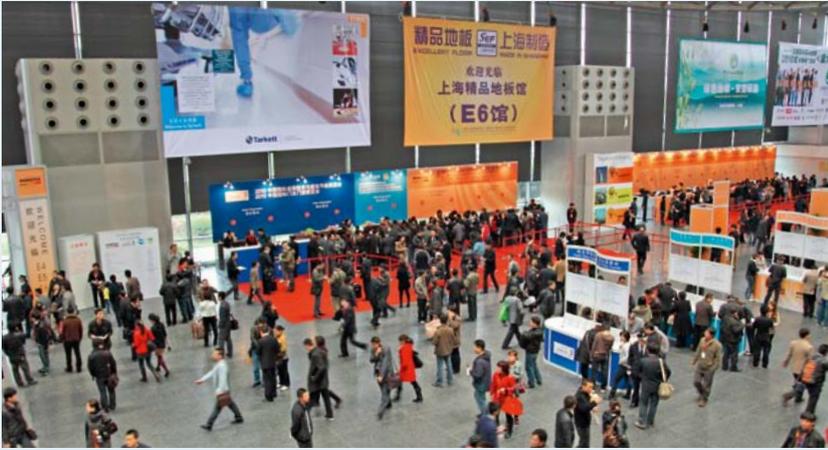
ful trade fair today must, therefore, offer real added value to the visitor", states Bernd Autenrieth, Manager of Corporate Development at Messe Stuttgart, knowingly. "For example by accompanying congresses, first-class colloquia and workshops, as well as different forms of an informative framework programme."

Trade fair, congress, framework programme

Messe Stuttgart boss Kromer confirms Autenrieth's observations. "In the future trade fairs will be less and less like order-run shows according to the old way and more and more like information, event and communication platforms." The fact that Messe Stuttgart is traditionally strong in this area will already come today as a benefit. "There has always been a top framework programme, for example at AMB in the form of the manufacturing technology colloquium", states Autenrieth. "The congress for the recreational and medicinal bath industry with presentations and workshops on the

Global presence: Messe Stuttgart and China Agricultural Mechanization Association jointly organise AGMET.

Synergy effects: The consensus here in Stuttgart is that trade fairs and congresses are optimal information platforms for specialist visitors.



theme of swimming pools, saunas and physiotherapy can be seen at this year's Stuttgart-based interbad, which is taking place for the 62nd time. The Spa Market Conference will be part of the interbad congress for the third time. Also for most of our other trade fairs we or the respective organiser, together with competent partners from industry, research and media, focus on synergy effects of trade fairs, congresses and framework programmes."

Such synergies comply not only with the need for communication and the manner of communication of trade fair visitors, but they also help people to use their time optimally during the trade fair visit. Because today trade fairs have to be as short and informative as possible. "The general trend is three-day events and single-day visits", states trade fair developer Autenrieth. "The optimal infrastructure of the New Messe Stuttgart and its direct location at the airport create invaluable advantages of our location in the Filder region in terms of national and international competition. Also with the high number of people making indivi-



"We have to be a competent and global service provider for our customers."

Roland Bleinroth
Managing Director,
Landesmesse
Stuttgart GmbH

dual trips. From the motorway directly into the car park, from there two minutes to the trade fair grounds – only in Stuttgart – this infrastructure is unique to Germany and Europe."

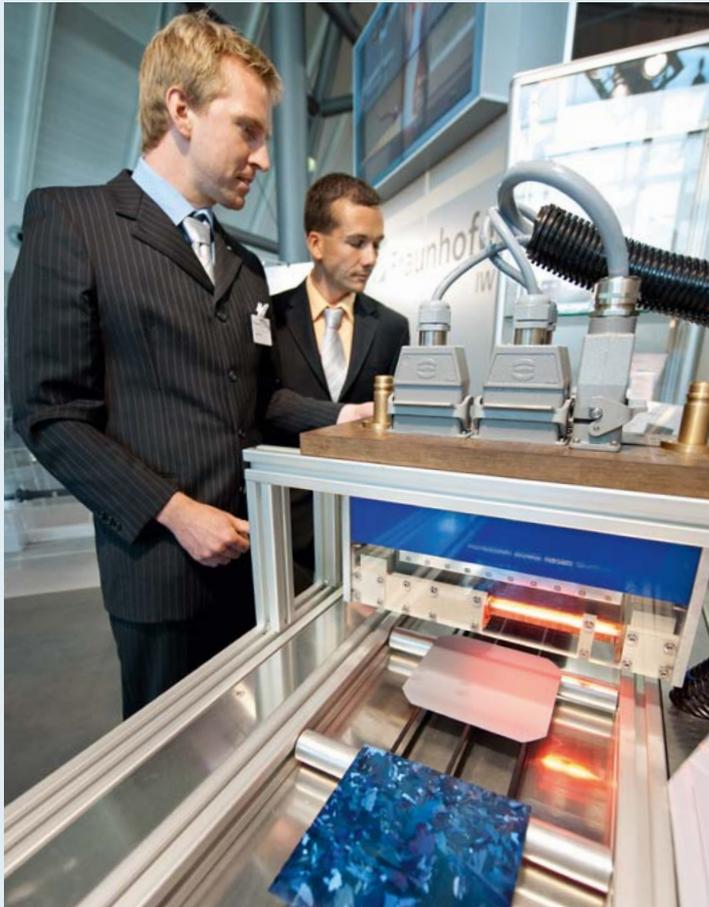
Web 2.0 marketing tool

If the time for the actual visit to a trade fair is getting closer and closer, then optimal preparation is becoming more and more important. "Messe Stuttgart is, therefore, aiming to provide all components of the actual trade fair including as much exhibitor information as possible on the Internet well in advance of the event so that visitors can individually plan their stay at an early stage", explains Autenrieth. Where do I find what exhibitors? What new products or services are being showcased? How can I optimally coordinate workshops and presentations? Trade fair visitors can find up-to-date and reliable answers to these questions on the Internet site of the respective trade fair.

The increasing efficiency demanded by specialist visitors for information acquisition is being met by Messe Stuttgart also through the use of additional new media. "Today visitors to trade fairs, but also more and more guests at public trade fairs, are no longer only using the classic Internet tool for preliminary research", states Autenrieth. "They also exchange ideas and opinions in advance of the trade fairs via Internet forums, web blogs or other such online formats known under the collective term 'Web 2.0'".

Prof. Dr. Ralf T. Kreutzer, Professor for Marketing at the Technical University for Economics in Berlin, confirms this in the study "Trade Fairs in 2020" conducted by the Association of the German Trade Fair Industry (AUMA): "The tasks of trade fair organisers consist, therefore, in identifying the relevant virtual communities, supporting their formation on the Internet and, at the same time, creating "meeting places" within the trade fair concepts, among others", says Kreutzer.

Successful trade fairs come about as a result of close cooperation between partners in research and business.



State-of-the-art ticketing systems are only one of the many features that make a trade fair visit quick.

The New Messe Stuttgart recently became active on Web 2.0, also with several online offerings.



"If the theme for a personal meeting is presented and discussed prior to the trade fair in the relevant communities, one includes – key word, 'Customer Integration' –, the target group in the development process and thus achieves an optimal relationship with the target group because virtual central incentives for meeting in the real world, i.e. at the trade fair, are communicated."

For this reason the New Messe Stuttgart is also using digital tools for customer acquisition and customer retention. Autenrieth: "We are currently running a pilot project with online offers for IT & Business, interbad and Süddeutschen Spielmesse, among others, on social networking sites such as Facebook, Twitter and Xing. For me they are the most important additional instruments in a modern trade fair



"Specialist trade fairs must offer real added value through congresses and workshops."

Bernd Autenrieth,
Manager of Corporate Development, Landesmesse Stuttgart GmbH

marketing mix." The management and transfer of knowledge are gaining more and more importance at trade fairs and additional demands are being made of employees of trade fair companies. "Our employees must be competent service providers and partners to our customers", points out LMS Managing Director Kromer. "We will increasingly have to learn the needs of exhibitors and, above all, to understand their products in more detail."

Also for this reason the already traditionally close cooperative ventures with networks and so-called clusters, in terms of organisation and content, will become even more important in the future than they are now. "We create trade fairs with our partners from business and research", is how Autenrieth explains the recipe for success in Stuttgart. "In this regard, the University of Stuttgart, the Fraunhofer Institutes and networks such as Photonics BW, a competence centre supported by the Federal Ministry for Education and Research for promoting optical technologies, are all involved. Or the Baden-Württemberg state

agency for electric mobility and fuel cell technology, sponsor of our trade fair i-Mobility in spring. The list could go on and on."

A good example of how future-oriented trade fairs develop in Stuttgart from cooperative ventures with competent partners is also Consense, an international congress with a specialist exhibition on sustainable building, which will take place again in the Filder region next year on 29 and 30 June. "This event has its roots in the congress of the German Sustainable Building Council", states Autenrieth. "Together with this association we have developed a suitable trade fair." And with success because Stuttgart is optimally suited for this with the densest network of architects, engineering offices and service providers in Germany.

Messe Stuttgart as a global service provider

Whoever wants to be successful as a trade fair company also in the future in a market with progressing fragmentation and specialisation and constantly increasing competitiveness must be more innovative. "It is necessary to think of new alliances and service dimensions", says Messe Stuttgart Managing Director Roland Bleinroth. "We have to be a competent and global service provider for our customers. This means that to a certain extent we have to give our already existing trade fairs such as, for example, Intervitis Interfructa, R+T and interbad, both an international and regional orientation." (Read about this also on page 36.)

"On the one hand", continues Bleinroth, "there is the global brand, also when perhaps the former world leading trade fairs are becoming continental trade fairs. On the other hand, we must not forget, in view of globalisation, the so-called domestic market, the regional and cross-regional environment. Whereby here we should not think on a small scale, but rather in

new, European regional dimensions." A further trend of trade fairs, according to trade fair boss Kromer, is the increasing number of cooperative ventures between the individual trade fair companies. "This ensures", states Kromer, "increasing market pressure." The latest example of such a collaboration in Stuttgart is the combination of the Cologne-based Digital Management Solution Expo (DMS EXPO) and IT & Business. Europe's leading trade fair for enterprise content and documentation management will take place in the future at the same time as the Stuttgart-based IT trade fair – this year from 26 to 28 October.

In the end the truism remains: A trade fair can, provided all modern marketing measures are implemented, only be successful if exhibitors invite their customers. The New

Messe Stuttgart also provides support here. With its state-of-the-art technology among other things. "In place of classic trade fair vouchers exhibitors can today, for example, request access codes from our IT department and send them by e-mail to their customers", explains Autenrieth. You then register these simply online for the trade fair, print your ticket out yourself and come to the trade fairs and avoid the queue!

For all planning purposes in advance of the trade fair and effective transfer of knowledge during the event: Specialist, and of course public trade fairs, must essentially do one thing, now and in the future: impress their visitors. This is a real challenge in today's area of conflict between information overload and a high requirement for information. |

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IT for Business

The second IT & Business will take place in the Filder region from 26 - 28 October 2010. The registration figures show that Stuttgart is the ideal location for an IT trade fair for medium-sized companies.



The Stuttgart-based IT & Business brings together medium-sized companies and the IT industry.

A survey conducted by the statistics office Eurostat in Luxembourg revealed that the region of Stuttgart is the most formidable IT location in Europe. Nowhere else is there such a high proportion of people employed in high-tech industries. IBM, Hewlett Packard, Alcatel Lucent and T-Systems have their German and European subsidiaries here in the region of Stuttgart. The German branches of technology companies such as Agilent Technologies and Altaire Engineering GmbH (global leader in the area of computer-aided engi-

neering) are located in direct proximity to their most important industry customers because they are located all over the region surrounding the state capital. They offer software solutions, services and the necessary technical infrastructure, together with a variety of medium-sized companies from the IT and communication technology sector who are located here – in recent years well over 6,000 small and medium-sized IT companies have been set up. In addition, there are global players such as Daimler, Bosch, Porsche, Stihl, Trumpf and numerous other companies of international standing, some of whose IT departments are indeed larger than many medium-sized IT specialists.

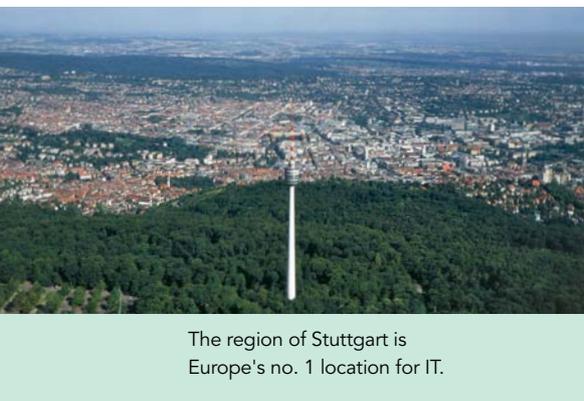
Business and research

With the IT region of Stuttgart in the leading European position, its research infrastructure is of a first-class international standard. Of the total amount spent by German companies on research and development, more than every tenth Euro is in-

vested by companies from the region of Stuttgart. The ideal combination of basic and applied research and development enables theory to be put into practice quickly and effectively and this is reflected by the region's consistent records in the number of patent registrations, thus strengthening the position of the Stuttgart region as Europe's number one high-tech location.

The Stuttgart-based trade fair IT & Business has established itself right from the start as an ideal, cross-regional platform for IT companies and decision-makers from medium-sized companies. After its successful première in 2009 with over 300 exhibitors and more than 6,500 specialist visitors the event, which is taking place from 26 - 28 October 2010, will enter the next round with optimism.

"In spite of the difficult economic climate, we were able to achieve very good results for the first event", says Ulrich Kromer, Managing Director of Messe Stuttgart, happily. "We will not alter our clear trade fair concept, which has worked well with the market. We will, however, further expand



The region of Stuttgart is Europe's no. 1 location for IT.



Global players of the IT industry such as IBM (in picture), Hewlett Packard, Alcatel Lucent and T-Systems have branches in the region of Stuttgart.

the contents of the specialist themes and the framework programme (Read about this on page 19) and thus offer IT experts and business decision-makers more room for exchanging technical ideas and information."

Also for this reason Koelnmesse and Messe Stuttgart recently agreed to concentrate their competencies in the area of IT events. The Digital Management Solution Expo (DMS EXPO), Europe's leading trade fair for enterprise content and documentation management, will take place in the future as an independent event parallel to IT & Business. "This way

we are offering exhibitors and specialist visitors synergy effects", emphasises Kromer, Managing Director of Messe Stuttgart. "In addition, with the cooperative venture we are taking a big step closer to achieving our medium-term aim of bringing together 750 to 1,000 exhibitors and 20,000 framework of the long-term cooperative venture, Messe Stuttgart will assume the role of organizer of IT & Business and DMS EXPO; Koelnmesse, as a co-organizer, will provide support to both trade fairs. Thus experiences and networks will also be maintained in the future. |

Three questions to:

Anke Senne-Bunn

Managing Director of Bäderbetriebe Stuttgart (Stuttgart Swimming Pools and Spas)



1 | The difficult economic climate has also had an impact on the swimming pool and spa industry. Has Stuttgart been spared of this?

Unfortunately, the economic crisis also hit the swimming pools and spas in Stuttgart. Although no pools were closed, many services were limited, for example shorter opening times. Already in recent years there were also internal restructuring processes in an effort to reduce costs: in energy management and by more flexible employment of staff, etc.

2 | In spite of the tense financial position many companies provide financial support to public pools and spas. What's the situation in Stuttgart?

The city of Stuttgart has stood by its pools and spas and did not close any of them during the crisis period. Even if pools, except for swimming classes, are not part of a compulsory task of a community, they represent a value, a so-called flexible location factor, which can, however, affect a community hard if it is lacking. Every Euro for a pool is, therefore, a worthwhile investment in the creation of public value.

3 | For this reason the "Public Value Award for the Public Pool" will be presented at this year's interbad 2010. What significance has the trade fair for you?

interbad, of whose advisory council I am a member, opens up the possibility for swimming pools and spas in Stuttgart and other places to make people aware outside of the state of Germany's and Western Europe's largest mineral water treasure. In 2010 delegations from China and the Czech Republic will also visit our minerals baths and spas. At the last interbad we had visitors from Japan, Russia and Spain.

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Stuttgart Faces (17): Claudio Urru, star chef

"Stuttgart is a culinary hot-spot"



Claudio Urru, star chef, head chef and managing director of the 'top air' restaurant.

Born in 1971 in Esslingen am Neckar, did her apprenticeship in the region, head chef and managing director of the 'top air' restaurant at the airport since 2002: Whoever knows a little bit about me knows I grew up with Stuttgart and feel really good here with my family. After my training in Hotel am Schinderbuckel in Filderstadt, I worked for Vincent Klink in the Wielandshöhe restaurant, then for Martin Öxle in the Speisemeisterei and from 1995 for Rainer Sigg in the 'top air' restaurant at

Stuttgart Airport – always in the region. It is clearly attractive to be a chef, particularly when you are younger and you can go abroad and work. The fact that I never fled the nest is simply because of my love for Stuttgart and its surrounding area, its scenic and culinary variety, my preference for quality and continuity and also a certain down-to-earth quality. Only because the 'top air' restaurant has now been receiving a Michelin star rating every year for almost two decades, and the fact that my team and I try every day to deliver top-quality services to our guests, I don't have to have gourmet cuisine at home every day. I come from an Italian family, which is not hard to discern from my surname, and outside of work I still enjoy my mother's pasta dishes best. Or I go for a cycle with my family on my day off, for example, to Remstal and have lunch there in one of the local wine bars. Because in a good Swabian "Boiz" you always get something tasty on the plate, by all means something which tickles my fancy!

In the 'top air' restaurant we also do not follow every short-term culinary trend. Our guests will not find out-of-season, imported vegetables or molecular cuisine, strawberries in December, or an excessively strong Asian influence. Instead we, together with our suppliers, focus on absolute freshness, creativity, top quality and prefer when it is possible to source the excellent products from the region. This doesn't mean that I exclude exotic treats. Some of my specialities include, among others, "Roast kidneys from American Beef" or Kobe beef in different variations. I simply have fun with unusual and excellent products. This way we are ultimately contributing to the diversity of Stuttgart in 'top air' with our own culinary design, which for not such a big city is excellently positioned in matters of top gastronomy in comparison to other places. Each of my colleagues has their own individual cooking style and their own personality. This makes Stuttgart a real culinary hot-spot – with its really special charm.

Message Series: Bars in the Stuttgart region (18)

Fischers

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



Relax inside: Bar area with cosy lounge.

Perhaps purists will not identify 'Fischers' in Leinfelden-Echterdingen as a bar upon first glance; upon the second glance one sees the attractive bar area with a cosy lounge which has everything that one needs to relax and unwind after a stressful trade fair day: an extensive range of cocktails, select wines and whiskeys and exquisite spirits. Whoever meets in 'Fischers', which is only two kilometres from the new Stuttgart Trade Fair Centre, can enjoy Mediterranean cuisine there served from midday; in the afternoon 'Fischers' changes into a café with a varied selection of cakes and pies from the confectionery. In good weather the terrace offers 80 seating places so guests can enjoy the sun. Information: Fischers, Bernhäuser Strasse 28, 70771 Leinfelden-Echterdingen, Tel. +49 (0)711 78260787.



Enjoy the sun: The sun terrace at 'Fischers' with approx. 80 seating places.



The old town of Bad Urach in the style of the Late Middle Ages is perfect for shopping and taking a stroll.

Potential and projects

Lots of communities around Stuttgart are important business locations of the state. Message is presenting them in a series. In this edition: Bad Urach.

Spa town, thermal oasis, small, but sophisticated, business location: Bad Urach, with almost 13,000 inhabitants and located at the heart of the Schwäbisch Alb, is everything in one. The fact that a baker from Bad Urach invented the Swabian pretzel almost no longer comes as a surprise.

As a spa town, Urach with over 400,000 overnight stays and approx. 750,000 day guests on an annual basis, is the most important tourist address in the area of Reutlingen. A variety of pleasant location factors also convinced global companies such as Hugo Boss, Sika (manufacturer of chemical product systems and industrial sealants and adhe-

sives), Minimax and Eissmann to decide in favour of this location – a healthy mix of industry.

The offer of industrial space varies in comparison: In the Hengen industrial park almost over 31,000 square metres is completely developed, a further 40,000 will be developed shortly. The industrial area is located directly on the B 28; the A 8 motorway is approx. 20 minutes away. Other construction sites are available to companies who wish to set up in the industrial area of "Henger Weg Wittlingen".

By car you can quickly reach the new Stuttgart Trade Fair Centre and airport from Bad Urach via the A 8: estimate 45 minutes for this.



Bad Urach also benefits from its location between the university cities of Tübingen, Ulm and Stuttgart.

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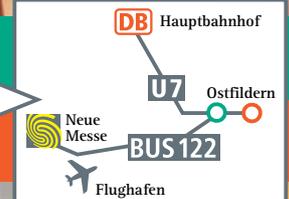
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TRADE FAIR CALENDAR

13.–16.10. | interbad

22nd international trade fair for swimming pools, pool and bath technology, saunas, physiotherapy and wellness

14.10. | Flok Plus Istanbul

WOW Convention Center Yesilköy

16.–19.10. | südback

Trade fair for the bakery and confectionery trades

22.–24.10. | PFERD STUTTGART

Trade fair for horses and riding

22.–24.10. | ANIMAL

Exhibition for pet ownership

26.–28.10. | IT & Business

Trade fair for software, infrastructure and IT services

26.–28.10. | DMS EXPO

Europe's leading trade fair and conference for enterprise, content, output and documentation management

26.–27.10. | GLOBAL CONNECT

Forum for international contacts and investments

29.–30.10. | FACHDENTAL SÜDWEST

Specialist exhibition of the south-west German dental industry

06.–07.11. | wir heiraten!

The Wedding Fair

09.–11.11. | VISION

International trade fair for machine vision

12.–21.11. | Stuttgart MesseHerbst

with Int. Mineralien- und Fossilienmesse, Familie & Heim, Int. Verbrauchermesse für Küchen und Einbaugeräte, HOBBY & ELEKTRONIK, MODELLBAU SÜD, SÜDDEUTSCHE SPIELMESSE, KREATIV- & BASTELWELT, BABYWELT, eat'n STYLE

27.–28.11. | PET-VET

Pets' day from bpt, LV Baden-Württemberg with industry exhibition

28.–29.11. | hair & style management

Trade fair for hairdressing equipment, cosmetics, nail design, shop management and fashion with championships

15.–23.01. | CMT 2011

Int. Exhibition for Caravans, Motoring, Tourism



The international machine vision industry is meeting at VISION in Stuttgart.

Growth in sight

The industry for industrial machine vision is leaving behind the low-points of the past crisis year at VISION 2010.

No doubt: 2009 was also a year of drastic declines in sales for the machine vision industry, which was an industry that was so successful in recent years. But in 2010 these are already a thing of the past.

"Strong growth in the first half of 2010 is signifying a recovery on a broad scale", enthuses Dr. Olaf Munkelt, Chairperson of the Executive Committee of the VDMA Machine Vision Group. "In the past year the German machine vision industry, with its still very young history, had to deal for the first time with a decline in sales of almost over 20 percent in comparison to 2009. Personnel cut-backs were largely able to be avoided through the implementation of reduced working hours and other measures." The 6,300 highly qualified employees in the industry have now created, according to Munkelt, the best conditions "for a successful catch-up to the old sales records."

There are currently positive messages on increasing sales figures mainly from all supported industries of industrial machine vision, such as machine and system construction, plastic and rubber machine construction, as well as the robotics and electronics industry.

"The incoming orders in the first half of 2010, in particular in the area of machine vision components increased so much that currently even the supply chains are becoming a little unsettled", explains Munkelt. "The sudden upturn in demand can not be satisfied quick enough. Delivery times have thus been extended in some cases."

Overall the VDMA Machine Vision Group assumes significant improvements to growth against this background and is raising the prognosis for the development of industry sales in the German machine vision industry from five to ten percent. Munkelt: "The current revival of the machine vision industry is based on two factors.



"Strong growth in the first half of 2010 signifies a recovery of the machine vision industry."

Dr. Olaf Munkelt, Chairman of the Executive Committee of the VDMA Machine Vision Group

On the one hand, projects that were put on hold are starting up again. On the other, the storage/warehousing stocks were heavily reduced in the past year. Customers are reacting to the current supply shortages with a

significant replenishment of stocks which, in turn, further drives incoming orders up."

The recovery of the machine vision industry is reflected also in VISION 2010. The developers of the Stuttgart-based world leading trade fair for machine vision (9 – 11 November) are estimating, for this reason, a significant growth in the number of exhibitors to over 300 companies. All key-players are back on board and several companies who had to take a break in 2009 have registered again: some of whom want to even enlarge their stands in 2010. Also the number of exhibitors coming from abroad, which remained constant at over 40 percent in the previous years, remains the same: In trade fair halls 4 and 6 exhibitors from approximately 30 countries are expected on a total exhibition space of 20,000 square metres. For the first time there will be an international pavilion at VISION". Here up to ten foreign companies, who to date have not been represented at the world leading trade fair in Stuttgart, will have the opportunity to present their innovative goods and services. |

TRADE FAIR TICKER

23.–25.04. | Invest

Approximately 14,610 visitors attended the Stuttgart-based finance trade fair Invest, Germany's largest event for institutional and private investors. The number of visitors was slightly above the high level of the previous year and was confirmation once again of the event being a compulsory date for the finance industry.

08.–10.06. | O & S

With its strong course the second international trade fair for surface treatments and coatings showed important signs of an upward trend in the industry. 326 exhibitors from 14 countries showcased energy- and resource-efficient products, as well as application possibilities in surfacing technology, to 4,570 visitors.

08.–10.06. | LASYS

3,870 visitors came to Stuttgart for the second LASYS, international trade fair for



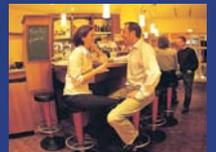
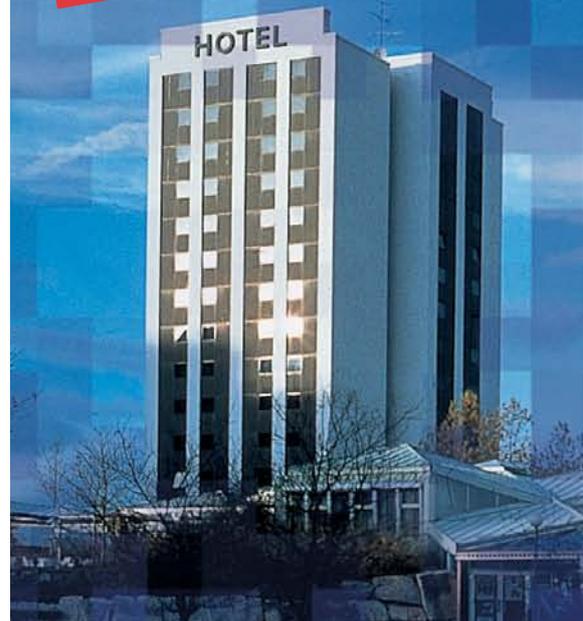
Consense 2010 at the new Stuttgart Trade Fair Centre ended with a record number of visitors.

system solutions in laser material processing – more than the figure registered two years ago and in spite of the still tense economic situation.

22.–23.06. | Consense

Top marks to Consense 2010 in the new Stuttgart Trade Fair Centre: The international congress and the affiliated trade fair on the theme of sustainable building ended with a record number of visitors. Almost 1,900 visitors from 26 countries and double the amount of exhibitors compared to 2009 were guests this year in the ICS.

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State-of-the-art technology is a given today in many dentists.

Fachdental Südwest 2010:

Gentle dentistry with laser technology

The use of laser systems also has many advantages in dentistry. But unfortunately there is not a laser which is universally applicable for all dental purposes and the choice of the right system can often be rather difficult in practice.

The development of general laser technology began roughly in the 1960s. Its wide application has been possible in the area of dentistry since the middle of the 1980s.

The wave length of the beam emitted is considered as the most important distinguishing criterion for the purpose. Laser is today more widely used in the so-called conservative dentistry, i.e. endodontics (root treatments), periodontics and dental surgery.

Also for surgical operations in the area of circulating oral mucosa operations can be performed with

the help of lasers resulting in less blood and trauma.

Possible areas of application here are the removal of small tumours and changes to oral mucosa. Other applications include, among others, draining abscesses, removing wisdom teeth or root apices from teeth.

Visitors to Fachdental Südwest on 29 and 30 October 2010 at the new Stuttgart Trade Fair Centre can find out where the use of laser systems makes sense and what type of laser is suitable for what purpose.

The trade fair organised by the dentists from Baden-Württemberg and Palatinate, as well as its almost 200 industry partners, is since many years among the most important regional events of its kind in all of Germany.

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IT & Business 2010: enhanced programme

More specialist themes

According to the positive feedback received on the framework programme at the première of IT & Business last year, the offering from 26 to 28 October 2010 will be further enhanced. Therefore, visitors will have the possibility at five specialist forums, theme parks and special shows, as well as at the trade fair with around 400 providers of IT solutions and services, to obtain information on how to optimise processes using IT solutions and save costs.

After the successful first event last year Messe Stuttgart is expecting 8,000 to 10,000 decision-makers from companies at the second IT & Business. The specialist public consists of mainly managing directors, CIOs and IT managers, who are responsible for (co-)making decisions on investments in the IT departments of companies. At IT & Business, the unique meeting place in south Germany in 2010, they are meeting international market leaders and IT service providers.

"The first-class and already diverse framework programme is an important part of the trade fair concept of IT & Business", states Ulrich Kromer, Managing Director of Messe Stuttgart. "There visitors can obtain specific and practical information on IT themes that are relevant for their daily work."



Its high-quality and practice-oriented framework programmes is one of the many plus points of the Stuttgart-based IT & Business.

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High-tech handcraft

Modern bakeries attach importance to innovative shop concepts and energy-efficient lighting systems.



Cash register system with a display showing advertisements appropriate to the purchase.

Modern bakeries have long had nothing in common with simple bread-roll sales points. Instead, attractively designed shop concepts with comfortable seating areas, the skilful use of light and lots of natural materials such as wood and stone attract customers, encourage consumption and ensure loyalty to the shop in the long-term.

"With regard to materials, the trend is back to nature, to a clear and simple design", explains Michael Mayer of AHA!-Einrichtung, who will be represented with his innovations alongside many other exhibitors at Südback in Stuttgart (16-19.10. 2010). "Best technology, optimum light, well-thought-out processes are a must for bakeries today", stresses Mayer. "After all, the customers should feel good and enjoy their shopping

experience." In the case of a new building, says Mayer, attention can be paid to modern lighting systems with LED lamps right from the start. "In the long term, the higher acquisition costs are in all events worthwhile on account of the significantly improved energy efficiency and the considerably longer service life", affirms the professional furnishings specialist.

The intelligent use of energy is also the central focus in the considerations of Heino Scharfscheer from the Technical Information Office of the German bakers' trade. "In the case of new buildings, heat recovery, among other things, plays an important role", says Scharfscheer. "The waste heat from baking ovens can be used, for example, for heating water. He sees more energy saving potential in the correct use of refrigeration technology and in the "use of baking ovens in accordance with actual needs".

Cash register systems from the company Vectron, which will also be on display at Südback in Stuttgart, are intended specifically to support sales. Their three-part customer displays can be controlled, so that, for example, when a sandwich is being purchased advertisements for soft drinks are shown.



Specialist forum for bakers: Südback in Stuttgart.

Modellbau Süd 2010:

Change of track

The Stuttgart trade fair autumn 2010 will be something special: For the first time, visitors can look forward to eight trade fairs. In addition to the Internationale Mineralien- und Fossilienbörse, Familie & Heim, Hobby & Elektronik, Kreativ- & Bastelwelt, Modellbau Süd, and the Süddeutsche Spielemesse, for the second time Babywelt and the premiere of the eat'n STYLE gourmet trade fair will be held.

Modellbau Süd from 18 to 21 November will this year again present numerous product innovations. Special excitement is promised by, among other things, the 5th European N-Scale Convention with impressive demonstrations from Germany and abroad. This track width is the main point of interest in the model railway section and will also be represented by a number of dealers and exhibitors.

IT & Business 2010:

A definite date for the calendar

IT & Business, The Stuttgart trade fair for software, infrastructure and IT services, has developed to become a definite autumn date for the sector. For this reason, the sector association BITKOM, which is also the technical supporter of IT & Business (26-28.10. 2010), is extending its commitment, and from this year will also be organising the BITKOM Executive Night during the IT trade fair. At the end of the first trade fair day, BITKOM and Messe Stuttgart will invite guests to the top evening event, at which 500 to 600 managing directors, chairmen of company boards, CIOs and political decision makers will meet for an open dialogue. Within the framework of IT & Business, the sector association BITKOM also organises events for its top committees, thus also underlining the significance of the IT trade fair for south Germany. After the successful premiere last year, Messe Stuttgart expects around 8,000 to 10,000 specialist visitors to the trade fair centre on the Filder.



Important meeting point for medium-sized businesses: GlobalConnect in Stuttgart.

GlobalConnect 2010: Economic opportunities in the Gulf region

Markets for medium-sized businesses

On 26 and 27 October, at GlobalConnect, the forum for international contacts and investments, medium-sized companies can obtain information on, among other things, the new economic opportunities in the states of the Gulf region, which are developing to become an increasingly important sales market for German exports. In recent years, thanks to the oil boom the Gulf states have been able to record

annual economic growth rates of around eight per cent on average, and keep to their state expenditure and investment plans despite the global economic crisis. The governments there invest above all in sustainable infrastructure projects and, in the long term, attach importance to promoting the "non-oil economy" in order to reduce the current dependence on the export of raw materials and at the same time to create new jobs.

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Cookery theatre

Cooking at trade fairs and on TV is not exactly a recent invention. The first TV chef was already on the air just two months after the channel started broadcasting.



Star chefs show the way: At eat'n STYLE in Stuttgart too, food entertainment is a must.

Mature German *Message* readers will probably remember him. His name was Carl Clemens Hahn, but he used the more attractive-sounding name Clemens Wilmenrod, and in February 1953 he made a pilot programme for what was then the Nordwestdeutsche Rundfunk TV station, thus becoming Germany's first TV chef. Together with his wife and a grill named "Heinzelnkoch", Wilmenrod creations included a quite normal minced-meat dish, which he – like a TV marketing professional – commended to his audience as "Arabian horseman's meat". Every Friday at 21.30, his fans were glued to their TV sets, addressed by Wilmenrod as "dear friends in Lucullus", and eagerly cooked what the pioneer TV chef demonstrated. The pro-

gramme "Wilmenrod bittet zu Tisch" enjoyed then what many of his successors today probably dream about: a TV-monopoly.

In 1958, East German TV followed suit: With around 600 instalments of his programme "Der Fernsehkoch empfiehlt", Kurt Drummer became the TV star of the East. More cookery programmes followed. In the 1970s, TV chef Max Inzinger coined the phrase that is today still heard in every cookery programme: "Here's one I prepared earlier". In the 1980s, TV cookery show formats still laid the emphasis on service, but the real TV cookery show boom did not start until the 1990s. Alfred Biolek invented the cookery talk show with a star guest, together cutting up vegetables and giving

practical tips to interested viewers, who after a while, though, found this too fussy.

The cookery chat-show was therefore followed by the cookery competition, for example the "Küchenschlacht" on the German TV station ARD. Here, amateurs compete at cooking, with professional chefs acting as judges. But also the Biolek version, in modified form, is still in demand, for example in the show "Lafer! Lichter! Lecker!" on the TV station ZDF.

eat'n STYLE (19-21.11.) in Stuttgart will also feature star chefs such as Stefan Marquard and Alexander Hermann, who will fascinate trade fair visitors in the "eat'n STYLE" cookery theatre with their modern version of food entertainment.

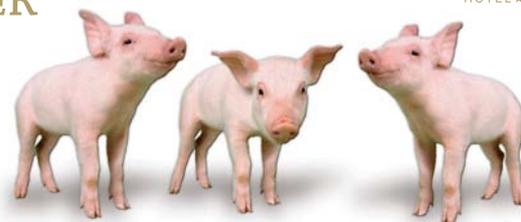


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Company portrait:

Single source

For over 70 years, Alfred Pfersich GmbH & Co. KG, Neu-Ulm, has been supplying bakers and confectioners with everything for their baking; for 60 years, the Neu-Ulm company has itself also specialised in manual ice-cream production. The owner-managed specialist wholesaler has long seen itself as a provider of complete solutions for all south Germany. For this reason, the company has also included organic products in its range for more than seven years. With certification from Bioland and the Demeter Association, Pfersich is the only specialist wholesaler in south Germany with a full organic range for bakers and confectioners.

With a total range of around 8,000 food and approx. 10,000 non-food articles, practically nothing is left to be desired. For 15 years,



Alfred Pfersich in Neu-Ulm has been supplying bakers and confectioners for over 70 years.

confectioners have been able to obtain from the subsidiary Confis-Express GmbH an additional 4,000 unusual products from 40 internationally famous brand producers such as Michel Cluizel, Cacao Barry, Boiron, CapFruit and Deliflor.

It is Pfersich's claim that it also provides its customers with unusual products also in this area. Iso-certi-

fied processes ensure regular monitoring and continuous improvement of company procedures. These also include reliable delivery, continuous availability and the proper handling of products at all stages of logistics. At Südback, Pfersich will be located at the joint stand of the Back Europ Group in Hall 9 and at the Demeter joint stand.

BABYWELT 2010:

Family life

At BABYWELT in Stuttgart, from 19 to 21 November 2010 exhibitors will be presenting everyday and fashionable products for parents (-to-be), grandparents and godparents. In addition to personal advice, visitors can obtain information at numerous presentations and workshops, covering topics including birth preparation, baby-care, early musical development, baby carrying techniques and financial support for families.



BABYWELT 2010: everything for children.

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Trade fair people (10): "Do you know..."

Brigitte Fahrngruber

Project Manager at Messe Stuttgart International

She actually only misses the mountains. Otherwise, Brigitte Fahrngruber, who is originally from Linz, does not regret moving to Germany over 30 years ago. The flexibility she showed even then is one of her absolute strengths, and is indispensable for someone in her position. Fahrngruber organizes and supports trade fair participation around the world, either on behalf of the Federal Ministry of Economics, i.e. public authorities, or for Messe Stuttgart in the form of individual participations.

"Messe Stuttgart submits bids for federal invitations to tender together with other German trade fair organizers. From a total promotion pool of around 220 trade fairs, we receive between 16 and 18 projects annually", explains Fahrngruber. Initially, the preparation for the respective trade fair participation takes place

in the office in Stuttgart, then there is the monitoring of the joint stand set-up and the support of the trade fair exhibitors on location. In her work, Fahrngruber really gets to travel the world. "This year, I've already been to Hong Kong, São Paulo, Kuala Lumpur, Shanghai and Moscow. Great flexibility, an interest in international relations and other cultures, the ability to adapt and openness in dealing with other people are very important", is how Fahrngruber describes the soft skills required for her job. Once the contract has been awarded, contact is made with the trade fair organiser on location and with the stand set-up company. Exhibitor acquisition is the responsibility of Fahrngruber, who is supported in her work by the two project assistants in her department.

The 51-year-old relocated to Stuttgart in the course of the takeover of the Durchführungsgesellschaft für Auslandsmessen DURMA (company for organizing trade fairs abroad) by Messe Stuttgart at the end of the 1980s. Since that time, she has successfully used her know-how in supporting the foreign business of Messe Stuttgart. In her free time, Fahrngruber likes to leave the trade fair halls behind and get out into nature. Preferably, of course, in her beloved Austrian mountains. The season is irrelevant: "In summer and winter, the mountains are the ideal place for recharging one's batteries."

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Übernachten in der Hölderlinstadt Nürtingen!

"wir heiraten!" 2010:

Wedding market

On 6 and 7 November 2010, the first wedding trade fair "wir heiraten!" will take place at the International Congress Center (ICS) of Messe Stuttgart.

Exhibitors from 30 sectors will present their offers covering all aspects of weddings and celebrations. An attractive framework programme, with fashion and cosmetics shows, taster dancing lessons, presentations, workshops and many competitions, will round off the varied offer.



Bride's fashion show at "wir heiraten!".

The world traveller

Brigitte Krawietz-Rometsch has been organising the Internationale Mineralien- und Fossilienbörse for 35 years. Autumn 2010 will see the end of an era.



Tens of thousands of visitors will enthusiastically examine the minerals and precious stones presented at the Internationale Mineralien- und Fossilienbörse (12-14.11.2010). But hardly anyone spares a thought for the effort involved so that the finds from around the world can be displayed either in their natural form or after refinement as jewellery and objects of art. Brigitte Krawietz-Rometsch, world traveller and for 35 years the organiser of the Internationale Mineralien- und Fossilienbörse, knows the background of this sector back to front. She can be encountered everywhere that special treasures are found – in the Australian outback or the Brazilian jungle, in America or in Africa.

The 62-year-old herself started over forty years ago as a passionate collector. As her collection increased, Krawietz-Rometsch decided to put up the treasures she had herself found for sale. This action, initially greeted with much doubt, was a great success, and her first step into the minerals trade was thus made. Krawietz-Rometsch laughs as she remembers an experience from her early years. Typical Romanian minerals, such as antimo-

nite crystals, were back then in great demand. In a bar in the Carpathian mountains, she and her husband enquired where minerals could be bought. This set off a landslide. Soon, miners were barging into the bar, their carrier bags bulging with minerals. "They didn't want any money, just clothes, which were then very hard to come by in Romania", Krawietz-Rometsch remembers. She and her husband started their journey home with their car full of minerals – and only the clothes they were wearing.

Minerals from all around the world

When the minerals expert goes on her travels today, her car is no longer enough. On her last trip, which took her to Brazil searching for aquamarines, rock crystals, tourmalines and amethysts, together with her husband and four other companions she collected enough minerals to fill two large ship containers. The precious stones were transported in the hand luggage, as a safety precaution. Krawietz-Rometsch has many stories and anecdotes to tell about her buying trips on location. For example, how

you have to really tread carefully in the Australian opal mining areas to avoid disappearing for ever down an unsealed mine shaft – which happens to someone several times each year. Or how she once, being the only woman, was allowed to fly on a fully booked-up flight in Romania and even to choose her seat. The passenger whose seat she had taken also got on the flight – but he had to make do with a garden chair.

In addition to a good sense of adventure, Krawietz-Rometsch also needs a nose for trends: What is in demand at the moment? What topics are suitable for the Forum for Mineral and Fossil Exchange? The expert tests a lot of the stuff in her shop in Renningen near Stuttgart before it is sent to the trade fair in Stuttgart. In future, she will continue to support the Internationale Mineralien- und Fossilienbörse with her wealth of experience. However, at the end of this year's autumn event, she will hand over project management to Franziska Gelse. At the trade fair, we will also then be able to see what has undertaken the journey across the Atlantic this summer – the special show will be focusing on Brazil. ■



Horse riding holidays are only one form of leisure activity for those interested in equestrian sports. Horse riding is also very popular in this country as a healthy sporting activity.

Equestrian sport as economic factor

Baden-Württemberg is traditionally seen as a region for horse riding.

For many Germans, even in economically turbulent times, proverbial happiness can still be found on the back of a horse. Figures from the German Horse Riding Association (FN) show: Horse riding continues to enjoy great popularity here as a healthy sporting activity.

Around 1.24 million people over 14 years of age regularly take part in equestrian sports in Germany. If young people up to the age of 14 are included, according to FN estimates there are a total of 1.6 to 1.7 million riders, carriage drivers and horse gymnasts in Germany. Of these, around 753,000 members are actively involved in 7,670 horse riding clubs. Equestrian sport is particularly popular with females: Around 70 per cent of FN members are girls and women.

The topic of horses and equestrian sport, however, is not only of interest to active and potential riders, carriage drivers and horse gymnasts, but also many others. According to a study commissioned by the German Horse Riding Association, around 8.74 million people are interested in equestrian sport. If young people up to the age of 14 are included, this gives a total figure of almost 11 million. Horses and eques-

trian sport are also an important economic factor. Horse riders, carriage drivers, horse gymnasts and breeders spend about 2.6 million Euro annually on their running costs for equestrian sport and horse care. The total turnover is well over five billion Euro – which is a conservative estimate.

Four horses – one workplace

According to a scientific study, there is one workplace for every three to four horses. Accordingly, over 300,000 people in Germany earn their living directly or indirectly with horses and the associated sporting activities, including between 7,000 and 10,000 by means of horse riding lessons and the training of riders and horses.

But that's not all: Over 10,000 companies, handcraft businesses and service providers in Germany have the horse as their main object of business, either directly or indirectly. According to FN calculations, the roughly one million horses and ponies consume around 1.6 million tonnes of feed grain and approximately 1.8 million tonnes of hay and straw each year. At the riding horse auctions organised by the breeders' associations, 1,095 riding horses

were sold last year for an average price of around 20,300 Euro. The total turnover of these auctions was 22,225,350 Euro. Furthermore, at the breeders' association auctions 2,050 breeding horses and foals, ponies and draught 3 were sold for a total of around 21,856,420 Euro – a considerable sum.

There is a good reason why PFERD STUTTGART takes place in Baden-Württemberg: the south-western state is traditionally considered as a region for horse riders. From 22 to 24 October 2010, the Württemberg Equestrian Sport Association as promotional supporter and the State Commission for Horse Performance Tests as technical supporter, will again guarantee a diverse and attractive framework programme.

On the Friday, the focus will be on offers for children and young people from schools and clubs. Saturday will be the "Day of the Honorary Official", to which around 4,500 honorary officials from the horse riding and carriage associations of Württemberg and north and south Baden will be invited. Incidentally, parallel to PFERD STUTTGART there will be the ANIMAL trade fair, for which the same admission ticket is valid.



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The international pools, baths and saunas sector responds positively to interbad in Stuttgart above all on account of its well-thought-out event concept.

Well-thought-out event concept

The interbad trade fair provides specialist visitors with a wide range of know-how.

The difficult economic framework conditions have also had an impact on the pools, baths and saunas sector (see also Page 13). Nevertheless, the fact that many international market leaders have the specialist trade fair interbad (13.-16.10.) firmly placed in their marketing calendar is, among other things, confirmation for those responsible of the well-thought-out event concept based on the product areas of swimming pools, saunas and spas. However, at the same time, it is also an incentive to make interbad even more interesting for specialist visitors. A special feature

of Europe's most important event on the themes of swimming pools, saunas and spas is the broad spectrum of target groups. interbad appeals to decision-makers, operators and experts from both the public and private sectors. An important feature is also the extensive framework programme, which reflects current developments in the sector and will be expanded still further this year.

At the 22nd edition of this European specialist trade fair in Stuttgart, among other things, the "Public Value Award for the Public Swimming Pool" will be presented for the first time. The

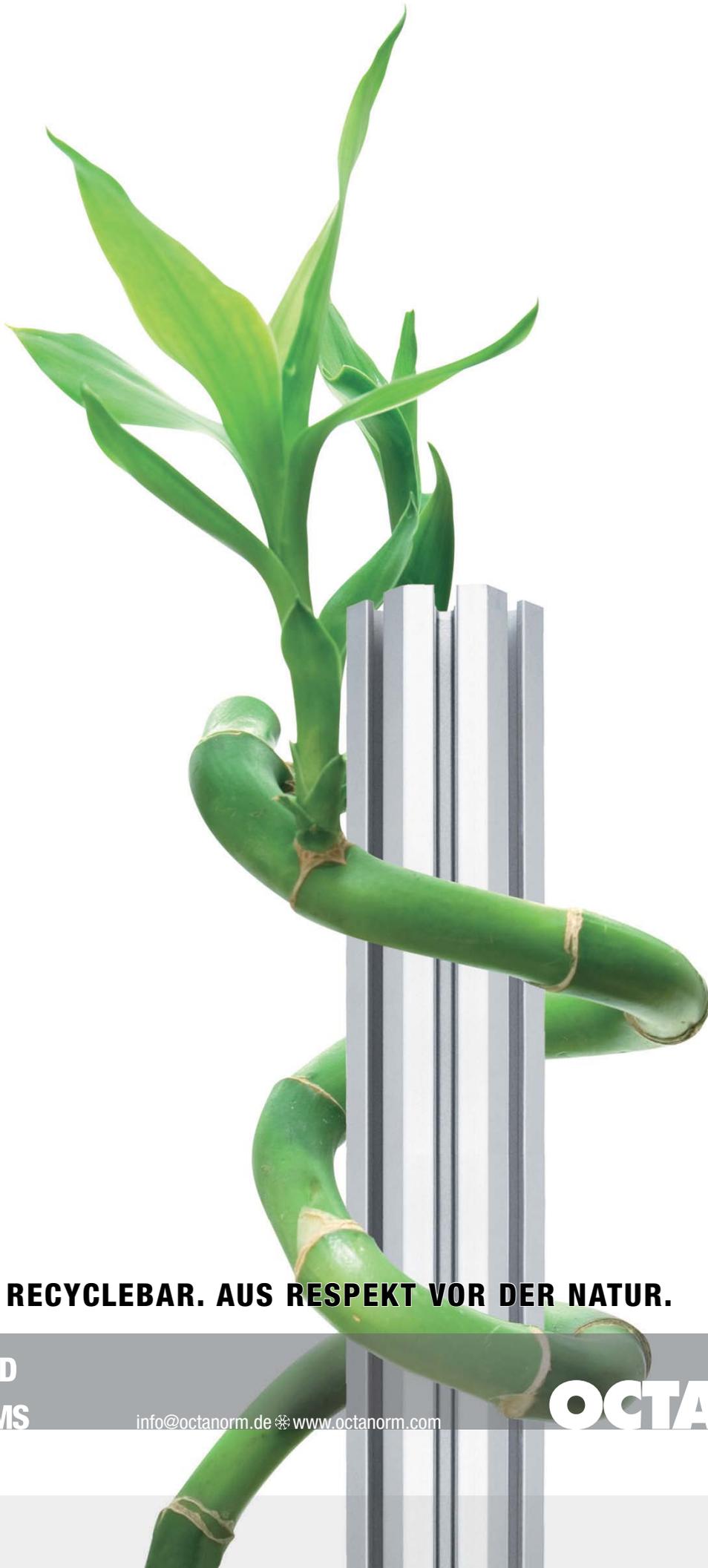
award will go to German bath operators who especially promote "activity for the entire society", in the areas of "health, enjoyment, community and efficiency".

Exemplary services

The Public Value Award was created by the Deutsche Gesellschaft für das Badewesen e. V. (DGfDB) (German Association for the Recreational and Medicinal Bath Industry), with headquarters in Essen, co-organizer and promotional supporter of interbad. "Despite the difficult financial situation in towns and communities, many operators promote the institution of public swimming pools in an exemplary manner", emphasises Dr. Christian Ochsenbauer, Managing Director of the DGfDB. "They deserve to be commended for their contribution to society beyond the one-dimensional fiscal approach." Around 6,700 public indoor and open-air swimming pools in Germany provide the population with a broad range of activities to promote health, fun, well-being, amateur and competitive sports at a reasonable price.



The "Leuze" swimming pool complex in Stuttgart is one of around 6,700 public indoor and open-air swimming pools in Germany.



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Regional partnership

At Familie & Heim 2010, Esslingen will present itself for the first time with its own pavilion.

South Germany's large shopping and experience exhibition, Familie & Heim, will this year be one attraction richer. Messe Stuttgart has succeeded in gaining the district and town of Esslingen as an important regional partner for the nine-day exhibition taking place at the trade fair halls by the airport. Exhibitors from the areas of handcrafts, financial services and insurance have already registered, and will present themselves in the centrally located Hall 5 in the "Esslingen Pavilion" from 13 to 21 November.

"With this offer, we will be able to ensure that small and medium-sized services and handcraft companies, as well as retailers, from the district of Esslingen have a successful trade fair appearance", says chief administrative officer Heinz Eininger. The district of Esslingen thus supports the intentions of Messe Stuttgart. "Our objective is to present our home region around the trade fair and to demonstrate the diversity of the district of Esslingen", says Armin Domdey, Project Manager for Familie & Heim. For the exhibiting companies and service providers, Domdey sees the opportunity of "being able to initiate promising business at the trade fair,



The district and town of Esslingen are regional partners of Familie & Heim 2010.

and also afterwards". And for a good reason: The main crowd puller at the Stuttgart trade fair autumn, Familie & Heim, promises again in 2010 to be a successful event: 94 per cent of last year's visitors were so enthusiastic about the variety presented by the trade fair that they intend to visit Familie & Heim again this autumn. In 2009, 1,100 exhibitors were pleased to welcome around 150,000 free-spending visitors, who ensured a positive result for the trade fair. On average, trade fair visitors last year spent much more than four hours at the trade fair centre by the airport, which also reflects their great interest and concrete willingness to buy. |



Familie & Heim in Stuttgart, South Germany's large shopping and experience exhibition, promises to be another great success in 2010.



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Süddeutsche Spielemesse 2010:

Learning by playing

Educational games are becoming increasingly popular. Therefore, within the framework of the Süddeutsche Spielemesse (18-21.11.2010), the "Deutsche Lernspielpreis" (German Educational Game Prize) will be awarded already for the eighth time. This award has meanwhile earned a good reputation in the games sector. The "Deutsche Lernspielpreis" was created in 2003 by the specialist magazine "spielen und lernen" (playing and learning) and "Studienkreis", an organisation for private lessons. Prizes are awarded in the categories of educational games for children from the age of three, the age of six and the age of nine. In addition, the best educational game not yet released also wins an award each year in Stuttgart.

The objective of the prize is to promote the culture of educational games in the German-speaking regions and to highlight particularly good games. It is thus intended that a wider public should be made more aware of the concept of learning by playing, to which greater significance should be attached in society. Furthermore, the prize provides recognition and an incentive for hobby craftsmen and tinkerers, authors and manufacturers, who, with their imaginative designed games, combine learning objectives with play and fun. A jury of private-lesson pupils and teachers from "Studienkreis"



Learning can be fun: Good educational games promote children's creativity quite incidentally.

thoroughly tested all 20 nominated games during the course of last summer and decided on the four winners. The official prize-awarding ceremony traditionally takes place at the Süddeutsche Spielemesse within the framework of the Stuttgarter Messe-Herbst. There, visitors can try out all the nominated games. "Educational games have meanwhile earned a secure place on the games shelf", says Ralf Ruhl, editor at "spielen und lernen". "The most popular games are those in which the emphasis is on fun and the learning is quite incidental." Ruhl

praises the quality in particular of the prototypes submitted, i.e. the new games that are not yet available on the market. "This year too, the creators have shown great commitment to their task." There is great emphasis on skill and fantasy in the games nominated in 2010. Many of the titles submitted by games manufacturers for the German Educational Game Prize are a challenge to children's creativity, whether linguistic, design and construction, or even mathematical – like the "Mathematics Learning Dragon, 1st year" from the Kosmos Verlag in Stuttgart. |



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Trade Fairs – Markets

Church services at the New Messe Stuttgart

Focussing on the person

An overflow of information with people talking, chattering, giving presentations, offering advice: a certain restlessness and level of hectic is all part of the trade fair experience for the exhibitors, visitors and trade fair employees taking part.

Which is why there has been a room at the New Messe Stuttgart since 2008 that offers its guests some peace and quiet, somewhere to take time out. From 12.45 to 13.00 on every day of the trade fair, a service is organised for those visitors, exhibitors or employees looking to catch a breath.

The room is, of course, also open to anyone looking to come and say a few quiet prayers, regardless of their religion or beliefs. Those of the Jewish faith will find a Mizrach hanging on the wall to indicate the direction for prayer and there are Qibla or prayer mats supplied for the Muslim guests. Located directly beside this room is the "Forum of Beliefs", a



Back to the basics: the prayer room at new Stuttgart Trade Fair Centre.

place to meet and discuss with others. Both rooms in the foyer of the trade fair (east entrance, at the foot of the large stairs) are attended to by the Evangelical Church in Württemberg and the diocese of Rottenburg-Stuttgart. "It was important for us to have these rooms at the trade fair", explains Managing Director Roland Bleinroth. "Because, for us, the focus is on the well-being of our guests and that involves a spiritual level too." |

Special event locations at Messe Stuttgart (1): Atrium

Atmosphere for rent



Great atmosphere guaranteed: events in the Atrium.

The award-winning architecture of the New Messe Stuttgart is not just an ideal location for trade fairs, congress exhibitions and other large events. There are also a number of rooms and areas which can be rented out separately. The large Atrium, for example, offers the perfect setting for high-quality product presentations, exhibitor evenings, film and photograph events, fashion shows and much more. It boasts approximately 800 square metres of floor space and is located directly at the East entrance to the New Messe Stuttgart. With its banquet seating arrangement, the room can accommodate up to around 300 people; standing space only, around 450. Between the Atrium and the Rothaus Park is the "Teinacher Kaskaden", an impressive water installation of cascading water which creates a magical atmosphere in the atrium located beside it. As it is often only possible to use the Atrium as an event location when there are no trade fairs taking place in the neighbouring halls, it is recommended that bookings are arranged well in advance with project management. Further information can be requested from our guest event services at gastveranstaltungen@messe-stuttgart.de.

These days, HDTV cameras are used for the refuelling of jets during the flight.



More to offer

Non-industrial machine vision solutions presented at VISION for the first time.

With the new subheading "International trade fair for machine vision", the VISION event is also expanding its portfolio.

The trade fair had previously restricted itself to the successful presentation of industrial machine vision applications. However, according to the German Engineering Federation (VDMA), turnover currently generated by non-industrial machine vision applications in Germany is already more than ten percent and thus ranked in fourth place on the list of top supported industries. The top three spots are held by the automotive industry, the glass industry and the electronics industry.

"In our company, turnover generated from non-industrial machine vision applications over the past five years has risen from 20 to 35 percent", says Arndt Bake, General Manager at Basler Vision Technolo-

gies. As an example, Bake refers to the growth seen in the road transport sector with its Intelligent Traffic Systems (ITS), which are used to guide traffic or to identify number plates.

Leading international specialist trade fair

Air travel is an excellent example of the enormous growth potential for machine vision applications in the non-industrial sector. Here, an increasing number of safety measures are including the use of cameras. "An LED display was once all that was needed but now we need an image, for example for nose wheel inspection or parking assistance", explains Alexander Berg, Head of Sales and Marketing at Kappa opto-electronics GmbH.

Kappa is now also using HDTV camera technology for the refuelling of planes during the flight. "These cameras provide the fuel nozzle operator with an accurate 3D image, a panoramic view and a frontal image", continues Berg. "He is then able to accurately adjust the fuel nozzle using a joystick."

VISION, the leading platform for machine vision technologies, taking place from 9 to 11 November 2010 in trade fair halls 4 and 6 on a total of 20,000 square metres of exhibition space, will feature entire machine vision systems, innovative camera and filter solutions and much more.

Cameras from Kappa opto-electronics provide the fuel nozzle operator with accurate images.



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Trade Fairs – Markets

hair & style management 2010:

Recipes for success

The times when the job of a hairdresser involved just a wash, cut and blow-dry are long gone. Few customers today are satisfied with this simple offer and are looking to get more for their money. However, competition is fierce among the salons offering low prices. Hair stylists looking to be paid accordingly for the skills they provide thus need to set themselves apart from the flat-rate hairdressing chains.

For example, salon owners must ensure that customers view a trip to the hairdressers as a pleasure and not a necessary evil. How this can be done will be presented at the hair & style management exhibition: from the friendly welcome to the professional consultation regarding hair and cosmetics, from the neck mas-



Hairdressers need to expand on the classic services they currently offer in order to be able to compete with the flat-rate competition.

sage to the nail art, industry professionals will be sharing their creative tips on how to pamper customers from 28 to 29 November 2010. Visitors will also have the opportunity to find out about the latest tech-

nology trends during the many workshops, presentations and shows on both trade fair days. Because knowing what the customer really wants is the only way to make it as a successful hairdresser today.

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Aramark: Services for children

Trade fair service

Aramark GmbH, responsible for catering services at the New Messe Stuttgart since 2007, is expanding its repertoire to include the many younger trade fair visitors.

The second largest caterer in Germany now offers two special children's menus, which include fruit salad and various desserts.

During the different public trade fairs, there will now be a special kids' counter set up in the 'Restaurant am Wasser' and 'Restaurant am Park'. Each child will also receive a chocolate gold coin from the chef which will allow them to pay for the meal using their "own money".

In every restaurant at the New Messe Stuttgart, there will be colourful kids' chairs set out, with room for the parents too. And for our youngest trade fair visitors, there will be a self-service microwave set up in every restaurant beside the high-chairs for heating up baby food.



Kenya is presented as a dream destination at CMT 2011.

Dream destinations

Kenya and Iceland are partner countries of the CMT holiday trade fair from 15 to 23 January 2011.

Attractive partner countries play an important part in the success of Stuttgart's holiday trade fair, CMT. For the next outing of Europe's largest tourism exhibition, the organisers have succeeded in bringing two dream destinations to Germany. As a non-European partner country, Kenya will be presenting a variety of its impressive East African landscapes – from the savannahs to the semi-deserts, the rainforests to the

Afro-alpine mountainous regions. Europe will be represented by Iceland, a country which received plenty of worldwide attention early in 2010 with the eruption of its volcano Eyjafjallajökull. Among the natural wonders of this North Atlantic island are its three national parks with their mixture of glaciers, geothermal energy and volcanic eruptions unique the world over. "Iceland is a travel destination for active people", says David Johannsson, Island Tourism Director for Continental Europe, referring to his target group. "Depending on local conditions, visitors can go rafting, hiking, fishing, horse riding, take glacier tours or boat trips, go swimming or even enjoy a spot of summer skiing."

Current trend for camping

Local campsite owners are one of the groups benefitting from the booming German tourism. The partner region for CMT's Camping- & Caravanning 2011 is thus Lower Saxony in Germany. Of the overall 37.6 million overnight stays in 2009, 3.65 million of these were spent in campsites and caravan sites in Lower Saxony. This represents an increase of 14.7 percent when compared to the previous year. Overall, Lower Saxony currently boasts more than 335 tourist campsites whose quality surpasses that of the national average. |



Lower Saxony is the Camping & Caravanning partner at CMT.



Iceland and its fascinating landscapes: one of the CMT partner countries.

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Successful business abroad

Messe Stuttgart is involved in a number of growth markets around the world.



AGMET in China is just one of several events at which Messe Stuttgart is represented.

Visitor records, solid exhibitor growth: The New Messe Stuttgart enjoys business success on both a national and international level. Over 44,000 trade visitors, more than ever before, attended IBATECH in Istanbul, the largest international technology trade fair for the bakery and confectionery trades in Turkey. The event also saw an increase in its international guests with 59 countries represented, emphasising the popularity enjoyed by IBATECH in Turkey, Eastern Europe and the Middle East.

Since 1 January 2010, Messe Stuttgart has held a majority shareholding in trade fair company Ares Fuarcilik Ltd. in Istanbul, which has been renamed 'Messe Stuttgart Ares Fuarcilik'. Roland Bleinroth, Managing Director of Messe Stuttgart, remarked at the official launch that "the increase seen in our international guests and the overall success enjoyed by the first joint trade fair in Istanbul

attest to the success of this concept. Entering this new market, Messe Stuttgart is further expanding its portfolio to include bakery and confectionery specialist trade fairs on the German and international market."

A global presence

AGMET 2010, the joint exhibition organised by Messe Stuttgart and the China Agricultural Mechanization Association in the Langfang International Conference and Exhibition Centre, also enjoyed great success. There, 103 exhibitors showcased their products on 15,280 square metres of exhibition space.

Around 13,530 trade visitors from 22 countries and regions, as well as 27 Chinese provinces, were presented with the latest trends, state-of-the-art technology, as well as innovative agricultural machinery, a sector which is experiencing a rapid increase in mechanisation in China.

R + T Asia also took place in China in 2010. The joint venture of VNU Asia and Messe Stuttgart, and international offshoot of Stuttgart's leading international trade fair for roller shutters, doors/gates and sun protection systems, saw around 15,000 trade visitors pour through the gates of the Shanghai New National Exhibition Centre. Here, more than 340 exhibitors presented innovative products and services on 28,000 square metres of space.

There was solid growth achieved in a completely different part of the world too with the second international offshoot of R+T. In the Dubai International Convention and Exhibition Centre, R+T Middle East took place for the first time in 2010 together with DOMOTEX Middle East, the only specialist trade fair for carpets and flooring in the Middle East and North Africa. There, 225 exhibitors shared new ideas with over 4,860 trade visitors.

Record number of visitors attend Istanbul's IBATECH (right) and R+T Middle East in Dubai (far right).



Trade fair partner: Süd-Reklame

Drawing attention

Just imagine – there's a trade fair on and nobody knows a thing about it! Ensuring that this doesn't happen is the Stuttgart company and Messe Stuttgart partner "Süd-Reklame", responsible for spreading the word about the upcoming trade fair events. The five-man-team, managed by Haralambos Andreadis, has been in business since 1990 and has been a partner of Messe Stuttgart since 1992.

For every trade fair, the Süd-Reklame employees travel to approximately 240 locations in the Stuttgart region where they set up three hard-backed billboards. The company is active on the trade fair grounds too. "There, we hoist the flags for each trade fair and, of course, for each guest event too", says Süd-Reklame Manager Andreadis. "We are also responsible for taking down



Haralambos Andreadis and his wife Magdaleni Sereti help promote Messe Stuttgart events.

and raising the flags for the trade fair centre itself. This needs to be done at least twice a year for cleaning." Süd-Reklame has successfully concentrated its business on trade fairs and other events, which can be seen from the list of customers on their books. Customers such as Messe Lan-

dau, "Home and Garden" and "Abenteuer & Allrad" in Bad Kissingen, among others. "We cater to customers located within 200 kilometres of Stuttgart", explains Andreadis. Which means that everyone around knows when and where each trade fair is on.

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Trade Fairs – Markets

GARTEN outdoor ambiente:

Visitor magnet

Twelve magnificently designed show gardens were among the highlights of GARTEN outdoor ambiente 2010, created by members of the Verband Garten-, Landschafts- und Sportplatzbau Baden-Württemberg (GaLaBau – Association for horticulture, landscaping and sports ground construction in Baden-Württemberg), conceptual supporter of the trade fair. The Gold GARTEN prize was awarded to the Thomas Heumann GmbH company from Weinstadt and the Karl Walker GmbH company from Sindelfingen. Popular among the trade fair visitors were the areas featuring garden design and consultation, plants and decoration. Another visitor magnet was the ORCHIDEEN EXOTIC. On 450 square metres of space, this special show presented the orchid or 'queen of flowers' to the public. The GARTEN Forum event was also well received by



Beautifully designed show garden.

visitors. Along with the other spring trade fairs, GARTEN outdoor ambiente attracted around 65,000 visitors to the trade fair halls in Stuttgart. Delighted with this public reception was Roland Bleinroth, Managing Director of Messe Stuttgart: "There was so much on offer from the circa 1,000 exhibitors present at the Slow Food, Fair Handeln, Garten outdoor ambiente, Internationale Mineralien- und Fossilienbörse, i-Mobility and Haus, Holz, Energie trade fairs. All the various themes, which address sustainability in their different ways, made an impression on our guests and drove the message home."

Kreativ- & Bastelwelt 2010: together with Süddeutsche Spielmesse

Experience creative design

Kreativ- & Bastelwelt will be taking place, from 18 to 21 November 2010, for the first time together with the Süddeutsche Spielmesse in Stuttgart's largest trade fair hall (L-Bank Forum). On approximately 10,000 square metres of space, visitors will be presented with a colourful mixture of artistically themed hobbies. One particular exhibitor attending the event will be internationally renowned florist Brigitte

Heinrichs who will be presenting table decoration of the highest standard – with her material of choice naturally flowers and plants, leaves and wood – and showcasing designs ranging from the colourful and bright to the more classic. With the inclusion of flower arranging in Kreativ- & Bastelwelt, Messe Stuttgart has added another string to its bow for what is an already popular trade fair.



The internationally renowned florist Brigitte Heinrichs will be putting on a show at Kreativ- und Bastelwelt.



New competition for the iPad: the Berlin WeTab.

Wow, is that flat!

Tablet computers are the latest technology trend on the fast-moving computer market.

When the iPad first went on sale to the buying public, there were, according to Apple, approximately 300,000 of the cult tablet computers sold. This year, market researchers are estimating that this figure will rise to approximately seven million. According to market surveys carried out in Apple stores, around three quarters of all buyers are Mac owners, two-thirds use an iPhone and every eighth iPad customer wants to change over from the Amazon Kindle wireless reading device.

The introduction of the iPad is paving the way for a whole new generation of terminals, i.e. the tablet computers, which are a cross between a smart phone and a laptop. These terminals, which are connected to mobile wireless networks and are equipped with all the latest smart

phone service options and applications, not only provide users with an improved entertainment experience but they have also inspired other industries, such as the publishing industry and the tourism sector, to come up with new ideas.

“The iPad is certainly the tablet computer on the market which has created the most buzz but it is not the only one out there”, says Saverio Romeo, Senior Industry Analyst at Frost & Sullivan Consultancy. “Many other manufacturers have also caught onto the idea. HP, Asus, Dell and Archos are currently Apple's fiercest competitors, at least from the perspective of a European market.” Tablet computers and other innovative technical products will be on display from 18 to 21 November at the Hobby & Elektronik consumer trade fair in Stuttgart. |



Top-seller among the tablet computers: the iPad from Apple.



*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.

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“We have successfully defended all claims.”

Message Portrait:
Elvine-Isabella Schuller,
Head of Legal Affairs
& Insurance at Messe
Stuttgart

The first impression is a deceptive one: nothing much goes on here, nothing to get excited about. When in fact the opposite is true: this is an exciting department to work in, where the various national and international legal aspects of Messe Stuttgart are dealt with.

In April 2009, the department for Legal Affairs & Insurance was set up and a department head was quickly found: Elvine-Isabella Schuller, a fully qualified lawyer and barrister. A well-known face on the trade fair campus following her involvement in the building phase of the New Messe Stuttgart. “This project fascinated me from the very start. So I decided to send an unsolicited application to Projektgesellschaft Neue Messe (ProNM) who was responsible for its construction. I knew right away that such a project would not survive without its own legal department”, explains Schuller.

For four long years, Elvine-Isabella Schuller was active in the construction phase of the new Stuttgart trade fair centre at ProNM as a corporate lawyer with overall responsibili-

ty. She had previously gained experience in this area during her time at a large law firm in Berlin which specialised in construction. Her most important task during the construction phase of the trade fair was to ensure that the overall budget (806 million Euro) and construction deadline were adhered to. This also involved defending any unjustified claims from individual developers. “The 'Bund der Steuerzahler' (Taxpayers Association in Germany) attested to our superb cost management”, says Schuller, not without a certain degree of satisfaction.

Well over 250 building contracts

It was the political desire of the city of Stuttgart, the state of Baden-Württemberg and the Stuttgart regional assembly to provide the middle market with an opportunity here. Which is why the project tenders were distributed among several small trades. This meant that Schuller was responsible for well over 250 building contracts. She was the addressee for all legal queries coming from the over 50 site managers, project steerers and

assessors regarding the construction of the trade fair. The entire legal coordination of this massive project was in her hands. Also involved were seven other construction law firms. “The work of a corporate lawyer covers a multitude of disciplines. It involves public and private building legislation, general civil law, as well as the 'non-classic' construction areas of copyright, construction law, social insurance law and criminal law”, explains Schuller.

In October 2007, the official opening took place and complete start-up of trade fair operations. However, there are still some legal proceedings pending for which Schuller is responsible: “To date, we have successfully defended all claims brought against the company in both the construction phase and the initial phase of operation.” No mean feat for a construction project as big as this one.

Furthermore, Schuller is responsible, together with the two additional employees in her Legal Affairs & Insurance department, for dealing with all insurance queries within the trade fair company. This involves

Messe Stuttgart online New channels

Twitter, Facebook, Xing, LinkedIn or the various blogs: How can a company, or how can Messe Stuttgart in particular, benefit from using the current online networks? Many companies are today more or less active in the area of social media. But one thing is for sure: There is no one-size-fits-all solution here; it's every man (or company) for himself out there.

Messe Stuttgart is taking the next step and entering this online world. Online activity is currently being tested with three trade fairs: Interbad, IT & Business and Süddeutsche Spielemesse are three events which are making their *début* on the web with help from the Social Media Institute agency. Here, trade fair visitors and exhibitors will be integrated into a "micro community" and, from there, interact with each other outside the normal trade fair times. This agency is also helping to launch the trade fairs on Twitter and Xing – which will hopefully lead to an increase in the activity of each community.



Messe Stuttgart is currently testing online options for three of its events.

LMS Internal

Gunnar Mey (34) and **Sebastian Schmid (31)** are moving up the ranks at Messe Stuttgart and are the new team managers in the Industrial Solutions department. Business Management graduate Mey worked for Mainau GmbH and in the Marketing and Customer Services department of Alb-Gold Teigwaren in Trochtelfingen before coming to Messe Stuttgart in the summer of 2008. Since then Mey has worked together with Sengül Altuntas as project manager of AMB and since 2009, has been responsible for the O&S trade fair. Following completion of his business administration studies, Sebastian Schmid worked for stand fitter bluepool and undertook two foreign internships in Sri Lanka and Sydney. He joined Messe Stuttgart in 2008. Following an interim position as project manager of "Medizin", he became project manager for the R+T trade fair. He is now, in addition to his responsibilities for R+T and its two international offshoots in Shanghai and Dubai, also responsible for the eltefa and Consense in his role as team manager for Building Technologies.

the exhibitors of the individual trade fairs too.

After the founding of two foreign subsidiaries of Messe Stuttgart in Turkey and China, Schuller's services were required here also. "Providing legal support for our foreign subsidiaries is also the responsibility of this department. We have prepared the corresponding contracts together with international firms." Added to this are the contracts concluded with guest organisers or trade fair partners here in Germany. It is an interesting and varied task which the 34-year old takes great pleasure in.

Anything fast

To switch off from work and escape the daily jungle of legal texts, Schuller likes to go dancing. Preferences? "Anything fast, from Rock 'n Roll to Disco Fox." And when she's not dancing, you might catch her out jogging or roller blading. She enjoys watching political satirical shows and privately takes an interest in legal-philosophical themes because it "stirs the soul".

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Radio interference

Transmission frequencies are currently being reorganised in Germany. With tremendous consequences for Messe Stuttgart and the ICS.



Wireless microphone systems for musicians and speakers being assigned new frequency ranges.

Some readers may remember when, in 2000, Germany auctioned off its UMTS licences for mobile communications and filled the state's coffers with around 50 billion Euro. The auction of what was marketed as the successor to UMTS in mobile communications standards, LTE, for the improvement of mobile Internet coverage and the UHF frequency ranges with it was recently somewhat of a more quieter affair (and, financially, much less fruitful).

“The consequences for companies such as the New Messe Stuttgart are now all the more serious”, says Peter Mattes, who, as Head of Technical Infrastructure, is responsible for the smooth functioning of the complex technology systems used in the trade fair centre and ICS. “Reorganisation of the UHF frequency ranges is resulting in major changes in the operation of wireless microphone systems. As the general allocation is phased out, these systems can no longer be relied on for anything between 790 and 862 megahertz.”

For Messe Stuttgart and the International Congress Centre Stuttgart, this

means that, with the introduction of this mobile communications technology starting as soon as 2011, massive interruptions are to be expected for the existing wireless microphone equipment.

Systems are currently being inspected

This is the worst-case scenario for Mattes: “It’s not hard to imagine what will happen if, during an important general meeting the microphones suddenly stop working or during a vocal performance, the singers are cut off – it will be a catastrophe.”

Messe Stuttgart and the ICS want to definitively rule out this possibility from the very start and are looking to guarantee their customers high-quality events free from technical glitches. They are thus currently making an application to the Federal Network Agency for licences for the new deregulated frequency ranges of between 470 and 790 megahertz needed for the operation of wireless systems. These will be allocated for ten years.

All technical systems of the trade fair and the ICS are currently being inspected. “Manufacturers are currently checking whether or not their equipment can even be converted to these new frequencies. If not, then the purchase of new equipment is unavoidable. And that is going to cost Messe Stuttgart a massive amount of money. If we have to replace all of our equipment, we could be looking up to 350,000 Euro.”

And that’s not all: The operation of wireless microphone systems in the new frequency ranges must not only be registered but is also subject to fees. Mattes: “This will cost operators such as Messe Stuttgart around 130 Euro per system. Added to this is ten Euro per transmitter each year, i.e. microphones, and ICS and Messe Stuttgart have around 40 to 50 of these things!”

Some operators have it even worse, however, such as the mobile operators of wireless microphones for concerts or tours. Mattes: “The secure functioning frequency ranges in Hanover are different to those in Stuttgart. Never mind a European-wide standard regulation.”



That festive feeling: Ludwigsburg's Christmas Market set against a historical backdrop.

Ludwigsburg Christmas Market 2010:

Magical atmosphere in the Baroque city

Stuttgart's Christmas market has for years attracted visitors from all over the world during Advent. And almost just as impressive is the neighbouring market in Ludwigsburg, a real treat for any fans of Baroque architecture. Not one but two churches shine in the pre-Christmas lights.

Every wish is catered for at more than 175 festive stands: hand puppets and crib figures, traditional and modern tree decorations, paper and ceramic gifts, woolly hats and

gloves. There is plenty here to tempt the festive shoppers.

The smell of chestnuts, waffles and other sweet treats waft along the passages while lots of Swabian specialities, hearty meals and hot drinks keep the biting cold at bay.

The Ludwigsburg Baroque Christmas Market is open daily from 11.00 to 21.00, 23 November to 22 December. There is an entertaining stage show every day at 15.00 and 19.00 too; also at 17.00 at the weekends.



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Congresses/Events 2010/2011

30.11. – 01.12.2010

gast – Gas Conference

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

15. – 17.03.2011
EMV 2011 Stuttgart

International trade fair with workshops on electromagnetic compatibility (ICS – New Messe Stuttgart)

07.06. – 09.06.2011
14th. German Child and Youth Welfare Day 2011

Organiser: German Child and Youth Welfare Association (AGJ) (ICS – New Messe Stuttgart)

23.10.2010

Sting

The ex-Police bass player, together with the London Symphony Orchestra, presents his greatest hits (Hanns-Martin Schleyer Halle, Stuttgart)

01.11.2010
Jeff Beck

The rock guitar legend comes to Stuttgart with his band on their Emotion & Commotion tour (Liederhalle Stuttgart)

02.11.2010
The Dubliners

Ireland's popular folk band (Theaterhaus Stuttgart)

02.12.2010
Herbie Hancock

Famous US jazz pianist, twelve-time Grammy award winner and contemporary music icon on tour in Germany (Liederhalle Stuttgart)

Stuttgart Sightseeing

Sightseeing tip: Pig Museum Stuttgart

An impressive collection

The largest pig museum in the world is appropriately located in an old Stuttgart slaughterhouse.



World record: Over 41,000 swine-related exhibits to be marvelled at in Stuttgart's pig museum.

Stuttgart's newest and perhaps strangest museum is really a pigsty. Because in an old, listed slaughterhouse in the state capital, the world's largest pig museum is to be found.

The owner of the museum, Stuttgart gastronome Erika Wilhelmer, first started the international collection in her small restaurant. There were soon more exhibits than this small restaurant could handle and on New

Year's Eve in 1988, the first pig museum was founded in the medieval town of Bad Wimpfen.

In the year that followed, the collection grew to its current capacity of over 41,000 exhibition pieces from all over the world. A move to the old slaughterhouse was inevitable.

There, pigs of all shapes and sizes are on display in 25 differently themed rooms. From the classic collector's pig to the piggy bank or

cuddly toy, from the mass-produced knick knacks to the everyday items, from the rare antiques to valuable single pieces: a random mixture of art, culture and kitsch – restaurant and beer garden included.

Opening times: Pig Museum: Monday – Sunday 11.00 – 19.30; restaurant: Monday – Sunday 11.00 – 24.00, outdoor areas: Monday – Sunday 11.00 – 23.00. Website: www.schlachthof-stuttgart.de.

Hotel tip: Park Hotel Ostfildern



Business, dining or simply just visiting: The Park Hotel Ostfildern is suitable for any occasion.

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The hotel has four conference rooms which can be used for seminars and conferences and which hold up to 150 people. All rooms are ergonomically furnished, allow for plenty of daylight, and boast comprehensive conference technology and moderation equipment.

It's not all business, however, with a superb restaurant serving everything from tasty dishes to sophisticated menus. The top location of the hotel has also contributed to its success in the hotel rankings: The New Messe Stuttgart, the ICS and Stuttgart Airport are a mere eight kilometres away and Stuttgart city centre is accessible in 25 minutes with the urban rail. Further information: +49 (0)711 3416880.

Highlights 2010/11

17.10. – 01.11.
Stuttgart's Chansongfest
Neues Renitenztheater, Stuttgart

23.10. – 01.05.
**India's Tibet – Tibet's India:
The cultural legacy
of the Western Himalayas**
Lindenmuseum, Stuttgart

17.11. – 21.11.
Stuttgart German Masters
Hanns-Martin Schleyer Halle

27.11. – 20.03.
**Hans Holbein
the Elder: The
Grey Passion**
Staatsgalerie Stuttgart



30.11. – 05.12.
**Tübinger Chocolate Market
"chocalART"**
Tübingen Altstadt (Old town)

Gastronomy tip: Bella Italia (Stuttgart)

Two in one

From wine tavern to gourmet temple:
Stuttgart has it all.

The "Bella Italia" is a wine shop and restaurant in one. Just as unusual as this combination is the decoration to be found inside: Baroque, kitsch, with modern mirrors on the ceiling (!) in stark contrast to the magenta-coloured chairs underneath. Owner Maria Patané serves high-end Italian fare, sometimes from her native Sicily, usually from all the other regions of Stuttgart's southern neighbour. Glancing at the current lunch menu, guests will find "Penne ai frutti di mare" or "Arrostato di vitello sulle verdure di stagione" (roast veal on a bed of vegetables for the non-Italian speakers among us). There's a different menu on offer every day from 6pm. And whoever wants to try their hand at cooking the dishes at home, can learn directly from the master –



The extravagant interior of Bella Italia.

regular cooking course are held in the restaurant.

Info: Bella Italia, Vogelsangstrasse 18, 70176 Stuttgart, Tel. +49 (0)711/34228680. Opening times: lunch Monday – Friday 12.00 – 14.00, restaurant: Monday – Friday from 17.00 aperitif, Monday – Saturday from 18.00 daily menu.

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Opinions

The protests against Stuttgart 21 and the new line between Stuttgart and Ulm reminds me of the debate sparked by the plan to build the New Messe Stuttgart. In the mid 1990s, Stuttgart's industrial sector was strongly in favour of constructing a new trade fair centre in the Filder region. Despite initial fears today everyone is delighted with the result. The trade fair



Dr. Herbert Müller, President of the Industrie- und Handelskammer Region Stuttgart (IHK)

is enjoying great success, creating thousands of new jobs for the region. A significant impetus was provided back then by the Prognos report, carried out on behalf of the IHK Region Stuttgart. This report showed that investment in a new trade fair centre would pay dividends. Which is has: Jobs and successful business created by the exhibitors and trade fair service providers are bringing the communities, the region and the state a return on investment. Furthermore, the location of the trade fair beside Stuttgart Airport and the motorway, as well as soon having the Inter-City-Express train stop practically at its door, is almost too good to be true. Stuttgart 21, with its connection to the European high-speed rail network and to the city of Stuttgart, was always an integral part of the concept for the New Messe Stuttgart.

"Many advantages to Stuttgart"

The trade fair, the airport and the public transport service, which we have worked hard to achieve, are today the advantages of our infrastructure. Stuttgart 21 will join this list in a few years too. The innovation of our economy, the great opportunities provided by our universities and the exemplary corporate culture here mean that we have the opportunity to maintain our strong position in European in the future. However, there are challenges ahead of us. Due to the demographic changes taking place, we need skilled personnel from other regions and countries for nearly all areas of the working world. Fast growing markets in Asia, the search for new solutions in the supply of energy and raw materials, as well as new technologies, will lead to further change in the economy. And because we have so much to offer here, hopefully with Stuttgart 21 in a few years and fortunately with the New Messe Stuttgart today, we will be more than ready for what the future holds.

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