



01 | 2011

4 Euro

Message

Trade Fairs Congresses Events

Holidays



Tourism exhibition
CMT 2011

Classic cars



Historical and classic vehicles
Retro Classics 2011

Entertainment



Show programme
Udo Jürgens Musical

Education Offensive

didacta 2011 in Stuttgart



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Messe Stuttgart



Mitten im Markt



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Green Statement

Messe Stuttgart and the International Congress Center Stuttgart are exemplary when it comes to sustainability. Message reports on a top eco-balance.

It is seldom that a trade fair centre is awarded for its energy-saving technology before it even opens. This happened, however, in the case of the new Stuttgart Trade Fair Centre: The novel layer ventilation system won the Innovation Award from the US magazine "Trade Show Executive", a specialist publication for trade fair organisers. "From the very beginning the plans for the New Messe Stuttgart and the International Congress Center Stuttgart were extremely ecological and economical in nature", explains Hans-Ulrich Rollmann, Manager of Buildings and Facility Management, who, as co-managing director of the Projektgesellschaft Neue

Messe, was one of the masterminds behind the new structure. "Our Green Statement now specifically expresses this, also to our customers who are increasingly attaching importance to our sustainability."

The above-mentioned layer ventilation is one of the ecological highlights in the Filder region, also a good three years after the opening of the new trade fair centre. "Thanks to the innovative ventilation technology and the associated heat recovery we are able to heat the trade fair centre and ICS in an intelligent way, i.e. in an environment-friendly manner, and, at the same time, at a reasonable cost," comments Peter Mattes,

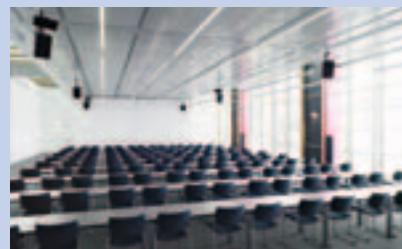
Team Manager of Technical Infrastructure, on one of the advantages. The 27,000 square metre solar collectors on the rooftops of the trade fair centre and ICS, as well as the 7,000 square metre solar panels on the Bosch car park, are visible upon first glance to every visitor to the trade fair centre. Together they generate 4.32 million kilowatt hours of energy, which is enough to power 1,350 four-person households for a year.

The trade fair centre and ICS also attach great importance to environmentally compatible management when it comes to the smaller items: For example waste disposal islands on the trade fair grounds ensure the separation of household waste, recyclable materials and paper by an experienced waste disposal partner. Rainwater which collects in paved areas is conveyed into retaining basins, from where it is fed back into the natural water cycle via a stream after a few days of the self-cleaning process. "This reduces the need for wastewater treatment plants and saves Messe Stuttgart the processing costs", states Rollmann. "Good for the environment and good for business. That has to be sustainable management."

Messe Stuttgart and ICS are very easy to reach with the bus and S-Bahn.



Daylight in all rooms of the ICS provides less need for power consumption.



Stuttgart wins Conga Award

First-class

At the end of October last year the congress region of Stuttgart was presented with the Conga Award. The “Oscar of the Events Industry” went for the fourth time to the state capital in the category “International cities and regions”. “With the New Messe Stuttgart, the ICS International Congress Center Stuttgart, the Stuttgart Neckar Park and the Liederhalle cultural and congress centre, Stuttgart has a variety of excellent facilities to organise any type of event”, explains Anne Demuth, Manager of the Stuttgart Convention Bureau. Armin Dellnitz, Managing Director of Stuttgart-Marketing GmbH added: “We are happy to support the congress region of Stuttgart as a marketer and service provider.”



Thomas Brandl,
Company spokesman
at Messe Stuttgart

While elsewhere travel trade fairs are suffering a decline and are struggling hectically with modified concepts against drops in the number of visitors, the Stuttgart-based CMT is holding its 43rd event together as one unit: From 15 - 23 January 2011 approximately 1,900 exhibitors and (hopefully) once again more than 200,000 visitors will make Stuttgart the hub of the tourism and leisure world. The development in the caravanning section is more than pleasing.

All leading manufacturers of caravans and motor homes are represented directly, the accessories area is booming – and on an additional 5,000 square metres the first “Motor Gallery” in Hall 1 will showcase, in addition to select caravan towing vehicles, electric scooters and the whole e-mobility product spectrum. This will

“CMT stands as one unit.”



Managing Director of Messe Stuttgart, Roland Bleinroth (right), hands over the charity cheque.

Messe Stuttgart: charity golf

Good cause

Approximately 80 invited guests came to the Golf & Wellness Holidays Cup of Messe Stuttgart, which took place for the sixth time. The venue for the charity tournament was the Reutlingen/Sonnenbühl Golf Course. A total of 3,750 Euro was raised, which was donated to Clean Winners e.V.. The association was founded in 1997 by a former tennis professional Carl-Uwe Steeb and tennis coach Stefan Schaffelhuber. Clean Winners e. V. look after children and youths who have been confronted with the negative aspects of life either through the drug or alcohol problems of their parents or who have had to suffer other terrible blows.

be supplemented by historic vehicles from the not yet opened Hymer Museum in Bad Waldsee. For the caravanning industry CMT, with over 700 exhibition pieces, of which there are more world premières than ever before, is the only innovative trade fair in southern Germany. The colourful world of tourism, which this year will also occupy Hall 2 for the first time, is the ideal supplement to this. In PISA terms it is clear: Education is the only natural “raw material” which Germany has in abundance. For this reason we are even happier that didacta, as the world's largest education trade fair, is second on the agenda at the start of the year in February. We have dedicated the “Message” cover story to this theme. Another success story, this time from the area of guest events, which after all make up a third of the events in the New Messe Stuttgart: MEDTEC Europe will celebrate its ten-year anniversary with us from 22 – 24 March 2011 – and is expecting for the first time more than 1,000 exhibitors from all over the world. The leading European trade fair for medical technology, organised by Canon Communications LLC (Los Angeles), will, together with its three accompanying trade fairs, occupy the entire south end of our trade fair grounds. Congratulations!

Palazzo Stuttgart 2010/11:

Gourmet Theatre

Haute cuisine and first class entertainment is what Harald Wohlfahrt's Palazzo show is delivering at the Cannstatter Wasen festival area in Stuttgart. From 3 November to March 2011, the Palazzo Mirror Palace will be entertaining guests with culinary creations and a spectacular show.

Serving up a delightful four-gang gourmet menu is Germany's award-winning Michelin star chef Harald Wohlfahrt, whose restaurant "Schwarzwaldstube" in Hotel Traube Tonbach, Baiersbronn is already enjoys a legendary reputation among connoisseurs.

In addition to the culinary delights, "Europe's most successful gourmet theatre" is presenting a new, fast-paced stage show: "Enjoying with all senses" is the motto of this year's entertainment programme where eccentric comedy meets soulful melo-



The gourmet theatre "Palazzo" is taking place at the Cannstatter Wasen until March.

dies, where poetic aerobatics meet pandemonium. It really is an all-round entertainment package that awaits guests at the Palazzo! Tickets can be purchased via the service hotline on +49 (0)1805/388883 (0.14 €/min from a German fixed line network,

maximum mobile charges 0.42 €/min) or at www.palazzo.org. And in case you didn't know: The history of the mirror palaces actually dates back as far as the turn of the nineteenth century when the tents were primarily used as mobile dance halls. ■

Building site(s)

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

A positive outlook



The industry's order books are full again, consumer research reflects increased spending and the Association of the German Trade Fair Industry (AUMA) is once again projecting, with the exception of square metre sales, a slight plus for exhibitor and visitor figures. Germany's trade fairs are currently riding the wave of success and approaching 2011 and 2012 with confidence.

This also includes the New Messe Stuttgart – despite a weaker cycle of events lined up for 2011. Almost all of our trade fairs from 2010 recorded significantly better results than originally anticipated, with the final figures set to clearly exceed those planned. And 2012 is going to be a top, if not a record, year for the company. What has

certainly been impressive is the rapid development of the social media networks. This has highlighted the huge need that people have to communicate and proven to be of great benefit to trade fair marketing activities. The strategic linking of these activities for promoting the trade fair medium to new networks and at times new people will certainly prove to be a challenge, however, when taking the variety of these social media into consideration.

I have been keeping a close eye on the current debate surrounding the "Stuttgart 21" project. As it is, we are still "bumping" along on train tracks from pre-war times. With this project, we are talking about cutting journey times, of competing with road and air travel, for

short distances at least. Of course, Stuttgart 21 is another great opportunity for the New Messe Stuttgart – in addition to the immediate proximity of the airport. We only stand to gain from the planned ICE station right on our doorstep. And I honestly believe that this project is not only important for the future of the trade fair but for that of Stuttgart and Baden-Württemberg also.

At the end of the day, Germany has plenty to be proud of and a lot to look forward to. Which is why we, as a society, need to have a more open attitude and to embrace these positive trends with both confidence and with courage.

Wishing you all a happy and successful year in 2011.



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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Education Offensive

It's all about teaching and learning at didacta 2011.
A very topical issue in Germany at the latest since PISA.

“The educational republic of Germany is and will remain a poor country”: Prof. Dr. Wassilios E. Fthenakis, President of the Darmstadt-based Didacta Association, does not shy away from making clear statements. He can also provide evidence to back up these statements: “According to the OECD and its annual report ‚Education at a Glance‘, total public and private expenditure on educational institutions in Germany in 2007 amounted to just 4.7 per cent of gross domestic product, a figure which has actually been declining in the last few years.”

This is a really damning indictment of educational policy in Germany. “Germany occupies 23rd place in the league table of 27 countries”, calculates Fthenakis, “and therefore lags well behind the leaders USA, South Korea and Denmark, which invest more

than 7 per cent of their GDP in education.” On the whole, the OECD awards good marks to vocational education in Germany. “However, there is also still potential for improvement in vocational education”, warned the Didacta President. The latest recently published PISA Study, however, shows that the German education system is making some progress. According to the OECD education expert and international PISA coordinator Andreas Schleicher, “a great deal has happened ten years after PISA”. For example, early childhood learning is now no longer a taboo in Germany.

In the opinion of the Didacta Association, which is also organising the world’s largest trade fair for education and training of the same name in Stuttgart from 22 to 26 February 2011, this development still does not go far

enough. The Didacta Association recognised the importance of early childhood education many years ago and established its own in-house department for early childhood education.

“Although every German federal state now has an education plan for the elementary education sector, i.e. for children aged between 0 and 10, the politicians with responsibility for education have not been able to agree on a common procedure”, commented Sonja Ritter, Project Manager for Early Childhood Education in the Didacta Association, on the current situation. “The elementary education sector is also chronically underfunded and the number of staff, for example in day nurseries, is inadequate.” Ritter believes that there is also a need for action, for example, in the “professionalisation of the teaching profession”,



Early childhood education is one of the important topics at the didacta in Stuttgart (above). The use of digital media during teaching and learning is also frequently the centre-point of the trade fair, forums and workshops during the five-day education trade fair.

i.e. better training and advanced vocational education of experts and a higher salary commensurate with their work. "Day nurseries and primary schools should also work even more closely in practice than in the past", suggested Ritter. "Although there are already some successful pilot projects in this area, a comprehensive educational infrastructure has still by no means materialised."

Practical trade fair concept

The great importance of early promotion is also reflected to an increasing extent in the concept of didacta 2011 in Stuttgart. The former Kindergarten Seminars, which are staged accompanying the actual trade fair, have now become the "Day Nursery Seminars", was how Ritter explained

the change of content. "This clearly shows that the seminar topics concerning education and care of children are not just restricted to children between the ages of 3 and 6, but also expressly take account of work with children under 3 and over 6 years of age."

It is planned to hold, for example, detailed special talks followed by workshops on topics such as "language and literacy", i.e. speaking and reading skills of children, on health development and personality strengthening of teachers, on the organisation of educational processes and on the "family as an educational setting". "The course for the future of our children, and not only from neurobiological aspects, is set during the first few years of life", said Project Manager Ritter with emphasis on the importance of early childhood education. "Investing money in this



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In addition to the products and services of the around 800 exhibitors, didacta 2011 in Stuttgart will feature an extensive advanced vocational education programme for experts from all areas of education. Approximately 90,000 visitors from home and abroad are expected.

didacta mobile

No longer looking through a catalogue, no more missed events: anyone visiting didacta 2011 with a smartphone featuring Internet capability will be able to access around 1,600 programme items during the trade fair for education and training. Every page is programmed for smartphones and shows the items arranged in alphabetical order, according to themes or according to keywords. Visitors can therefore compile their own individual daily programme with just a few clicks.



didacta will also be available for the first time this year in the compact smartphone format.

area promises to yield the highest returns – also in economic terms – and may even be the key to eliminating social inequalities in the education system.”

e-learning as a mega-trend

As the world's leading trade fair of its kind, didacta 2011 in Stuttgart will feature every important aspect of teaching and learning. In addition to the main theme of early childhood education, these aspects will include schools, universities, training, vocational qualifications and further training/further education. One of the focal points of this year's event, which is expected to attract around 90,000 visitors from Germany and neighbouring countries, will be a mega-trend in education, i.e. the use of digital media or “e-learning”. This relates to the different forms of teaching and learning, which all utilise the Internet or new media. The digital form of modern knowledge communication and appropriation now supports a genuine e-learning industry. According to surveys, turnover of the

estimated 250 companies involved in the e-learning industry amounted to around €346 million in 2009, i.e. a good 5 per cent higher than in 2008; this is a respectable figure during an economic recession.

Dr.-Ing. habil. Hartmut Barthelmess, Organiser and Moderator of the didacta Forum “E-Learning” in Hall 7, still well remembers the early years of e-learning: “The introduction of the computer during the 1970s provided an initial boost to e-learning. The main areas affected back then were computer science and engineering.” According to Barthelmess, a genuine e-learning boom started in the 1990s and has continued unabated right up to the present day. The former Professor at Karlsruhe University believes that this is due to the „enormous acceleration in economic value-added processes, which was only made possible through the Internet, computers and mobile phones. As a result of this, the speed and intensity of learning processes for individuals, administrations, educational institutions, society and industry have increased enormously. Since our minds have



"The educational republic of Germany is and will remain a poor country in an international comparison."

Prof. Dr. Wassilios
E. Fthenakis,
President of the Didacta
Association, Darmstadt.

and want to achieve more, tools and technologies were and are being developed that will help us in this respect. e-learning was created."

A lay person now finds it practically impossible to gain an overall picture of the spectrum of e-learning. The digital knowledge game for a 6-year-old is just as much a part of e-learning as the training software for the Microsoft office package, a live seminar or entire learning platforms in the Internet.

Neither hype nor a bringer of salvation

Thanks to their increasingly better display quality, new digital devices such as smartphones or the iPad from Apple are also expediting the development of new e-learning services. Mobile learning is one of the latest trends, i.e. fast learning while on the move and during in-between times. There are now already a large number of "apps" for the iPhone, etc., for example to study vocabulary during the train journey in the morning. Or rapid learning: easy-to-produce learn-

ing units such as audio podcasts, PowerPoint slides set to music or short video clips instead of complex and expensive complete online packages. Barthelmess will present another important e-learning trend during his Forum at didacta. During the Forum his colleague Gernold Frank will examine so-called serious games for which the Professor of Work and Personnel Management at Berlin University of Applied Sciences predicts „very good market opportunities in training and further education”.

"The use of attractively designed learning games, virtual training worlds, for example for firemen, police officers or emergency doctors, will increase dramatically in the next few years", forecasts Frank. The German Federal Armed Forces are now already virtually training their soldiers for deployment in Afghani-

stan; however, this serious but playful learning is also opening up new possibilities in company further training. "We will also present examples for this increasingly more important area during the didacta Forum", said Barthelmess.

However, the media professional is by no means willing to euphorically accept e-learning without question. "Due to over-enthusiasm, our thinking was focused too much on technology, especially between 1997 and 2003. We believed that everything else would result from this." Barthelmess and his colleagues are now wiser. "We do not need e-learning at any price, we must closely compare its advantages and disadvantages in an individual case. Because at the end of the day, e-learning is just a tool – nothing less, but also nothing more."

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Everything to revolve around the Germans' favourite child during the Automobile Summer 2011.

Classic cars will be in the focus during "Retro Classics" and the "Solitude Revival".



Stuttgart region celebrates automobile

In 1886 Gottlieb Daimler and Carl Benz made history when they created the automobile. 2011 will see the 125th anniversary of their invention.

Mercedes-Benz, Porsche, Bosch, plus a large number of other automotive component suppliers: the automobile is an important economic factor the whole year round in the Stuttgart region. In 2011 "the Germans' favourite child" will be the centre of attention in Baden-Württemberg - and beyond. Gottlieb Daimler and Carl Benz invented the automobile at almost the same time 125 years ago. The Benz Patent Motor Car has been regarded ever since then as the world's first automobile. As far as the Stuttgart region and the whole of Baden-Württemberg are concerned, this is a good reason to bring automobile history back to life again during a large number of events.

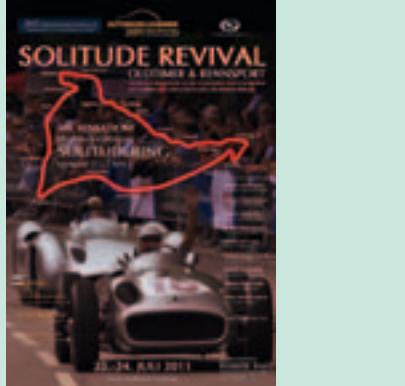
A summer full of highlights

One of the first highlights will take place in Stuttgart before the official opening of the Automobile Summer 2011: Retro Classics, the historic and classic car exhibition for lovers of his-

toric vehicles and long one of the best automobile events in Germany, will feature a lot of attractive classic cars and youngtimers, as well as an enormous range of accessories, spare parts, model cars and vintage toys from 10 to 13 March 2011. The Automobile Summer 2011 will commence "officially" with a large opening event in Stuttgart on 7 and 8 May 2011. This two-day event is being organised under the direction of Messe Stuttgart in close cooperation with the Stuttgart-based automobile manufacturers Daimler and Porsche, the city of Stuttgart, Stuttgart-Marketing, "in.stuttgart", City Initiative Stuttgart (CIS) and the publishing company "Motorpresse Stuttgart". "The crowning highlight of the weekend will be the motorcade to celebrate the 125th birthday of the automobile. Select Mercedes-Benz, Porsche and Audi vehicles with the involvement of the Porsche and Mercedes-Benz Museums will drive to Schlossplatz", said Roland Bleinroth, Managing of Director of Messe Stutt-

gart, describing the most important programme item. "It is planned to bring the history of automobile development to life through precisely 125 vehicles." The opening weekend of the Automobile Summer 2011 will be rounded off by an exhibition on the future of the automobile and individual mobility. Schlossplatz will be home not only to the major automobile manufacturers from Baden-Württemberg with their future visions, but also a large number of technology leaders from the automotive industry. City Initiative Stuttgart will also concurrently stage the popular open-air car show "S-City-Mobil" with around 20 marques and over 170 new vehicles in Königstrasse. The 18th International Festival of Animated Film (IFAF), which is due to start on 3 May 2011, will also take place on the weekend of 7 and 8 May 2011.

The lighthouse events in the Automobile Summer 2011 will be held in Stuttgart, the Lake Constance region, Karlsruhe, Pforzheim and Mannheim,



said Ernst Pfister, Baden-Württemberg Minister of Economic Affairs. Karlsruhe will transport visitors at the City Festival back into the past with classic car races from 17 to 19 June 2011 while Pforzheim will celebrate "Motorissimo", the Automobile Festival, from 24 to 26 June 2011. The Automobile Summer 2011 will end at the water tower in Mannheim on 10 September 2011 with a world premiere of a symphony which has been specially composed for this event and will feature an orchestra, a choir and 80 automobiles.

A large number of other events containing historical and classic cars will take place around Stuttgart: from 24 to 26 June 2011 beautiful classic cars will be on display in front of the Baroque Ludwigsburg Palace during the annual classic car event "Retro Classics meets

Barock". During the "Solitude Revival" from 22 to 24 July 2011, visitors will be able to admire historical racing cars, sports cars and racing motorcycles. The Solitude Ring racing track, whose entire length is still in existence, will be open to traffic again for the first time in 46 years in 2011. The Beuren Open-Air Museum also invites visitors to attend another classic car meeting on 20 and 21 August 2011. Last but not least, Stuttgart-Marketing and partners for visitors from all over the world have developed the car tour – "Premium Cars of Southern Germany" – a circular trip taking in the automobile manufacturing cities of Stuttgart, Ingolstadt and Munich, during which guests will be able to personally sit at the wheel of an Audi, Mercedes or Porsche car.

Three questions to:

Dr. Ulrich Köppen

Regional Managing Director Baden-Württemberg German Association for Small and Medium-Sized Businesses



1 | The economy is booming, and we are seeing an upturn. Are small and medium-sized business also profiting from this?

Small and medium-sized businesses account for 70 per cent of jobs and 80 per cent of training places. They are the backbone of the economy in both quantitative and qualitative terms. Although a large number of small and medium-sized businesses are naturally benefiting from the current economic upturn, many are still slowly recovering from the massive slump in orders of up to 50 per cent and the long period of short-time working. The financial strength of many small and medium-sized firms is still not so sufficient for them to now start talking again about wage increases.

2 | Does the renowned credit crunch actually exist in small and medium-sized businesses?

It is clearly becoming increasingly more difficult for small and medium-sized businesses to obtain loans. We have 600,000 business contacts each year and hear almost every second small and medium-sized firm complaining about tougher loan conditions which have also led to total rejection in individual cases even though order books were full.

3 | What form should positive general conditions for small and medium-sized businesses take?

Our Association strongly represents the political interests of small and medium-sized businesses, and urges that cost savings be made, for example, by a further reduction in bureaucracy. I would like to refer in this respect to the success of our work in suspending the monstrous Elena income statement. Our Association also played a major part in correcting the worst excesses of the Inheritance Tax Act. Our work is therefore paying off.

VIELE WEGE FÜHREN ~~NACH ROM~~ *zur Messe*

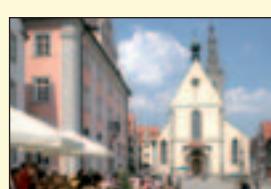
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Location Stuttgart

Stuttgart Faces (18): Dr. h. c. Michael Klett, Publisher

"Finally make something good out of Stuttgart!"



Dr. h. c. Michael Klett, Chairman of the Supervisory Board of Ernst Klett AG.

I recently estimated that my family has been living in Stuttgart for almost two hundred years. I was born here "in the vineyards", or to be more precise in the Robert Bosch Hospital in 1938. I then lived elsewhere for a long period of time due to the war-induced chaos, an illness as an indirect consequence of the war, and my studies. However, I also became a true Stuttgart resident at the latest when I joined my father's company in 1965. From the viewpoint of a literary publisher, there are undoubtedly more interesting

cities, especially since Stuttgart has also suffered in recent years due to the departure of a large public publisher such as Deutsche Verlagsanstalt. The situation definitely looks different for a specialist publisher. Nevertheless, a large company like Klett has its problems with Stuttgart as a business location or, to put it another way, with the opinion still held by many non-residents of Stuttgart regarding this city. We therefore constantly encounter, for example, problems in attracting top people to fill senior management positions in Stuttgart. That's because a large number of people still do not realise that life can be really good here - also on account of the numerous cultural attractions and the delightful countryside around Stuttgart. That is one reason why I, as a Stuttgart resident, am not perfectly happy at present. We therefore need better transport connections here - for economic reasons as well. For many of our authors, who sometimes travel a long way to Stuttgart, it is important whether or not they have to sit an hour longer in the train. That's also the reason why I am in favour of Stuttgart 21. Furthermore, we need better general architecture

here in Stuttgart. This doesn't mean that we wouldn't be on the right path, for example, with the redesign of Schlossplatz. However, Stuttgart wouldn't be better off with a few "fig leaves", some architectural highlights in the city centre, since far too many "crimes" have been committed here over the years. It's now finally time for us to make something good out of Stuttgart!

But when I look at what is currently being built on the former rail tracks at Stuttgart Station, for example the new City Library, which is unrecognisable as such from the external architecture and pays homage to a fad architecture which went out of date twelve years ago, I can only say that we are heading in the completely wrong direction again. As you can see, I am sometimes greatly aggrieved by my home city when I am out and about in Stuttgart. But I (almost) make my peace with Stuttgart at night when the lights glitter and sparkle in the basin. Or when I return home from a business trip – normally by rail – and the train travels into the city valley with its sweeping hills on the right and left, and I see the familiar houses and churches spread across the slopes... ■

Message Series: Bars in the Stuttgart region (19)

Lichtblick

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



Also suitable for more mature bar goers: Lichtblick.

"Lichtblick" at Reinsburgstrasse 13 in Stuttgart has now been in existence for ten years and a little more than one month; for a combination of a restaurant and bar this seems like an eternity in the fast-moving gastronomy scene. With a mainly anglophilic touch, the menu is divided into brunch (Sundays, 10.00 to 15.00), lunch (weekdays from 11.30 to 14.00) and dinner (continuously from 11.30). The food itself tends towards Swabian cuisine, but there are also traditional dishes such as game goulash, rump steak and rösti (hash browns), as well as a wide selection of salads including baguettes. The drinks menu is extensive and caters for every taste; the cocktail menu predominantly features classic drinks. The large beer garden in "Lichtblick" is also open from the middle of April onwards. This is a green oasis in the heart of the city. More information at: www.lichtblickstuttgart.de. ■



Relax outside: the beer garden is a green oasis in the heart of the city.



The historic town centre of Waldenbuch with its castle and town church St. Veit is an architectural gem with superb quality of life.

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: Waldenbuch.

Some unenlightened people still say that the only attractive part of Waldenbuch is the Ritter Sport company or its museum. A visit to the district quickly convinces them otherwise.

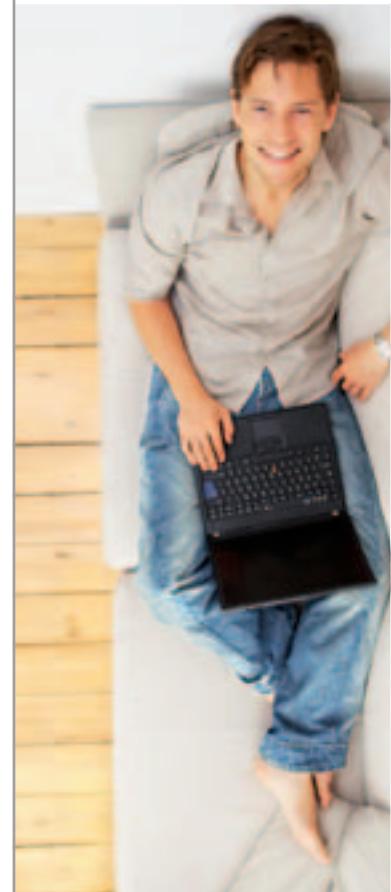
Firstly, it is an attractive excursion destination on account of the attractive historic town centre, including the hunting lodge in the Renaissance style, the very interesting Museum of Popular Culture and the above-mentioned Ritter Museum containing around 700 works of modern art. And there's the modern small town of Waldenbuch with more than 8,500 inhabitants, a large number of leisure and shopping facilities, and an ideal location at the entrance to "Siebenmühlental" (Valley of the Seven Mills) and the Schönbuch Nature Park.

Moreover, Waldenbuch is an important industrial location. And not just on account of Ritter Sport with its around 700-strong workforce. The two Haka factories have had their company headquarters in Waldenbuch for over 60 years and are also well-known outside the region on account of the direct selling system for their neutral soap. In addition to several other business enterprises, the small town boasts a good infrastructure and excellent local amenities. In order to enhance the townscape, a sum of around €2.2 million will be available up to 2014 in Aichtal in the Alfred-Ritter-Strasse/Neuer Weg redevelopment area. People looking for houses will find room, for example, on the "Gänsäcker II/Kühäcker" estate. ■



The chocolate manufacturer Ritter Sport (top left) is the largest business enterprise in Waldenbuch with around 700 employees.

Die clevere Alternative



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TRADE FAIR CALENDAR

15.01.–23.01. | CMT

The holiday trade fair. International exhibition for caravanning, motoring, tourism with the special exhibitions: Cycling and adventure holidays with Hiking and special section Meeting place Canoe, Golf and wellness holidays, Cruises and ship travel, KulturReisen (cultural travel), motor gallery, Stuttgart Culture Open.

28.01.–30.01. | MEDIZIN

Specialist Trade Fair + Congress

08.02.–10.02. | LogiMAT

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

10.02.–12.02. | CEP – CLEAN ENERGY & PASSIVEHOUSE

International trade fair for renewable energies and energy-efficient building and renovation with 5th Innovation Conference

22.02.–26.02. | didacta

The trade fair for education and training

22.02.–24.02. | Fastener Fair Stuttgart

Dedicated to the European Fastener + Fixing Industry

10.03.–13.03. | RETRO CLASSICS

The Whole World of Classic Automobiles

10.03.–12.03. | COOLEXPO

Istanbul Fair Center (CNR – Expo)

15.03.–17.03. | EMV

International trade fair with workshops on electromagnetic compatibility

15.03. | Sicherheit + Automation

7th Designers' Conference with Specialist Exhibition

18.03.–20.03. | Invest

The trade fair for institutional and private investors

22.03.–24.03. | MEDTEC

Exhibition and Conference – Components, materials, subcontracting services and equipment for Europe's medical manufacturers

22.03.–24.03. | SÜDTEC

22.03.–24.03. | 3C – Contamination Control and Cleanroom Products



Spirit of Change

CMT 2011 is fully booked up. The caravanning and camping sector expects a strong market upturn.

The trend reversal was already becoming apparent in the middle of 2010: The market for recreational vehicles is again improving. According to the Caravaning Industrie Verband (CIVD) (German Caravan Association), 3,787 new motor homes were licensed in the third quarter of 2010, an increase of 5.8 per cent against the previous year. Caravans showed a similar development. CIVD President Klaus Förtsch therefore is looking forward to CMT 2011 (15.–23.1.) with great optimism: "We are delighted with the strong development of the market. Consumers are again confident enough to invest their money in new recreational vehicles." With over 51,500 registered motor homes, Baden-Württemberg is a particularly attractive market for the sector.

Forum for world premieres

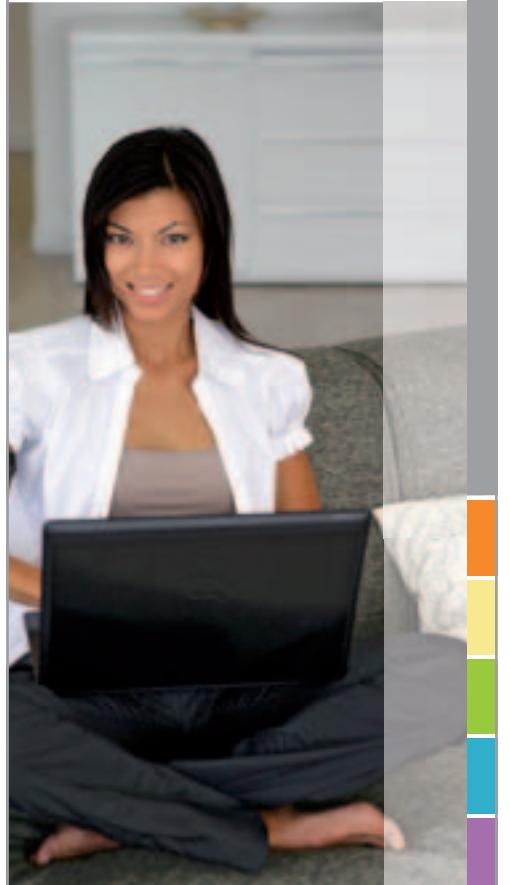
This year, the Stuttgart tourism trade fair will again impressively demonstrate how innovative most medium-sized manufacturing companies are: Renowned vehicle manufacturers and

accessory suppliers use CMT for many world premieres. In 2010 over 40 were registered, in 2011 the number of world novelties presented in the Stuttgart trade fair halls will again increase.

A special event will be celebrated on the Filder, where the Stuttgart Trade Fair Centre is located, by the traditional manufacturer Dethleffs from the Allgäu region of Germany. Exactly 80 years ago, the company founder Arist Dethleffs made the first caravan, which he then – with little regard to marketing – designated as a "Wohnauto", or "living automobile". In 1931, the busy inventor most probably had no idea that his wish to have his family accompany him on his long business trips would one day give rise to a new type of holiday and mass tourist movement. Today, Dethleffs alone, with over 700 employees and based in Isny, produces around 10,000 recreational vehicles each year.

Beside the traditional brands, new manufacturers will also be showcasing their products at CMT 2011. For example, Morelo, the premium brand of Reimann Reisemobile GmbH, based in Aschbach

Die clevere Alternative



The caravanning sector too was not spared by the economic crisis. The market is now starting to improve (left). The caravan and motor home pioneer Dethleffs (above) will be celebrating its 80th anniversary at CMT.

in Franconia, will be appearing for the first time in the top class of integrated motor homes. There is also market movement at the other end of the price scale. In the newcomer category, more and more converted vans are becoming established. The public's favourites among mobile holiday homes traditionally in-

clude the so-called partially integrated vehicles, with a flat transition to the living section on standard chassis from Fiat, Ford, Mercedes, Renault or VW. There is great demand above all for the van category, especially compact motor homes, which with regard to driving comfort are barely inferior to normal cars.

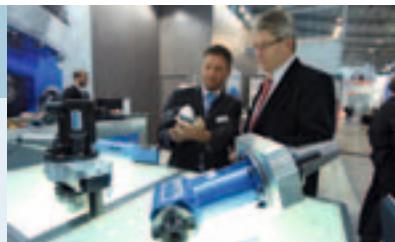
Many individual extras

CMT is a Mecca for caravan fans also on account of the great variety of practical accessories. Surveys have shown that every motor home owner spends an average of 6,000 Euro for individual extras. At CMT no problem: from the simple tent peg for a few cents, to the efficient fuel cell or high-grade lithium-ion batteries, the trade fair provides everything that campers might desire to make holidays in the fresh air even more attractive. Another unique feature in Stuttgart is the tourism offer for caravan enthusiasts. In 2011 there will be a special focus on Lower Saxony as partner region for camping and caravanning. Over 335 touristically relevant camping sites between the Harz Mountains and the North Sea await guests with offers that far exceed the average. |

TRADE FAIR TICKER

28.09.–02.10. | AMB

AMB, the international exhibition for metal working, was in top form in 2010: With over 86,000 visitors, it even slightly exceeded the excellent number of visitors in 2008 (85,000), which, in view of the difficult economic situation of the past year, was not expected.



Despite the difficult economic situation even more visitors came to AMB 2010 in Stuttgart than in the top year 2008.

26.–27.10. | GlobalConnect

GlobalConnect, the forum for international contacts and investments, fully met the expectations of exhibitors and visitors alike. The multi-faceted event recorded around 2,800 visitors and was thus able to confirm its position as the most important German platform for the topic of international trade.

26.–28.10. | IT & Business

The IT & Business trade fair showed significant growth in 2010: 322 exhibitors from the IT sector provided information

for decision makers from all over Germany, Austria and Switzerland. Over 10,000 visitors came to the double trade fair IT & Business and DMS EXPO.

09.–11.11. | Vision

VISION 2010 exceeded its record results of 2008 in all areas: Around 6,800 visitors from over 50 countries, mainly in Europe but also from overseas, primarily from the USA and South Korea, came to the world's leading trade fair for machine vision.

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The best of the leftovers



Slow Food in Stuttgart is the meeting point for bons viveurs and people who care about the quality of our food.

At Slow Food in Stuttgart, consumers can also find out how they can turn so-called leftovers into tasty dishes.

More than 400 food artisans, over 100 wineries in the vinotheque and an extensive framework programme will make Slow Food from 14 to 17 April 2011 a meeting point for bons viveurs. Exhibitors and visitors alike will benefit from the parallel spring trade fairs FAIR HANDELN (fair trade), GARTEN, i-mobility, Haus Holz Energie (building and energy) and the Internationale Mineralien- und Fossilienbörse (international mineral and fossil exchange). The admission ticket is valid for all trade fairs.

At Slow Food 2011, among other things so-called food waste will enjoy a return to glory: Chefs will explain how “leftovers” can be turned into tasty dishes, how whole animals and complete vegetables can be used in the

kitchen, and what to look out for when shopping. What is considered to be a waste of food in the case of vegetables can cause a chain of problems when it comes to meat. There will therefore be presentations and discussions about the negative consequences of meat consumers concentrating on the premium cuts. For the sale of meat leftovers as cheap food in developing countries destroys local markets and creates poverty. Which is precisely what the Terra Madre movement, initiated by Slow Food in 2004, wants to prevent. The international network will be presenting its projects in Stuttgart. The aim is to support and promote sustainable methods of food production while safeguarding nature, landscapes and traditions. |

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LogiMAT 2011:

First class

The 9th international trade fair for distribution, materials handling and information flow LogiMAT will open its doors from 8 to 10 February 2011. On an exhibition surface area of 52,000 square metres, probably around 800 international exhibitors will present themselves in four trade fair halls, showcasing their products and systems for rationalisation and cost savings through internal logistical processes. Approximately 22,000 specialist visitors are expected in the trade fair halls by the airport. "For around 100 exhibitors, LogiMAT will be a premiere as a market place", says Trade Fair Manager Peter Kazander already today.

A central theme at the upcoming event will be the demand for social and environmental sustainability. Specifically, this means: How can the consumption of resources be measured and reduced in the context of storage and



The logistics trade fair LogiMAT attracts increasing numbers of visitors and exhibitors.

warehouses? This demand is the concern of, among others, the Institute for Materials Handling and Logistics at the University of Stuttgart, which on 9 February will be taking a look into the future of intralogistical processes and systems under the motto "Intralogistics, Future, Technology". A great deal

of interesting information, without technical jargon, will also be provided at the 90-minute specialist forums at LogiMAT, for which Kazander has been able to secure the participation of two Fraunhofer Institutes, the VDI (Association of German Engineers) and various university professors as partners. |

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| Trade Fairs – Markets

Know-how for founders

The Stuttgart trade fair NewCome will this year be celebrating the premiere of the NewBiz Cup.



NewCome revolves around all aspects of setting up new businesses and succession.

NewCome, southern Germany's most important trade fair for those interested in setting up new businesses, founders of companies, franchising and young entrepreneurs, will take place on 1 and 2 April 2011 on the Filder Messe Stuttgart and its partners, the Ministry of Economic Affairs of Baden-Württemberg with the initiative for setting up new businesses and succession in business enterprises ifex, and the L-Bank, the state bank of Baden-Württemberg, are expecting around 5,000 visitors. Roughly 150 exhibitors, the State Congress and the accompanying framework programme will provide information on the most important aspects of enterprise establishment, takeover and franchising. At Europe's most modern trade fair centre, guests will be able to optimally benefit from the consultation offers in order to successfully implement their professional plans.

The NewBizCup2.0, the business plan competition of the state of Baden-Württemberg, will present itself for the first time at NewCome. It is aimed at students and employees at universities and research establishments in Baden-Württemberg and is organised by the Hochschule (college) Reutlingen in

cooperation with the University Entrepreneurship Corporation of the Karl-Schlecht-Stiftung (foundation).

Participants will acquire a basic knowledge of business economics in practically oriented seminars, develop innovative business ideas and implement them in a business plan. The team-oriented concept is intended to promote students' interest in entrepreneurship and to improve the environment for business foundation at Baden-Württemberg's universities and colleges. Patronage for the NewBizCup2.0 is assumed by the Minister for Economic Affairs of Baden-Württemberg, Ernst Pfister. The project is supported by the Ministry of Economic Affairs of Baden-Württemberg with financial assistance from the European Social Fund (ESF). The L-Bank is responsible for organising the state final. The organisers of NewCome see excellent opportunities for the trade fair concept, for the economic conditions require new entrepreneurial concepts. Also on account of the growth in the services sector and the rising number of freelancers, the demand for consultation on enterprise establishment and other aspects of self-employment is increasing.

Exhibitor catering:

Delicacies at the trade fair stand

Whether a full menu, a quick snack or a relaxing coffee break – a successful trade fair appearance should also include the right culinary offer for visitors and business partners. A diverse and flexible supply of food and drink at the trade fair stands at the New Messe Stuttgart has been provided by the catering firm ARAMARK since 2007.

Whether catering for visitors or the stand party after a busy trade fair day – exhibitors can use ARAMARK's comprehensive catering services for all occasions.

Beside tasty delicacies for both large and small appetites, the caterer also provides gastronomical equipment, for example coffee-machines, drink dispensers and crockery. Furthermore, exhibitors can also hire friendly, qualified service personnel for their stand catering service.

"Exhibitors benefit from our many years of experience and international gastronomical competence", explains ARAMARK manager Bernhard Garlin, who is responsible for the entire trade fair and congress catering in Stuttgart. "We are able to respond individually and flexibly to our customers' wishes and advise them competently on the culinary aspect of their sucessful trade fair appearance."

For the exhibitors, this means a high degree of flexibility, a quick response time on the part of the service provider, excellent service quality and attractive, high-quality food and drink.

Whether sweet or savoury, hot or cold – ARAMARK has the right recipe to set the stage for the catering at the customers' events. And all for a fair price.



Trade fair exhibitors benefit from professional catering.

EMV 2011:

User-oriented

EMV 2011, Europe's leading trade fair on electromagnetic compatibility, will take place in Stuttgart from 15 - 17 March. Renowned companies, for example EM TEST, Phoenix Testlab, Frankonia, EMV GmbH, Rhode & Schwarz and Emco Elektronik, will be showcasing their latest products and services. Already in 2009, Messe Stuttgart proved itself to be the right location for the event. The state capital, as the most economically powerful metropolitan region with a broad range of industry, attracts decision makers from the whole sector. EMV 2011 will continue this concept, and specialists from electrical engineering, information technology, mechanical and automotive engineering will present innovations and trends on a surface area of 3,600 square metres. 36 workshops will be held parallel to the trade fair. Their focus will be on user-oriented themes: Principles for EMC beginners, measuring and testing technology, standardisation, electromagnetic shielding and medical technology.

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Building ecologically

At CEP CLEAN ENERGY & PASSIVE HOUSE it's all about low-energy houses.

Europe is on the way to houses with minimum energy requirements. This is laid down by the EU building directive 2010/31/EU, which has been in force since July and awaits implementation

on the national level by the member states. The German federal government's energy concept already takes the European specifications into account on a preliminary basis. The policy sees

Carbon-neutral construction:
The necessary tips are provided at CEP.

"the key to modernisation of the energy supply and to achieving climate protection objectives" above all in carbon-neutral new construction and the energetic renovation of the existing building stock. The ambitious specification envisages a climate-neutral housing stock nation-wide by 2050. The solution is the "passive and plus energy house". Here, there is still a great need for action. "Brand new passive houses are today not yet completely carbon-free. By 2050 all buildings should be, even old buildings. So there is still a huge amount of renovation work to be performed!", confirms Johannes Laible, publisher of the "Passivhaus Kompendium".

Information on what building materials, techniques and technologies are required now and in future will be provided from 10 to 12 February 2011 in Stuttgart at the CEP CLEAN ENERGY & PASSIVE-HOUSE international specialist trade fair and congress. |

INTERGASTRA 2012:

New records

The 26th edition of the INTERGASTRA will take place at Europe's most modern trade fair centre at Stuttgart Airport from 11 to 15 February 2012. The sector's opening trade fair, which is in a state of constant growth and is increasing its hall surface area already for the third time at consecutive events, will provide hoteliers and gastronomers with a tailored communication and information platform.

"INTERGASTRA is on an excellent path and will continue to increase in importance as the top meeting place for the German hospitality industry. As promotional supporter, we are delighted by this fact", explains Peter Schmid, President of DEHOGA Baden-Württemberg (German hotel and restaurant association). Already in 2010, INTERGASTRA broke all records: Almost 1,000 exhibitors on 80,000 square metres of exhibition surface area presented their novelties to over 80,000 specialist visitors from all parts of Germany, as well as from neighbouring countries. |

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The allrounder

Franky R. Schneider, head of Schneider Metallbau with its company seat in the Stuttgart region, sees himself as an allrounder. A talent that, as contractual partner, he and the team at his company has also put in the service of the Messe Stuttgart for the past ten years. "At the state trade fair centre, we take care of the proper fixture of heavy machinery with bolted or fixed anchors on the concrete floor at AMB or Blechexpo", says Schneider. "And we also make sure that the necessary drill-holes are again properly sealed after use."

Further tasks include, for example, regular maintenance work on doors, including the annual visual and function checks, a kind of technical inspection of the doors. In addition, Schneider Metallbau takes care of many minor repairs. Franky Schneider remembers well one particularly spectacular action: "It was the installation of the snow grates on top of the standard halls. To make sure the white winter splendour stayed where it should. On the roof." ■

Wo ist der Nabel der Messegewelt?

Der Nabel der Messegewelt liegt 270 km nordwestlich von Helsinki am Nordufer des Päijänne-Sees; in Jyväskylä. Dieser Meinung sind viele. Andere behaupten, er befände sich an der nordamerikanischen Atlantikküste, an den Ufern des Hudson. Detroit, Tokio, Shanghai, Salzburg, Hannover, Mailand, Genf, Köln, Stuttgart und Bad Salzuflen werden ebenso häufig genannt.

Für uns ist Mittelpunkt der Messegewelt nicht in fernen Ländern, sondern stets ganz nah. Bei unseren Kunden.



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Trade Fair people (11): "Do you know..."

Sandra Widmaier

Team Leader of Guest Event Technical Services at Messe Stuttgart

Life is a construction site, particularly if you work in the Technical Services department of Messe Stuttgart! There are always trade fairs being organized; stands being assembled, constructions being taken down. To make everything work smoothly, the guest organisers, project managers, stand construction teams and exhibitors need someone they can turn to when it comes to the technical planning and implementation of the exhibitions, annual general meetings and other events. This task falls to Sandra Widmaier as Team Leader who, together with a foreman and an event technology expert, is the central link between all parties concerned. "We are involved in the technical side of things from the word go and we are there the

first time a guest organiser wishes to inspect the grounds. We also provide a service for our guests by drawing up planning criteria, detailed plans or hall layout plans, as well as organising the official permits for the stands or other constructions," says Widmaier, listing the main tasks of her department. The hall managers and contract partners use the plans as a basis for their work. As soon as the framework conditions have been defined, Widmaier turns her attention to the organisation of the events and checks whether all safety regulations have been met. For every event, on the last day of set-up before the trade fair starts, there is a final inspection carried out with officials, the fire department and the guest event organiser. Widmaier, as a qualified civil engineer, came to Messe Stuttgart as a technical consultant for the guest events department in 2002 following ten years spent in various architecture offices. The number of guest events held at Messe Stuttgart grew considerably following the move to the new grounds. Additional members were welcomed on board and Widmaier was appointed Team Leader in 2009.

The 41-year old likes to spend her free time out in the open. She grows her own organic vegetables, enjoys travelling and is passionate about horses, riding as part of a show group. She is a member of the Heimsheim Baroque Riding Centre where group members appear in splendid, handmade costumes, aboard their magnificent Friesian and Lipizzaner horses.

INTERVITIS VIENNA 2011:

Wine-growing policy of the EU in focus

INTERVITIS VIENNA, an offshoot of Stuttgart's trade fair for wine and fruit technology, will be welcoming wine and fruit manufacturers, mainly from Austria and the neighbouring countries, to the Danube metropolis from 10 to 12 April 2011.

"Even as planning got under way back in November, there was plenty of interest shown by companies, more than in 2008," explains project manager Andreas Schnabel. "The exhibitors are already looking forward to taking part in such a top-class, international highlight." INTERVITIS VIENNA is being organised by Messe Stuttgart in cooperation with the German Winegrowers' Association, as well as with professional and conceptual support from the Austrian Winegrowers' Association.

The focus of the next INTERVITIS VIENNA will be on the wine-growing policy of the EU and its consequences for winegrowers. To add an international flair to the event,

the German and Austrian Winegrowers' Associations will be organizing a top-class programme of accompanying events which includes a "tasting corner" for sampling the various academy wines, the Central European Wine Forum, presentations from leading wine-growing experts and the Austrian Winegrowers' Day.

At the right time

From 2009 to 2013, the European Union is investing more than five billion Euro with its support programmes into promoting the competitive position of the European wine industry. Taking place in April 2011, INTERVITIS VIENNA is coming at the right time for Austria's small-scale wine industry and that of its neighbours. The wine-growing countries of central and southeast Europe are currently going to great efforts to catch up technologically.

Sicherheit + Automation 2011:

Practical approach

Designers from the mechanical engineering and plant construction industries will meet once again in the ICS International Congress Center Stuttgart on 15 March 2011 in order to obtain information on the latest developments in the field of safe automation.

With the slogan "Think practical! Steps to safe machining", practice-oriented presentations looking at the important theme of "Machine Safety" and the relevant process steps involved will be held by top speakers at "Sicherheit + Automation 2011".



The designers meet: Sicherheit + Automation.



The former "motoring" part of CMT now dedicated to being mobile on holiday.

New Motor Gallery

The "motoring part" of the holiday trade fair CMT will be taking place in 2011 with a new concept.

New concept, new location: The "motoring part" of Stuttgart's CMT will be taking place from 15 to 23 January 2011 for the first time as a "Motor Gallery" in the 5,000 square meter gallery of Hall 1. This new area, as project manager Matthias Balz explains, will be addressing three main themes: "E-mobility in the form of electric bikes is a hot topic right now in Germany, as are the drawing vehicles for caravans with family vans and the automobile travel destinations."

Synergies that make sense

Many motor home owners take an additional, smaller vehicle with them on holidays in order to stay mobile wherever they are. "This is why the pedelecs and e-rollers are the perfect addition to the CMT event; they bridge the gap between the C and the M part of the exhibition," says Balz, explaining the synergies. "Furthermore, we are also building a test track where visitors can try out the electric bikes and scooters on display."

Another highlight of the new Motor Gallery is dedicated to the theme of drawing vehicles for caravans.

Together with Stuttgart's trade journal Camping, Cars & Caravans, winners of the "König-Kunde-Awards" from the "Drawing vehicles for caravans" category will be on display, as will the most popular models as voted by readers. Vehicle manufacturers Audi, BMW, Kia, Mercedes and VW will all be making an appearance.

"With this new concept, the M-part of the exhibition has become an even stronger link between the caravanning and tourism aspects of the event," explains Balz. "For this reason, Messe Stuttgart will also be presenting automobile travel destinations in the Motor Gallery." Here, visitors can expect an overview of the "Automobile Summer 2011" (see page 12), as well as a presentation from the motor home and caravan manufacturer Hymer, which is planning to open its own museum in 2011 and will be displaying a few select pieces from its exquisite collection at CMT.

The German Camping Club (DCC) will also be represented in the Motor Gallery. There, DCC experts will be providing visitors with information about camping or guided camping tours.



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Roland Bleinroth, Managing Director of Messe Stuttgart, is responsible for the expansion of the company internationally. Over the long term, 40 percent of the overall turnover is to be generated by foreign business.

International expansion

Message-Interview with Roland Bleinroth, Managing Director Landesmesse Stuttgart.

? In January 2011, you will have held the position of Managing Director of Messe Stuttgart for five years, responsible for overseeing the international expansion of the company. How would you view your achievements so far?

! Very positively. Messe Stuttgart may not be a pioneer of international activity but it does have the advantage of being able to learn from the mistakes of its predecessors. This is why we are expanding internationally at a quicker, more effective and cost-efficient pace than other German trade fair companies, some of whom have paid dearly for their mistakes.

? There has been a major drive on the international scene in the last five years. With what concrete results?

! Our primary concern was to increase inbound business, that means increasing international exhibitor and visitor figures here in Stuttgart. With the move to the new trade fair grounds, the number of exhibitors coming to the different events has increased considerably. With events such as AMB, R+T, INTERVITIS INTERFRUCTA and VISION, figures have significantly risen. We have also been able

to increase the number of international visitors coming to Stuttgart by around 50 percent.

? What do you see as being the reason for this positive development?

! First of all, I think it is the consistent development and reorganisation of our foreign representatives network. Five years ago we had 32 foreign offices representing us worldwide, now the figure is 42. Secondly, it has to do with the creation of the new International Business Development department which focuses on opening up new markets and exploring new trade fair themes. And, thirdly, it is the consistent incorporation of international strategies in the work of every trade fair project team. Altogether, this has produced satisfactory results in a short amount of time.

? Two words: "Outbound business" ...

! A lot has happened in this area over the last few years too. Numerous successful Stuttgart trade fairs, such as INTERVITIS INTERFRUCTA, R+T and interbad, now have successful international offshoots. We have recently established a subsidiary company in China, Messe Stuttgart China, and

concluded a cooperation agreement with Messe Nanjing. The aim of this collaboration is to develop business in China for Messe Stuttgart. We are already present in Shanghai with the R+T offshoot, have organised the agricultural trade fair AGMET not far from the border of Beijing and are working on a further Chinese offshoot of AMB, as well as other possibilities.

? Where to next for this international expansion?

! Anywhere there is an attractive market to be found for our clearly defined trade fair themes. For example, in Turkey, one of the most important growth markets in Europe where we are also active with local trade fairs since last year. Further important markets are China, India, the Middle East, Russia and the USA. We have set ourselves ambitious goals. By 2018 at the latest, turnover generated from international activity, inbound and outbound business combined, will represent 40 percent of the overall turnover for Messe Stuttgart. And the way it looks at the moment, we will be achieving this goal a lot sooner than we thought.



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Anyone wanting to buy a classic car as an attractive investment should seek detailed advice from professionals.

Retro Classics 2011: investment tips

Gold in the garage

When the global economy is in a state of crisis again, material assets come to the fore as an investment. In addition to real estate and works of art, classic cars are very popular at present. Some car enthusiasts with the necessary funds and an additional dry parking place invest their savings in so-called "garage gold". Here is one reason why there has been movement recently on the classic car market: according to the German Classic Car Index (DOX), the average value of classic cars has increased by more than 70 per cent over the last decade. Other sources talk about a current annual increase of 7.5 per cent. In May 2009, a Ferrari 250 Testa Rossa (constructed in 1957) achieved the highest ever price for a car at an auction, i.e. \$12.43 million. Even the good old Beetle harbours potential, albeit in a different price class. The value of models from the late 1960s has almost doubled within ten years.

Youngtimers, i.e. cars which have not yet reached the classic car age of 30, will number among some of the highly coveted speculation objects at Retro Classics in Stuttgart from 10 to 13 March 2011. Relatively cheap to buy, astonishing increases in value are attained with youngtimers now and again – up to 10 per cent annually for top models. Provided they are well-maintained, German marques such as Mercedes or Porsche are becoming an (almost) safe investment. Aston Martin or Jaguar models are also regarded as being crisis-proof. Racing cars and sports cars normally produce better yields than limousines. Prices for Formula racing cars or rare prototypes now often exceed the one million Euro mark. The key factor is that the vehicles are in their original state. Concealed accident damage and non-standard engines or paintwork reduce the value of the vehicle and make it more difficult to resell. Just like any other second-hand item, keep your eyes open when buying a car.

2011

15. Echtdampf-Hallentreffen
Ausstellung - Fahrbetrieb - Verkauf
14. – 16.01.2011
Messe Karlsruhe

Motek

30. Motek
Die internationale Fachmesse
für Montage-, Handhabungs-
technik und Automation
10. – 13.10.2011
Messe Stuttgart



20. Faszination Motorrad
Verkaufsausstellung rund um das Motorrad
21. – 23.01.2011
Messe Karlsruhe

Bonexpo

5. Bondexpo
Die Fachmesse für
industrielle Klebetechnologie
10. – 13.10.2011
Messe Stuttgart



2. Fabtec
Die internationale Fachmesse für
Blechbearbeitung, Fügetechnologie,
Lackieren und Beschichten
21. – 24.01.2011
Codissia Messe Komplex, India

Microsys

5. Microsys
Die Fachmesse für Mikro- und
Nanotechnologie in der Entwicklung,
Produktion und Anwendung
10. – 13.10.2011
Messe Stuttgart



10. Control Italy
Die Fachmesse
für Qualitätssicherung
24. – 26.03.2011
Messe Parma / Italien

Druck+Form

17. Druck+Form
Die Fachmesse für
die grafische Industrie
12. – 15.10.2011
Messe Sinsheim



10. Motek Italy
Die Fachmesse für Montage-
und Handhabungstechnik
24. – 26.03.2011
Messe Parma / Italien

Fakuma

21. Fakuma
Die internationale Fachmesse
für Kunststoffverarbeitung
18. – 22.10.2011
Messe Friedrichshafen



17. Faszination Modellbau
KARLSRUHE
Ausstellung für Modellbahnen
und Modellsport
24. – 27.03.2011
Messe Karlsruhe

Faszination Modellbau

10. Faszination Modellbau
FRIEDRICHSHAFEN
Ausstellung für Modellbahnen
und Modellsport
04.11. – 06.11.2011
Messe Friedrichshafen



7. Control France
Die Fachmesse
für Qualitätssicherung
05. – 08.04.2011
Eurexpo, Lyon / Frankreich

Faszination Modellbau

4. Faszination Modellbau
BREMEN
Ausstellung für Modellbahnen
und Modellsport
18.11. – 20.11.2011
Messe Bremen



8. Motek France
Die Fachmesse für Montage-
und Handhabungstechnik
05. – 08.04.2011
Eurexpo, Lyon / Frankreich

QualiPro

2. QualiPro
Die Fachmesse für Qualitäts-
sicherung in der Produktion
22. – 25.11.2011
Messe Westfalenhallen
Dortmund



13. Agri Historica
Traktoren - Teilemarkt -
Vorführungen
16. – 17.04.2011
Messe Sinsheim

Control

26. Control
Die internationale Fachmesse
für Qualitätssicherung
08. – 11.05.2012
Neue Messe Stuttgart



25. Control
Die internationale Fachmesse
für Qualitätssicherung
03. – 06.05.2011
Messe Stuttgart

Motek

4. Motek Schweden
Die Fachmesse für Montage-
und Handhabungstechnik
Mai 2012
Messegelände Jönköping /
Schweden



18. Car+Sound
Internationale Leitmesse
für mobile Elektronik
05. – 08.05.2011
Messe Friedrichshafen

OPTATEC

11. Optatec
Die internationale Fachmesse
optischer Technologien,
Komponenten, Systeme und
Fertigung für die Zukunft
22. – 25.05.2012
Messegelände Frankfurt / M.



10. Blechexpo
Die internationale Fachmesse
für Blechbearbeitung
06. – 09.06.2011
Messe Stuttgart

Stanztec

3. Stanztec
Die Fachmesse
für Stanztechnik
19. – 21.06.2012
CongressCentrum Pforzheim



3. Schweisstec
Die internationale Fachmesse
für Fügetechnologie
06. – 09.06.2011
Messe Stuttgart

Modellbau

28. IMA
Internationale Modellbahn-
Aussstellung
22. – 25.11.2012
Messegelände Köln



Control China
Die Fachmesse
für Qualitätssicherung
23. – 25.08.2011
Intex Shanghai / China

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More and more Germans opting for a cycling tour as a holiday.

– some of whom are also based in Baden-Württemberg – offer extraordinary products”, assured Kimmich. “Anyone looking for individual products and services from first-rate suppliers will find them at Cycling & Adventure Holidays with Hiking 2011.”

The ADFC Federal Association has ascertained that there is strong demand for cycling holidays in Germany. “The so-called premium cycling routes, above all, are in great demand at present”, said Tourism Consultant Dr. Wolfgang Richter. “A cyclist planning a cycling tour is now spoilt for choice”, explained Kimmich. There are currently a total of more than 200 long-distant cycling routes throughout Germany. “By clicking on www.adfc-tourenportal.de, cycling holiday-makers or leisure cyclists can obtain an overview of the routes”, added the expert. Everyone will certainly find the right tour for them here.

“The special exhibition Cycling & Adventure Holidays with Hiking 2011 will again be a total success in 2011”, said Roland Bleinroth, Managing Director of Messe Stuttgart, with conviction. There was an above-average attendance at last year’s event with just under 30,000 visitors. The Managing Director of Messe Stuttgart is anticipating at least as many visitors at the exhibition halls on the Filder in 2011.

Cycling & Adventure Holidays with Hiking 2011:

Top-quality active holidays

The special exhibition Cycling and Adventure Holidays with Hiking will start on the first weekend of CMT, i.e. 15 and 16 January 2011. The motto of the special exhibition in 2011 will be “quality”, which will be the central theme on both days. “Quality is the be-all and end-all for the success of a cycling holiday or a cycling trip”, said Erich Kimmich, Regional Managing Director of the German Cycling Club (ADFC) in Baden-Württemberg and partner of the exhibition. “Quality is a precondition for safety, longevity, comfort and fun when cycling. This starts with the purchase of a high-

quality bike from a specialist retailer. It also includes functional components, saddle bags, a hub dynamo and other equipment”, said the expert. According to Kimmich, quality also plays a part when planning a tour, using corresponding portals or technical equipment, and looking for the right accommodation. He says that there is great demand for high-quality products and services. The bike should have the right size and function, should be safe and comfortable, should have good track stability and should be easy to maintain and repair. “In particular, German manufacturers



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Fairer Trade

The Foundation for Development Co-operation (SEZ) wants to sensitize people to global themes.



SEZ and Messe Stuttgart are jointly organising the networking exchange FAIR HANDELN.

Rich north, poor south: the prosperity gap is one of the major economic and social challenges of our time. Peace, justice and climate protection are just a few aspects of globalisation for which sustainable solutions must be found. The German federal state of Baden-Württemberg has long been aware of the importance of international integration and therefore established the Foundation for Development Cooperation (SEZ) almost twenty years ago. The aim of this independent non-profit-making organisation is to sensitise people in Baden-Württemberg to global themes and the importance of development co-operation. Under the motto "Responsibility for our one world. Alleviate suffering. Promote justice", the SEZ acts as a service and contact point for all questions relating to the topics of development cooperation and sustainability.

The SEZ implements numerous events and projects in this respect, provides impetus, and helps to put ideas concerning north-south themes into practice in schools and youth activities. The SEZ offers all interested persons qualified advice regarding the possibilities of personal involvement, for example Alternative Service Abroad or the "Development Service". The Foundation also initiates and promotes numerous private, communal and regional activities in Baden-Württemberg and supports the exchange of ideas in the form of discussions and symposiums with representatives from poli-

tics, industry and society. "Our future will be determined by a large number of global factors. Individuals have no influence on many of these factors. They can personally make a difference – with global impacts if enough other people do it at the same time. However, every one of us must do something here. We must personally lay the foundations to make our world fairer in future", said Dr. Karl-Hans Schmid, Managing Director of the SEZ.

One of the main concerns of the SEZ is to network people who are actively involved in development policy in Baden-Württemberg and promote and strengthen it through their action. New momentum is created and ideas become tangible during the exchange of knowledge. Using the Baden-Württemberg Development Cooperation Platform (www.sez.de), interested persons can forge links with one another and initiatives can announce their events in the state-wide calendar. FAIR HANDELN, International exhibition focusing on Fairtrade and globally responsible trade and activities, which is being organised jointly by the SEZ and Messe Stuttgart, will also be a platform for networking participants and persons interested in fair trade and global sustainability.

FAIR HANDELN will take place as an international information and contact exchange from 14 to 17 April 2011. The exhibition will feature information on Fair Trade products and will

open up new sales markets. "Chocolate, coffee or roses are everyday products where the majority of people do not think about their mode of production at the time of purchase. We do not suspect that children toil for this purpose like slaves in cocoa plantations in West Africa or that female workers on flower plantations in South America are exposed without protection to pesticides. Who pays the real price for our consumption? Justice demands that nobody be harmed and that these people be granted all rights", pointed out Dr. Schmid. The exhibition FAIR HANDELN will present opportunities for responsible purchasing and will act as a sales platform for specialist and retail Fair Traders.



Buying with a conscience: Fair Trade coffee.

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www.hotel-unger.de**Trade Fairs – Markets****HAUS HOLZ ENERGIE 2011:
Info exchange**

HAUS HOLZ ENERGIE (15 to 17 April 2011), the large building and energy trade fair, will be an ideal information platform for house and apartment owners who want to carry out conversion, renovation and modernisation work, or are intending to build or purchase a property. Around 150 exhibitors will present practical house-related products and services at the New Messe Stuttgart. The daily free series of talks in Hall 8 will also attract large crowds.

The organiser, Peter Sauber Agentur Messen und Kongresse GmbH, will co-operate with the Association of House and Land Owners in Stuttgart for the first time in 2011. This Association represent the interests of 19,000 property owners in the Stuttgart region. During HAUS HOLZ ENERGIE 2011, it will provide property owners with advice on its own stand and will organise the series of talks on the first day of the trade fair.



HAUS HOLZ ENERGIE 2011 will focus entirely on correct building and renovation.

The topics will include age-appropriate conversions of buildings, financing and the right selection of craftsmen. The talks on the other days of the trade fair will examine the topics of "energy consumption" and "energy supply".

Anyone purchasing an admission ticket for HAUS HOLZ ENERGIE 2011 will also be entitled to visit the concurrent spring exhibitions GARTEN, Slow Food, FAIR HANDELN and i-Mobility, as well as the International Mineral and Fossil Exchange.

Consense 2011: Trade Fair and Congress**Highly promising investments**

Value-retaining construction and operation of properties are a source of inspiration for the building and property industry. Important trends, forward-looking developments and sustainable future prospects will be presented during Consense 2011, International Trade Fair and Congress for Sustainable Building, Investment and Management, Operations and Maintenance, at the New Messe Stuttgart on 29 and 30 June 2011.

According to the organiser, the German Sustainable Building Council (DGNB), the Trade Fair and Congress will be geared more than ever to international visitors in 2011. The "Technical Forum on Sun Protection Systems" will be extended and other attractive pavilions will be added, for example in cooperation with ift Rosenheim on the key topic of "Sustainable building with windows and façades".

Sustainable building, management, operations and maintenance of properties will be the focal points of Consense.





The Stuttgart trade fair MEDIZIN has been one of the most important information platforms for the health care system in southern Germany for many years.

Solutions for emergency

The trade fair MEDIZIN from 28 to 30 January will provide doctors and surgery personnel with new impetus.

The Stuttgart trade fair MEDIZIN is one of the most important events for the health care system in southern Germany. Messe Stuttgart and the North Württemberg Medical Council, the promotional supporter and organiser of the concurrent Doctors' Congress, will introduce for the first time a different annual key topic – kicking off with emergency medicine in 2011 – at the industry meeting-point. During the trade fair, the organisers will stage an exhibition on this topic featuring vehicles of the Civil Defence Medical Service and a rescue helicopter of the air rescue organisation "DRF Stiftung Luftrettung". The key topic of emergency medicine will also be examined in around 20 of the 47 talks during the Congress.

Adding new dimensions

"Together with our partner, the North Württemberg Medical Council, we will present for the first time a key topic which will be the main theme throughout the three-day event", said Andreas Wiesinger, Divisional Director and "Prokurist" (holder of power of attorney) at Messe Stuttgart. "We want to improve the quality of the concept of MEDIZIN even more. We are therefore deliberately adding new dimensions, thus clearly extending the technical scope of MEDIZIN." A central element

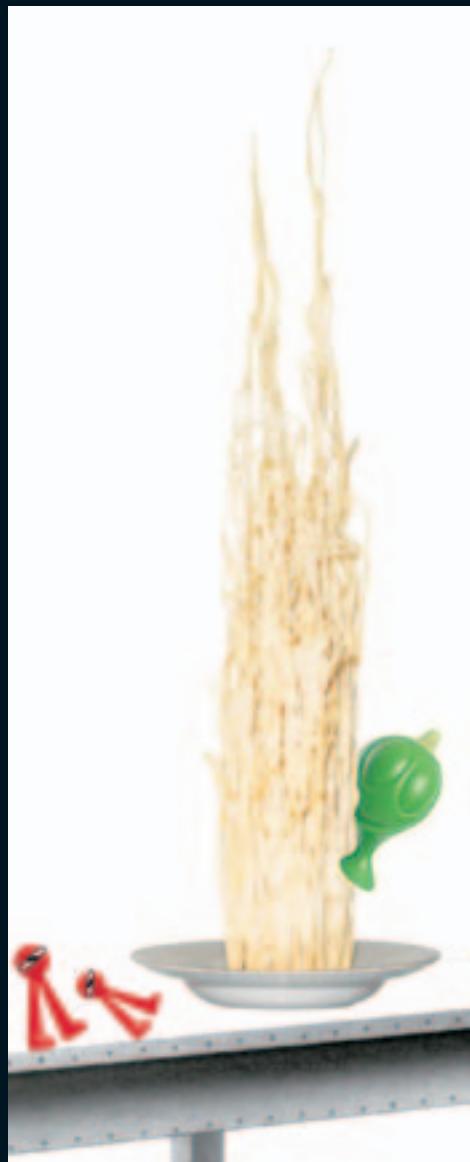
of the trade fair is the 46th Congress of the North Württemberg Medical Council, which will provide numerous opportunities to exchange specialist know-how and take part in professional further training. Up to 22 further training points will be addressed over the three days of the event, thus enabling doctors to fulfil their obligation to produce supporting documents for professional further training.

The spectrum of the talks and practical exercises will extend from travel medicine and wound management through to updates for special individual disciplines and occupational safety in practice. The Sonography Forum will be an important part of the Congress. This event will enable visitors to improve their technical knowledge during talks and practical exercises.

The organisers are expecting around 180 exhibitors at MEDIZIN. The exhibitors will show trends in the health care system and will present new products to doctors and surgery personnel – for example from the areas of medicaments, diagnostics, surgery fixtures and fittings, and medical and laboratory technology. The North Württemberg Medical Council and the Baden-Württemberg Medical Council will again be represented by an information stand as a meeting-point and communication platform during the trade fair. |

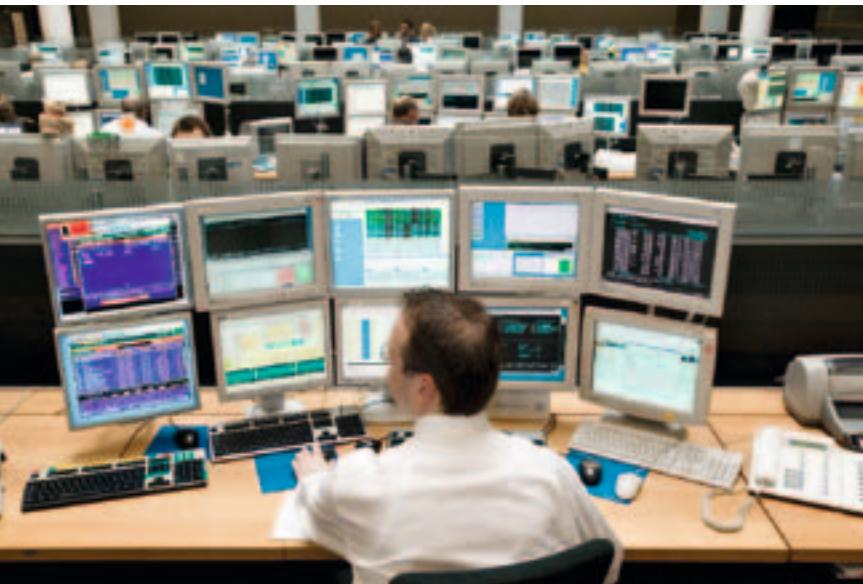
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Different for the Exchange Traded Funds (ETF): They are not actively managed but only represent an index; hence also its second name index funds. An ETF on the German stock market index (DAX), for example, is made up of shares from the 30 companies trading on this stock market. Specially trained funds managers are not required for these types of stock market transactions, which drives down the fees considerably.

Run on Exchange Traded Funds

Index funds thus offer the advantage of spreading the risk, which is typical for funds, however, at significantly lower costs. "ETFs are very popular because they are transparent, reasonably-priced and easy to understand", explains Michael Görgens, Funds Manager/ETF Trade of Börse Stuttgart. Probably also for this reason, Börse Stuttgart is currently registering a real run on the reasonably-

priced shares: With approximately 3.9 billion Euro in the first three quarters of 2010 the revenue was over 50% higher than the same period of the previous year. "Only a few actively managed funds actually outperform the benchmark index over the long term. An index fund, in contrast, is in fact never better than its index, but also never worse", is how Michael Görgens describes the fundamental advantage.

Index funds are traded on the stock exchange and can be purchased, for example, through direct banks or online brokers. Here private investors can also specify the desired trading centre. "With the quality segment ETF Bestx, which was introduced in 2009, Börse Stuttgart has further enhanced its offering for private investors by guaranteeing the best prices and the highest level of security during regular stock exchange dealing periods," promises ETF specialist Görgens. It can be difficult for investors when selecting the right ETF. Meanwhile there are approximately 1,000 index funds which, at the same time, are also spread over several risk classes. Whether its shares, raw materials, bonds, credit derivatives or the money market, the decision for an EFT requires good consideration.

A helpful tool during the selection process can be the ETF Award, which was organised in autumn 2010 by Börse Stuttgart and EXra magazine.

Here db x-trackers, the name of the ETF from Deutsche Bank, was awarded first place in the categories for best ETF provider, "Website" and "Innovative Power" iShares held off the competition in "Services" and "Product range", while ComStage took the pole position for "Cost Structure". In the vote for ETF of the year in 2010 iShares JP Morgan \$ Emerging Markets Bond landed first place.

Informative framework programme

Detailed information on stock-traded index funds, as well as all other products on the financial market, is available at Invest, Germany's largest trade fair for finance and investments, which is taking place from 18 to 20 March 2011 in the New Messe Stuttgart. Invest is directed at both institutions and private investors and traditionally attracts visitors with an extensive framework programme including presentations, forums, seminars and workshops.

Once again numerous well-known names such as Cortal Consors, the Sparkasse Financial Group, W&W Asset Management, Flatex and CMC Markets will be among the over 200 exhibitors at this year's event. All leading ETF providers will also be represented at Invest and will be glad to answer all questions on the product, which is also interesting for the private investor.



The Fastener Fair Stuttgart should attract even more visitors.

Fastener Fair Stuttgart 2011:

Huge potential

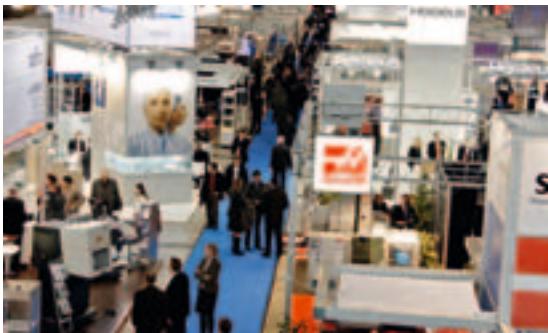
The Fastener Fair Stuttgart, which is taking place from 22 - 24 February 2011, will become the central industry meeting point for the fastening and fixing technology sector. The new trade fair organiser, Mack Brooks Exhibitions, has set the objective of further raising the level of awareness of the largest European forum on fastening and fixing technology, mainly in Germany and neighbouring countries. "We see huge potential in increasing the number of visitors to Fastener Fair Stuttgart on a permanent basis", explains Susanne Rauberger, Trade Fair Director, on behalf of Mack Brooks Exhibitions. "With Stuttgart the trade fair has an ideal location, in the centre of a region which is particularly important for the industry."

MEDTEC Europe 2011:

Growth market

Ten years of MEDTEC Europe in Stuttgart – and the international trade fair for medical technology continues on a growth course. In 2010 MEDTEC together with the accompanying events SüdTec, RapidWorld and 3C occupied approximately 15,000 square metres in halls 2, 4, 6 and 8. A new accompanying trade fair is planned for 2011: DesignMed, the manufacturer of medical electronic components, is to be included in the successful trade fair concept. "We are expecting around 100 exhibitors for this area", explains Gregor Bischkopf, Trade Fair Manager of the US organiser Canon Communications LLC. "With the trade fairs in Stuttgart we aim to cover the entire value chain of medical technology suppliers."

MEDTEC Europe has been taking place in Stuttgart for ten years.



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Success with security

The Stuttgart-based trade fair for electrical engineering and electronics, eltefa, is dedicating itself for the first time to the theme of "security systems".

With the motto "Security systems as a growth opportunity", eltefa 2011, as the most important German trade fair for electrical engineering and electronics and which is taking place from 23 to 25 March 2011, is extending its core focus on the theme of "security". In addition to an innovative theme park for the latest security solutions, a special congress "Successful security" will take place for the first time in the New Messe Stuttgart and is directed at



Modern security systems represent an attractive market for installers and electrical engineers.

installers and electrical engineers. Separate from this is the 3rd Stuttgart-based Security Congress, which addresses decision-makers in companies, as well as end-users. Within the framework of this event the Baden-Württemberg Security Prize will once again be awarded.

"Today an electrical engineer must have a wide spectrum of knowledge", states Marcus Heide, initiator of the special congress and chief editor of

the magazine SECURITY insight. "Specialist companies are often not aware of all aspects they have to take into consideration during the design and installation of security systems." This is exactly why the congress "Successful security" has been arranged. The focus will be on six important themes. The congress will take place on 24 March from 9.30 to 16.30 in the ICS International Congress Center Stuttgart. |

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CMT 2011: security forum

Reducing risks

Bomb attacks, abductions, crime, natural catastrophes: The list of risks for travellers is getting longer and longer. Therefore, whoever travels abroad a great deal or is in crisis areas requires special protection. Companies must, as part of their legal fiduciary duty to their business travellers and employees working abroad, operate preventative risk management. The "Travel and Security Forum" at the Stuttgart-based tourism trade fair CMT on 17 and 18 January 2011 will provide reliable training for the responsible travel and security manager. The two-day event will communicate know-how and expertise through 20 presentations and workshops, which can then be implemented directly in companies. Specialists will also present practical solution models. Some of the keynote speakers include representatives from the working group on security in business (ASW) and the German Travel Association (DRV). |

3C Europe 2011: strong as a team

Ultraclean production conditions

Who invented the first cleanroom or ultraclean room in history? Probably the surgeons with the classic operating theatre.

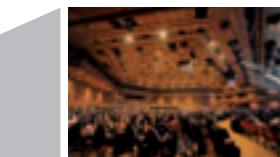
Today rooms that are concentrated with so-called particles transported by air are kept as small as possible; mainly in the manufacture of semi-conductors where particles found in normal ambient air can easily destroy the structure of in-

tegrated circuits in a fraction of a millisecond. Further uses of cleanrooms or cleanroom technology can be found in optics and laser technology, air and space travel, life sciences, the production of foodstuffs and medicine, as well as nanotechnology.

The Stuttgart-based trade fair 3C will focus on this hightech theme from 22 to 24 March 2011.



Today cleanrooms are indispensable in many manufacturing environments.



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Trade Fairs – Markets

GARTEN 2011: special theme „Urban green“

Going back to nature also in the city

The popular trade fair GARTEN, the exhibition for amateur gardeners and flower lovers, will take place in the future each year as part of Stuttgart's spring trade fairs. "Working and pottering about outdoors has become a real trendy hobby and is, therefore, much in demand from the trade fair visitors", is how Roland Bleinroth, Managing Director of Messe Stuttgart, explains this move. "For this reason we decided to organise GARTEN, the exhibition for amateur gardeners and flower lovers, on an annual basis from 2011."

Garden lovers will thus find everything to do with their hobby from 14 - 17 April 2011 at the trade fair grounds of Messe Stuttgart: practical tools, rare plants, fountains or loungers. Urban green is the focal point of the next event – from the city garden to home gardens and front gardens, as well as wall plants and flowers. In addition, there is also a diverse and informative

presentation programme which even offers something new for people with green fingers. Also the state gardens and palaces will once again be represented with information stands.

More and more people are quoting gardening as their favourite leisure activity. According to a survey conducted by the leisure research institute BAT, the number of garden fans has increased by approximately 12 percent since 2004. Conclusion of the survey: The trend 'Going back to nature' is unmistakable. The success of GARTEN in 2010 already showed how distinctive the interest in green areas is. Roughly 70,000 visitors from Baden-Württemberg crammed in between tulip bulbs and exotic gardens. The response from the public was extremely positive: 92 percent of visitors came with firm intentions to buy at the trade fair, 97 percent gave GARTEN an overall positive rating.

Special event locations at Messe Stuttgart (2): VIP lounge

A place for select customers



Stylish: the VIP lounge at the New Messe Stuttgart.

The fact that the New Messe Stuttgart and the neighbouring ICS are optimally suited for trade fairs, congresses, exhibitions and large events, has long been known by experts and professionals. The word has not yet got out that there are also stylish locations available to rent for other occasions.

Whoever is looking for an exclusive venue where he can meet select customers, exhibitors or also VIPs away from the hustle and bustle of the trade fair, will find the perfect setting in the VIP lounge of the New Messe Stuttgart, which is almost completely encased in glass and towers over the atrium. There is plenty of seating and lounge corners which invite guests to take a break for a while. When the weather is nice the neighbouring terrace offers sufficient seating for enjoyment and relaxation. If required the adjacent seminar room, the „Messeclub“, can be used for presentations and can also be flexibly partitioned. There is a walkway which leads directly to the opposite press centre. The catering in the VIP lounge is provided by ARAMARK, a contracting partner of Messe Stuttgart. Further information is available by sending an e-mail to gastveranstaltungen@messe-stuttgart.de.



Karawane Reisen is one of the few, still independently-run family businesses operating among travel agencies today.

Company portrait: Karawane Reisen, Ludwigsburg

Pioneers of holidaying from the outset

60 years of Karawane Reisen GmbH: In 2010 the Ludwigsburg-based tour operator was able to look back with pride on this anniversary. Founded by Ruth Albrecht and Dr. Kurt Albrecht, right from the start the company specialised in educational trips in Europe and in the subsequent years also made a pioneering contribution in the area of long-haul trips. Furthermore, Karawane Reisen has also included cruise trips in its offering since



Karawane Reisen

1956. Today the Ludwigsburg-based company markets an extensive programme of worldwide group, educational and long-haul trips, as well as individual tours to select destinations.

The company will be represented at CMT 2011 and is still a family-run business after 60 years in operation and is managed by brothers Peter and Uli Albrecht. With Steffen Albrecht this is already the third generation on the management board.



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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.

i-Mobility 2010: traffic concept of the future

Find out more about intelligent mobility

i-Mobility is already taking place for the second time in spring. The trade fair for intelligent mobility, which is taking place from 14 to 17 April 2011 in Stuttgart, shows how one can get around in the future in the most environment-friendly way. Here it is not just about new technologies of cars and bicycles, although electric, hybrid, gas and hydrogen drives will play an increasing role in the future.

Alternative models such as car-sharing and lifts, as well as public local transport, are also part of the theme of i-mobility.

Messe Stuttgart was able to win the support of the Federal Association for eMobility as a partner for i-Mobility 2011. This association aims to convert mobility in Germany from the use of renewable energies to electric mobility over the long term.



Alternative drive concepts also feature as a theme of the trade fair on intelligent mobility i-Mobility.

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„Considerate without being intrusive“

Message Portrait:
Knut Lohrisch,
Manager of the Protocol
Department
at Messe Stuttgart

Protocol? What does that actually mean? This is definitely a straightforward and clear-cut matter, states Knut Lohrisch. “Either you love protocols and work passionately in this area. Or if you don’t like them, then it’s better to stay clear! There is no in-between because in the Protocol Department it is all about providing the best service. And that’s where passion makes the difference.”

Creating a feel-good atmosphere

The manager of the Protocol Department at Messe Stuttgart also explains why: “In a way we are building an organisational framework so that a VIP feels as comfortable as possible with us. This is important because we are competing with other appointments this person has. What date the VIP then chooses is not only a rational, but always also an emotional decision. He will go where he feels most comfortable.”

And the Protocol Department can make a decisive contribution to this feel-good factor. Lohrisch and his department are responsible for the

planning, organisation and implementation of all internal events such as the opening events of large, international trade fairs, exhibitor evenings, New Year receptions, supervisory board and trade fair advisory board meetings, as well as other events to which VIPs are always invited.

Lohrisch knows what factors need to be taken into consideration. After training and working as an officer in the German Army, completing his studies in political and social science with stays abroad, including a period in the German Embassy in Washington D. C., he was involved in press publication in a regiment and then worked as manager of the Protocol and Events Department of the NATO school in Oberammergau before joining Messe Stuttgart on 1 September 2009.

With three full-time and part-time employees, two interns and a pool of additional forces who are employed when needed, Lohrisch is also responsible, in addition to the events already mentioned, for the organisation of the VIP lounge in the New Messe Stuttgart, which is open for large trade fairs and in which exhibitors, as well as person-

alities invited from economic, industry and political arenas, are greeted. His department also looks after all types of VIP gifts, be it at Christmas, birthdays, anniversaries or similar. The department organises shuttle services for VIPs, sends Christmas, New Year and sympathy cards, as well as complimentary tickets. The organisation of the Messe Stuttgart golf tournament for the “Golf & WellnessHolidays” also falls into the hands of the Protocol Department.

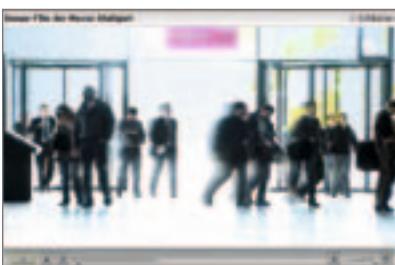
Personified red carpet

“We are, so to speak, the best point of call for all questions and requests that the VIP has, in a way the personified red carpet, similar to the follow-me vehicle at the airport so that the VIPs know where they should be going, or also where they should stand during a photo shoot”, explains Lohrisch. It can also happen, for example as on the occasion of the visit from Chancellor Angela Merkel for the opening of INTERVITIS INTERFRUCTA in March 2010, that we have to take part in discussions with exter-

Messe Stuttgart:

New image film

Can you sum up a company like Messe Stuttgart, its spatial concept, services, as well as its regional, national and international importance, in three minutes? The new image film from Messe Stuttgart can. "We show the production, for example, at press conferences at home and abroad", explains Advertising Manager Martin Walter, who is responsible for the design. "In addition our project teams use the film for presentations. The production costs were reasonable as almost all material was already available." You can view the film online by visiting www.messe-stuttgart.de.



Ideal medium for press conferences and presentations: the new image film from Messe Stuttgart.

Messe Stuttgart:

Growing business area

The product portfolio of the New Messe Stuttgart is growing: In addition to its own events, the continuously growing business area of "guestevents" is gaining increasing significance. Well-known national and international trade fair organisers have been appreciating the modernity and service of Messe Stuttgart for years. To facilitate the guest organisers in the preparation for their events, Messe Stuttgart has now set up a guest event area on the Internet. Here you can find extensive information on the spatial concept, contact details for competent partners and direct access to all services associated with event planning and processing: www.messe-stuttgart.de/gastveranstaltungen.



Extended: the "Guest events" area online of Messe Stuttgart.

nal bodies in advance with regard to the organisation of procedures. Agreements with the state and federal police services on security issues are also on the agenda. The "National IT Summit" in December 2009 which involved the presence of high-ranking politicians and company directors also had the highest level of security. In spite of the increased costs for the Protocol Department such events are part of the "real highlights", states Lohrisch. "It is always important to shepherd the VIP and look after him as best you can but without being too intrusive." Depending on the personality of the VIP this can be like walking on eggshells, which is indeed why you got to love this job!

Lohrisch, who hails from Wuppertal, enjoys relaxing with his wife and son on weekends when no trade fairs are taking place. He keeps fit by running and skiing. And the 39-year old also has an unusual hobby: He is a Bundesliga referee and an international referee for field hockey. He will be refereeing a Champions League game in Lucerne in February 2011 as part of the European Champions Trophy for indoor hockey.

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Broadway flair in the Filder region

Since the end of last year the musical "I've never been to New York" has been running in the Apollo Theatre – with songs from the singer and entertainer Udo Jürgens.

Recently Stuttgart has become even more attractive thanks to a new musical sensation: "I've never been to New York" is a lively piece of stage entertainment featuring first-class show elements and 21 well-known song classics by singer and entertainer Udo Jürgens. Arranger and musical supervisor Michael Reed sums up the special feature of the musical: "The songs by Udo Jürgens all tell short stories in themselves. The challenge of the musical is to display the strengths of the songs also in the context of the piece. I think that we have fully succeeded in doing so."

"I've never been to New York" features tales of longing, dreams and the search for a fulfilled life. The successful TV presenter Lisa Wartberg is at the centre of the action. Busy with her career plans she

neglects her mother Maria. The fun-loving old woman feels rejected and quickly decides to marry the love of her life Otto Staudach in New York under the Statue of Liberty. The pair then secretly board a cruise ship. In the attempt to stop her mother Lisa comes across Axel Staudach and his son Florian. The two also want to bring back their elderly

relative. At sea a turbulent history runs its course.

"The special features of the new musical success includes, in addition to the unique music with song classics such as 'Mit 66 Jahren' and 'Aber bitte mit Sahne', a story of three generations that is performed with lots of wit and charm", enthuses Sabine Mayer, who plays the lead role of Lisa Wartberg. "For young and old, there's something there for everybody."

The complex stage technology in Stuttgart's Apollo Theatre is also impressive: Over 1,000 square metres of plywood and 30 tons of steel were used to construct the entire set. Around 100 moving lights put the future musical classics in the right perspective. For tickets and more information please ring 01805/4444 or visit www.musicals.de.



International Congress Center Stuttgart:

Medical professionals drawn to the ICS

The ICS International Congress Center Stuttgart is continuing to establish itself as an important conference location for first-class medical congresses: The annual conference of the German Society for Thoracic and Cardiovascular Surgery (DGTHG) is being held for the third time in succession in February 2011 in the ICS.

Medical congresses place high demands on an event location: In addition to a large room for the plenary session, for the most part several rooms are required for parallel presentations, conferences and seminars – in different sizes and with state-of-the-art congress technology. In addition, areas for accompanying exhibitions, catering, services and organisations are required. Flexibility in terms of space and by the Service Team is necessary: The ICS has capacity for up to 10,000 people and offers an extremely variable spatial concept with the large congress room for 3,000 visitors, a congress and exhibition hall with 5,000 spaces and a conference area which holds up to 2,000 people.

The ICS is ideal for the organisers of the DGTHG: "The congress in 2009 was an excellent prelude for the subsequent years in Stuttgart", emphasised last year's conference president Prof. Dr. Rüdiger Lange. At the 40th annual conference of the DGTHG from 13 - 16 February 2011 up to 1,400 academic and scientific participants are expected, including Germany's leading heart surgeons, who will exchange information and opinions on the latest developments in their specialised field in Stuttgart. A

focus here will be on new perspectives of the clinical and academic cooperation. Interdisciplinary meetings with partners from the areas of cardiology, anaesthesiology and cytology will form an integral part of the conference. Together with a industry exhibition with approximately 80 exhibitors the ICS will be occupied.

The fact that the experts on thoracic and cardiovascular surgery are now holding their conference in the ICS three years in a row is, according to Stefan Lohner, Manager of the ICS, quite a particular success and the result of the good work the ICS team has done: "We are particularly well positioned for international events in the medical and pharmaceutical fields and have already made a name for ourselves with the important congress organisers with respect to size, flexibility and service." The organisers of the annual conference "Visceral Medicine 2010" also saw the location advantages of the ICS. This event was held in the ICS last September by the German Society of Digestive and Metabolic Diseases (DGVS) and the German Society for General and Visceral Surgery (DGAV), as well as the congress provider Interplan AG. Interplan is also employed for the DGTHG conference and almost six months later will be welcomed once again as a guest in the ICS. A reason for this is the ideal location of the ICS which is situated right at the airport with direct connections to the main transport infrastructure. A visit to the Stuttgart metropolitan region is also worthwhile because of the many offers and facilities.

Congresses/Events 2011

13. – 16.02.2011

40th Annual Conference of the German Society for Thoracic and Cardiovascular Surgery

Organiser: German Society for Thoracic and Cardiovascular Surgery

15. – 17.03.2011

EMV 2011 International trade fair & workshops for electromagnetic compatibility

Organiser: Mesago Messe Frankfurt

11.04.2011

2011 USI EMEA Conference

Organiser: Ungerboeck Systems International GmbH

14.04.2011

auto motor und sport – Congress 2011, Environment and technology

Organiser: Motor Presse Stuttgart GmbH & Co. KG

07. – 09.06.2011

14th German Children and Youth Support Day 2011

Organiser: AGJ Working Group for Children and Youth Support

24.09.2011

Pri-Med Special Medical training

Organiser: Pri-Med Deutschland GmbH



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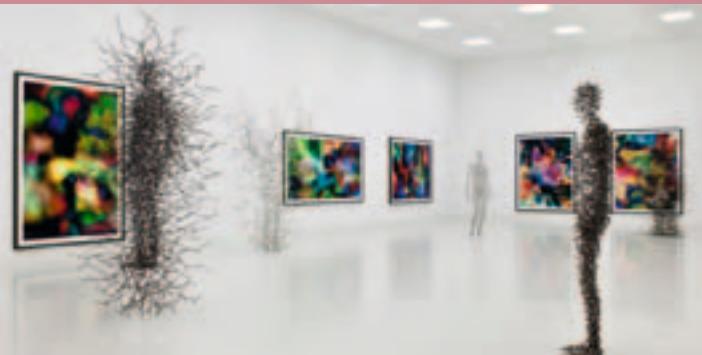
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Stuttgart Sightseeing

Sightseeing tip: Schauwerk Museum, Sindelfingen



Cool creations

Sindelfingen's Schauwerk Museum presents contemporary art in what was formerly the Bitzer Kühlmaschinen refrigeration company.

Painting, sculpture, photography, light and room installations – the Schauwerk Museum in Sindelfingen has around 180 selected works of art from the 20th and 21st century on display. The museum first opened in 2010 and is home to works by Anselm Kiefer, Bettina Rheims, Nam June Paik and many more contemporary artists. These pieces all come from the, until recently, almost unknown collection of Peter Schaufler and Christiane Schaufler-

Münch who managed to build up one of Germany's largest private collections of artwork. The museum is to be found in the former production and storage buildings of the refrigeration company Bitzer Kühlmaschinen GmbH in Sindelfingen where a unique selection of work is spread out over approximately 6,500 square metres of exhibition space. The rooms have been extended by the Stuttgart architectural office BFK Architekten which has resulted in a spacious and very

elegant museum. The building gives a structured, almost clinical impression, while the reserved style of architecture with its white walls and views onto the mezzanine floors ensures the focus remains on the artwork. Further information: Opening times: Sun 11.00–17.00. Reservations taken for guided tours Tues and Thurs 15.00, Sat 11.00, 13.00, 15.00; Sun 11.00. Phone: +49 (0)7031/932-4900, email: fuehrungen@schaufwerk-sindelfingen.de.

Hotel tip: Bad Hotel Bad Überkingen



Tradition and innovation

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

The ideal place for guests to relax and refuel: Bad Hotel Bad Überkingen.



Great emphasis is placed on traditional values such as hospitality and individual service in Bad Hotel Bad Überkingen. With 52 rooms behind a historic timber-framed façade, the hotel provides its guests with the perfect setting to relax after a stressful day at the trade fair. All single and double rooms have, in addition to the facilities expected of a four-star hotel, a wireless Internet connection which is free of charge. For seminars and conferences, there are three rooms with capacity for up to 35 people boasting state-of-the-art conference technology. There are also more than enough complimentary parking places.

Guests have the opportunity to sample a variety of culinary delights at Bad Hotel Bad Überkingen: regional specialities with game or fish (depending on the time of the year), Mediterranean dishes, as well as an extensive selection of wines. The New Messe Stuttgart is only 50 kilometres away and accessible via the A8 motorway. For further information, please call +49 (0)7331/3020 or send an email to bad-hotel-ueberkingen@minag.de or visit the website at www.bad-hotel.de.

Highlights 2011

11.12.2010 – 01.05.

Willi Baumeister:
The "Gilgamesh" Cycle
Staatsgalerie Stuttgart
(State Gallery)

05.02. – 22.05.

Cosmos Rudolf Steiner
Kunstmuseum Stuttgart
(Art museum)

12. – 20.03.

Bach Week in Stuttgart
Stuttgart

12.03. –
03.07.

John Con-
stable –
Virtuoso of Perception
State Gallery

23.04. – 15.05.

Stuttgart Frühlingsfest
Cannstatter Wasen

Gastronomy tip: Wirtshaus Garbe (Stuttgart)

Rustic and regional

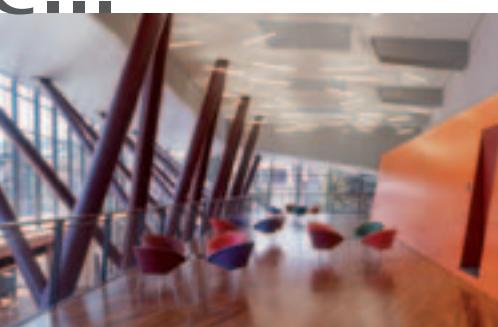
From wine tavern to gourmet temple:
Stuttgart has it all.

Käsespätzle (thimble dumplings made with cheese), roast beef, prime boiled beef with horseradish sauce, roast veal, homemade Maultaschen (filled pasta squares) or Dimmete (a type of Swabian Tarte Flambée with different toppings): The menu at Wirtshaus Garbe in Stuttgart's Plieningen reads like an encyclopaedia of the Swabian cuisine. The traditional tavern with a beer garden is located close to the renowned Hohenheim Palace and is the perfect place to escape to when taking time out from the trade fair. Messe Stuttgart and Stuttgart Airport are only five minutes away by car, with an Stadtbahn station only 50 metres from the tavern itself. Further information: Wirtshaus Garbe, Tel.: +49 (0)711/3421-18-0, Email: info@wirtshausgarbe.de; Internet: www.wirtshausgarbe.de.



Homely tavern with traditional Swabian cuisine:
Wirtshaus Garbe in Stuttgart-Plieningen.

(T)Räume...



Neckar Forum

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

- **Neckar Forum**, Großer Saal für bis zu 1200 Personen, acht Konferenzräume für 10-130 Personen, direkt angeschlossenes Hotel mit 150 Zimmern und 270 Tiefgaragenplätzen
- **Altes Rathaus**, eindrucksvoller Fachwerkbau aus dem 15. Jahrhundert mit

modernen Räumen in historischem Ambiente für bis zu 150 Personen

- **Osterfeldhalle Berkheim**, eine Halle mit zwei Sälen und Seminarräumen für bis zu 790 Personen

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Opinions

Visitor figures from CMT 2010 and the fully booked trade fair halls for CMT 2011 show that travelling is still high on the public agenda. Above all, short trips and city breaks are in huge demand. The increasing number of trips taken over the last few years have not necessarily been abroad and many travellers have

also ventured off on their own.

These days, the modern traveller often wants to plan the trip himself, from the travelling to the destination to the action and adventure involved. And there is plenty of information available to do so: in our guidebooks for example, through travel agencies, television, radio and the Internet. Not forgetting, of course, the first-hand information from tourism trade fairs such as CMT.

This sector is developing so quickly that what was current yesterday is already old news today. Making it all the more important to be able to identify the latest trends. Over the past few years, there have been developments in both print and online media. The Internet has plenty to



Dr. Stephanie Mair-Huydts,
Managing Director at MAIRDUMONT,
Karl Baedeker Verlag, DuMont
Reiseverlag, Ostfildern.

"Action and adventure"

offer, however not all users are able to manage its information overload. The advantage to using guidebooks, such as from Baedeker, DuMont or Marco Polo, is that they provide a concentration of useful information. Our authors seek out the 'best of the rest' for readers, with the brands now recognised as a quality guarantee. I see this service extending across all media as people turn to a variety of sources and at different stages of their journey. What is important is that each medium recognises its strengths and builds on them. Today, there are already so many ways to research a journey, even on-the-go using the iPhone or iPad applications. And this is a trend we are going to see a lot more of.

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