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Message

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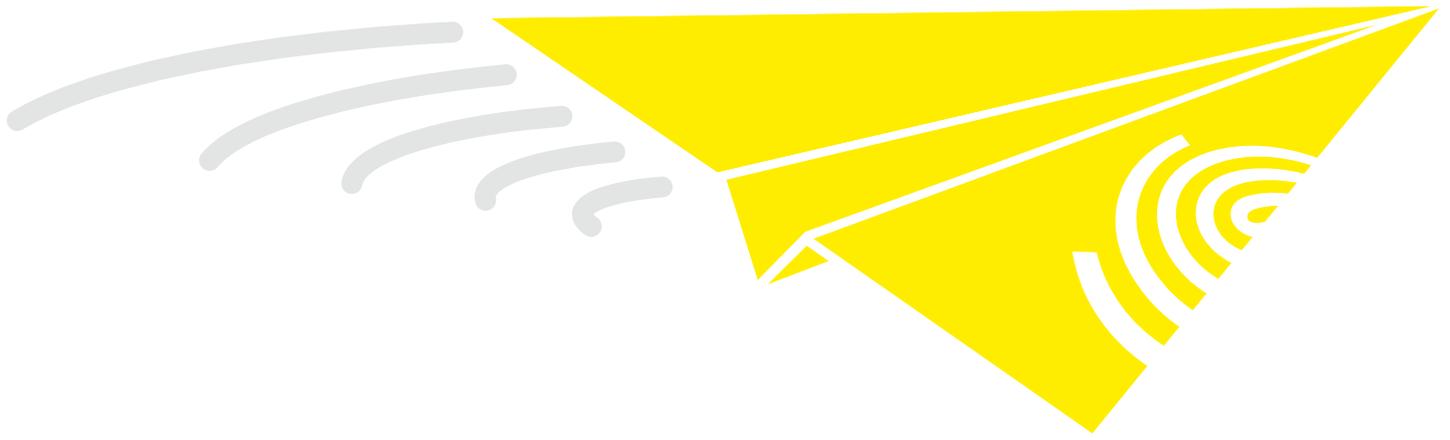


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The secret's in the mix
The portfolio of Messe Stuttgart

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ICS
Messe Stuttgart



Mitten im Markt



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Working at a profit

Turnover of 110 million Euro and about four million Euro in pre-tax profit for 2010: Its three-year financial statement proves that Messe Stuttgart is doing ok.

A view of the first three full operating years at the new grounds is clear proof: Messe Stuttgart is working at a profit and is, as desired by its shareholders, posting a profit based on the average of the three years. The financial year just past, 2010, was the second strongest in the Messe's history after the exceptional year of 2008 with a range of new and some once-off events such as the Thyssen-Krupp Idea Park with almost 300,000 visitors. "We have withstood the eco-

nomical crisis well and we have done considerably better than planned", states Ulrich Kromer, spokesman for LMS management, who is pleased with the turnover of over 110 million Euro and approximately four million pre-tax profit. Kromer's management colleague Roland Bleinroth indicates that on average over the first three years from 2008 to 2010 a pre-tax profit of 3.2 million Euro was recorded – while some other trade fair companies in Germany were suffering

steady losses. LMS also developed its international character.

Bleinroth: "In the last four years we have almost doubled the number of exhibitors coming to Stuttgart from outside Germany." 65 trade fairs took place in the Filder region in 2010, seven more than in the previous year. The figure of 19,066 exhibitors was the second highest in the history of Messe Stuttgart; it was just slightly below the record year of 2008 (19,734) and clearly above 2009 (15,666). 1.14 million visitors (2009: 1.08 million) came to the events in Europe's state-of-the-art trade fair centre. With a hall utilisation rate of 13.6 Stuttgart, together with Nuremberg, were the most booked-out trade fair grounds in the top ten in Germany in 2010. Munich followed in third place.

Overall, according to Kromer, the first three years at the new location have shown that the construction of the trade fair centre was the right de-

"We have almost doubled the number of foreign exhibitors."

Roland Bleinroth
Managing Director,
Landesmesse
Stuttgart



"We have done considerably better than planned."

Ulrich Kromer,
Management
spokesman for
Landesmesse
Stuttgart



cision: “We are excellently positioned with a wide portfolio and a good mix of our own trade fairs and guest events.”

In 2011, a weaker year for New Messe Stuttgart due to the rotation of trade fairs, a total of 58 trade fairs, turnover of 87.1 million Euro and a loss are expected. In contrast, for 2012 the two LMS Managing Directors are forecasting an absolute record year with figures once again back in the black.

New events in the coming months include Post-Expo, the international trade fair and conference for postal technology (27 - 29 September), and FocusReseller, the specialist trade fair for B2B retail of the ICT industry (20 - 22 September); it is linked to the successful duo of IT & Business and DMS Expo. In addition, the first Slow Food Market Switzerland is taking place from 11 - 13 November 2011 in Zurich.

On 7 and 8 May 2011 for the first time Messe Stuttgart is straying a little and organising the start of the summer car festivities in 2011 on the Schlossplatz in Stuttgart with a technology and innovation exhibition, a competition entitled “Stuttgart is searching for the super car” and the 125th anniversary of the car with select gems from Mercedes-Benz, Porsche and Audi.

Filderhalle Leinfelden-Echterdingen

Green certificate

The Filderhalle in Leinfelden-Echterdingen has been adorning the certificate from the Green Globe organisation since 2010. It is an acknowledgement of above-average values in the certification criteria for the event location, for example in waste and refuse recovery, quality, safety and health standards of buildings and facilities, water and energy consumption, as well as air quality and noise protection.

“We fulfilled 92 percent of the criteria, although 51 percent would have been sufficient to obtain the certificate”, enthuses Nils Jakoby, Managing Director of Filderhalle. As the next goal Jacoby mentions the development of a “permanent sustainable event concept, the so-called 'Green Meeting' with its integrated ecological concept from arrival to catering and technology”.



Thomas Brandl,
Company spokesman
at Messe Stuttgart

125th anniversary of the car – the “model state” has every reason to celebrate this summer and can be proud of itself. The world will look in awe at the Swabian (and Baden!) developers and inventors in memory of Carl Benz and Gottlieb Daimler.

The fact that Baden-Württemberg is so successful and is top in all rankings in Germany in the areas of economic power, innovation, export sales, and also quality of life,

has a lot to do with the particular mentality of the people between Lake Constance and the River Tauber: the thing “to please everyone”, be inventive and resourceful, deliver first-class quality, at best even perfect – it has all this. Messe Stuttgart also adopts this route. With its high-tech events, as well as congresses, craft trade fairs, public events and very importantly with

“At best even perfect!”

the very attractive portfolio of our guest organisers. You can find a selection here in this *Message*.

Here LMS is also bringing its high quality standards more and more to other countries. In September our roller shutters and doors/gates trade fair R+T will be a guest for the second time as R+T Middle East in Dubai, INTERVITIS INTERFRUCTA South Africa will take place one month prior to this in Cape Town, and in November the new Slow Food Market in Zurich will inform the Swiss people of what “good, clean and fair” results can be delivered in the manufacture of foodstuffs. The further internationalisation of its portfolio will remain a core activity for LMS also in the coming years.

Finally a personal note: After 14 years as chief editor of *Message* and LMS company spokesman I have decided to seek a new challenge and set up my own communication agency. On behalf of the entire editorial team I would like to extend my thanks to you, our dear readers, for the positive feedback on our magazine over the years! I hope you also enjoy reading the magazine in the future. Stay with Messe Stuttgart in the future. Bye-bye!

Retro Classics meets Barock:

Classic backdrop

From 24 - 26 June 2011 the first-class historic and classic cars event “Retro Classics meets Barock” will take place in the Blühendes Barock, the garden of Ludwigsburg Palace. Here, for example, the FIVA A competition, i.e. the world's highest class of Concours d'Élégance, will be held with the assessment of historic and classic cars from 1886 to 1961. In addition, during the so-called festival of classic cars a jury of 24 car journalists, designers, historians and technicians evaluate vehicles built up to 1981, as well as historic and classic cars, which have taken part one time in a Concours.

On the occasion of the 100th anniversary of the legendary Rolls Royce radiator mascot Spirit of Ecstasy, which the sculptor Charles Sykes created for the first time in 1911 and placed on a Rolls, the Rolls-Royce Enthusiasts' Club (RREC) will present diverse Rolls



Classic cars in a historic ambience: Retro Classics meets Barock in Ludwigsburg.

Royces and Bentleys that are older than 30 years on an extra field in the south garden within the Concours d'Élégance. Maybach, the official main partner of the historic and classic car event, will showcase exclusive historic and mod-

ern vehicles of the brand in the entire courtyard of the palace residence. On the occasion of the “Automobile Summer” a historic and classic car corso will take place on 25 June in the morning at the Neue Schloss Stuttgart.

Building site(s)

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

Fast pace



On the occasion of a Rotarian meeting, a church representative proclaimed his thoughts which provoked my own thoughts. In our society there is an apparent loss of trust, from which a loss of faith and ultimately a fundamental uncertainty among the people arise. Events such as the financial crisis or the reactor catastrophe in Japan are also a sign that mankind “can probably not yet fully master” highly complex systems”.

Many a person will perhaps pause a few seconds at such words and think, others might complain about the general situation; although we, if we are being honest, do not have a lot to complain about. One or other topics would certainly be addressed with some courage, directness and appropriate communication and a solution found. We have left the economic crisis behind us thanks to the

modest and clever reaction of many participants, mainly in industry, and we can now busy ourselves with questions surrounding the recovery. All trade fairs, especially, however, our themes in Stuttgart, are benefiting from this. It was already surprising that in 2010 we only felt negative effects in a few exceptional cases, and were in fact able to record stability or even growth in almost all themes. And in 2011 – though it is a weak year for Messe Stuttgart due to rotating events – things are also developing positively. The figures for exhibitors and visitors have increased for trade fairs such as CMT, LogiMAT, Retro Classics, MEDTEC or NewCome, to mention just a few. Also the outlook for the remaining months of the year (with Control, Blechexpo, Motek, IT + Business/DMS Expo, Südback, etc.) makes us feel very optimis-

tic. The year ahead of us, 2012, – in which many of our flagships such as Inter-gastra, R + T, AMB and Interbad, will once again take place – allows us to expect a bumper year and shows that the New Messe Stuttgart has further potential. This is also confirmation that the decision to construct the new Stuttgart trade fair centre was the right one, the architecture, the infrastructure and the logistics are very well received and the portfolio mix is right.

Using the quote from Marlon Brando: “Only he who goes his own way cannot be overtaken by anyone”, I wish you in these exciting times, which are accompanied by an immense media variety with new information on a daily basis that we ultimately have to process somehow, the necessary luck to always successfully define your own way each time.



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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Porsche SE
AGM 2010 in
Hall 1.

The secret's in the mix

Earlier so-called guest events often lived the life of an outsider. Today they are a central component of an optimal trade fair mix.

Tell the truth: Do you know the difference between the internal events and guest events of Messe Stuttgart? Up to now you didn't know that such a difference existed? Don't worry: You're probably not alone. Most visitors to one of the many events in the new halls in the Filder region have never thought about the trade fair mix. Exhibitors, naturally enough, are generally better informed. Because

they are in direct contact with the organiser of a trade fair, and in the case of guest events this is not Messe Stuttgart. "All trade fairs, congresses and events that are implemented by external organisers are described as guest events", explains Micaela Wieber-Thielmann, Team Leader for guest events in her business division. "At first glance it may seem that we just rent out the halls and areas to

guest organisers. But we also arrange many ancillary services from service partners of Messe Stuttgart so that the guest organisers can devote themselves to their actual core business: the acquisition and support of exhibitors and visitors."

At the New Messe Stuttgart right from the start guest event business was always high on the list of priorities. This is also noticeable in the level of staff support in the department responsible specifically for this. "Currently 18 employees look after the entire guest event business, eight of whom look after the core area of guest trade fairs", explains Stefan Lohnert, Area Manager for Guest Events and Head of the ICS International Congress Center Stuttgart.



"Europe's state-of-the-art trade fair grounds impress above all with their quick accessibility."

Peter Kazander, EUROEXPO
Messe- und Kongress GmbH

The Guest Trade Fair Team (from left to right): Katrin Ludowicy (Project Assistant), Birgit Stahl (Project Manager), Nicole Prade (Project Manager), Brigitte Bauer (Project Manager), Micaela Wieber-Thielmann (Team Leader), Stefan Lohnert (Area Manager), Gudrun Richter (Project Assistant), Viktoria Götz (Assistant to Stefan Lohnert), Silke Schröpfer (Project Assistant), Stefan Arzt (Project Manager).



COMPOSITES EUROPE benefits from the high-tech region of Baden-Württemberg.

UKIP Media & Events is currently organising five automotive trade fairs in the Filder region.



And clearly with great success. “For example, in comparison to the last four operating years at the old Killesberg grounds, the occupied space for guest events in the Filder region has more than doubled between 2007 and 2010”, calculates Lohnert. “In the same period we were also able to record an increase of approx. 130 percent in the number of exhibitors, with an average of 25 percent in the number of foreign exhibitors. In total, 45 percent more visitors came to guest events in the Filder region in the comparable four year period.”

One of the first to move in order to organise several guest trade fairs at the new location at the airport was Paul E. Schall. The medium-sized trade fair operator from Sinsheim saw the foundation for further

increasing the international character of its events with the partial change to the New Messe Stuttgart. “Already the first trade fairs implemented in the new Stuttgart trade fair centre, BLECHexpo and SCHWEISStec, with whom the location was first used in 2007, have clearly displayed the correctness of the strategy“, states Schall today. “With the change, BLECHexpo, the

international trade fair for sheet metal processing, now supplemented with the international trade fair for joining technology, SCHWEISStec, made a quantum leap. Right from the start the two events were able to record 60 percent more exhibition space, 30 percent more exhibitors, plus 20 percent foreign exhibitors and approximately 15 percent more visitors.”

“With the change to the new Stuttgart trade fair centre we laid the foundation for increasing our international character.”

Paul E. Schall, P. E. Schall GmbH & Co. KG





The logistics trade fair LogiMAT has remained loyal to the location of Stuttgart since 2003.



The guest event FASTENER FAIR Stuttgart also ended 2011 with a record result.

A similarly positive pattern is evident in the Schall events MOTEK, BONDexpo and CONTROL, which also moved to Stuttgart. Schall: “In particular for MOTEK and CONTROL, both recognised as world leading trade fairs for years, as well as BLECHexpo, which was only able to become Europe's number 2 at the location of Stuttgart, we are benefiting a great deal from the new surroundings in the industrial heart of Europe.”

The optimal location, key to markets, was also decisive for Tony Robinson, founder and CEO of the British publishing company and guest organiser UKIP Media & Events, in establishing his now five successful automotive trade fairs in

Stuttgart. “Messe Stuttgart, with its fantastic architecture and optimal logistics connection, is located in the heart of the German automotive industry”, states Robinson knowingly. “In addition, Germany, and here in turn the region of Stuttgart, is the centre of production, research and development activities in this area. “We can thus be certain that here we are reaching the right target groups precisely with our trade fairs, which is also reflected in the huge increase in exhibitor and visitor figures.”

Peter Kazander, Head of EURO-EXPO Messe- und Kongress GmbH and guest organiser of the logistics trade fair LogiMAT, has remained loyal to the location of Stuttgart since LogiMAT's début in 2003 and is

mainly impressed with the advantages of the trade fair grounds at the airport. “Europe's state-of-the-art trade fair grounds impress not only with the attractive architecture and infrastructure, but also, above all, with its quick accessibility”, states Kazander on the advantages of the top location. “LogiMAT stands for an increase in production and efficiency. Thanks to its perfect location directly at Stuttgart Airport and the short routes on the grounds, it makes possible a very efficient trade visit for decision-makers.”

Definitely a reason for the continued growth of the event. Kazander: “LogiMAT 2011 recorded approximately 22,200 visitors and 770 exhibitors from 18 countries on an area of 52,000 square metres. In comparison: At the old trade fair grounds on Killesberg we initially occupied approx. 10,000 square metres. 160 exhibitors and 3,700 visitors came to the first event in 2003.”

Such positive figures can also be found again in the numerous other guest trade fairs. The trade fair for renewable energies CEP Clean Energy



“Since we have been in Stuttgart with our guest events, we have been able to record huge increases in the exhibitor and visitor figures.”

Tony Robinson, CEO UKIP Media & Events Ltd., Great Britain

& Passivehouse, for example, benefits, according to Project Manager Sandra Bayer-Teixeira “from the attractive economic location of the metropolitan region of Stuttgart, as well as from the attractive research environment with its universities and institutes.”

Gregor Bischof, European Sales Manager of MEDTEC, organised by Canon Communications Group in Los Angeles, was a guest in the state capital in 2011 for the tenth time with the trade fair for medical technology: “For us there is currently no other alternative to the location of Stuttgart. Approximately 750 companies from our industry are situated here in the region. And because with our trade fairs we are constantly where the industry is located, Stuttgart is the first choice.”

Markus M. Jessberger, Event Director of Reed Exhibitions Deutschland GmbH, organiser of COMPOSITES EUROPE, international trade fair and forum for composites, technology and applications, also shares this view: “In the heart of the high-tech region of Baden-Württemberg we reach the leading application industries. Global companies from the automotive, mechanical engineering and electrical and electronics

“Because with our trade fairs we are constantly where the industry is located, Stuttgart is the first choice.”

Gregor Bischof, Canon Communications Group



industry, as well as aeronautics, have their head offices in immediate proximity.”

Growth-oriented guest trade fairs alone are certainly still not a guarantee for successful trade fair results. Only the correct mix of internal trade fairs and guest events makes the difference. Ulrich Kromer, Managing Director of Messe Stuttgart, summarises: “We are excellently positioned with a wide portfolio and a good mix of internal and guest trade fairs. The location and infrastructure are excellent and create a huge magnetic effect.”

According to Wolfram Schöck, who is responsible for market research and product development in the Corporate Development Department at Messe Stuttgart, it is important here that guest and internal events are optimally complemented both in terms of timing and content. “The advantage of guest events for Messe Stuttgart is that it can obtain an attractive theme in the Filder region relatively quickly

and at a reasonable cost. In addition, the long combination of internal resources and the often considerable financial investment are dispensed with for a guest event.” But internal trade fairs also have their advantages. Schöck: “A strategic advantage is definitely the organisation grandeur with regard to content and the enormous technical competence in-house.”

Currently the ratio between the number of internal and guest events at Landesmesse Stuttgart is two thirds to one third. “A healthy mix”, says Stefan Lohnert, Area Manager for Guest Events and Head of ICS. Indeed this doesn't mean that Lohnert and his team have not already accounted for further growth potential. “Additional guest trade fairs which would suit our current portfolio have been identified and are being worked on intensively. In addition, there are congresses, AGMs and corporate events. In the future, we also want to be even stronger in the area of events.”

TAGEN IN DER HÖLDERLINSTADT



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WILLKOMMEN IN NÜRTINGEN



The automobile industry (Porsche in the photo) and its suppliers are of prime importance for the economic power of the Stuttgart region.

Mobility centre with a future

At the start of May, Stuttgart is celebrating “125 years of the automobile”. The motor-vehicle industry will continue to influence the economy of city and region.

When on 7 and 8 May the opening event of “Automobile Summer 2011” takes place on Stuttgart's Schlossplatz, it will by no means be just a nostalgic look back over 125 years of automobile history, which, as everyone knows, began in the state capital and in Baden-Württemberg.

Car of the Future

Stuttgart's Mayor, Dr. Wolfgang Schuster, puts it succinctly: “Not only was the automobile invented in Stuttgart. This is also where the car of the future will be developed, built and driven. But only if, beyond that, we also develop an innovative form of mobility for the future will we be able to secure our position as the leading centre of competence, and thus also our affluence, in the long term.”

In actual fact, the automobile industry, its numerous suppliers and the car trade in the region of Stuttgart and all of Baden-Württemberg have a central position for the economy, wealth and employment.

According to the Baden-Württemberg Ministry of Trade and Industry, in addition to the state's large automobile manufacturers, over 1,000 companies in the supplier sector are located in the south-west.

With an annual turnover of around 74 billion Euro, which is over 28 per cent of the total turnover from the manufacturing sector, car production is one of the state's key industries. Around 240,000 employees – over one quarter of all employees engaged in car production in Germany – work in Baden-Württemberg's automobile industry.

In addition, around 140,000 employees work indirectly for the automobile industry in other Baden-Württemberg companies. If the car trade and service organisations, such as the ADAC (German Automobile Club) are also included, around 440,000 people in the state earn their living either directly or indirectly through the automobile.

Developing alternatives

In order to ensure that, also in the future, Stuttgart, the region and all of Baden-Württemberg can live up to their reputation as the leading mobility centre, the state is supporting a large number of projects. “22 institutes at the University of Stuttgart, for example, are cooperating in the research project FOVUS”, explains



Bosch in Feuerbach is one of the largest and most important supplier companies for the automobile industry.

Mayor Schuster, “dealing with, among other things, transportation and passenger transport systems of different types, as well as with a responsible approach to mobility.”

A further future-oriented topic is electro-mobility. In addition to existing measures, the state has started an initiative aimed at further promoting

the development of alternative drive concepts, such as the research into and introduction of hybrid and electric vehicles in Baden-Württemberg. A theme that was also reflected at New Messe Stuttgart in mid-April 2011, when i-Mobility, the exhibition for intelligent mobility, opened its doors.

Three questions to:

Martin Berchtenbreiter

Director for medium-sized companies, Microsoft Deutschland



1 IT & Business will be taking place from 20 to 22 September in Stuttgart. What significance does this specialist trade fair have for your sector?

For us, IT & Business is one of the most important IT trade fairs in the autumn. Its clear orientation towards IT solutions in the business environment makes it highly attractive for trade fair visitors and also for us as exhibitors. In 2010, the trade fair was supplemented by DMS EXPO, so collaboration and enterprise content management were added to the ERP and CRM themes – for us a convincing trade fair combination.

2 A main focus of the trade fair is CRM. Why is the management of customer relations so important also for medium-sized businesses?

For company success and further growth, not only the development and securing of new markets or the acquisition of new customers are decisive factors, but also the cooperation with existing customers. To be successful, it is important to strengthen customer satisfaction and loyalty. In this context, the CRM solutions are invaluable. The associated growth potential also makes them interesting precisely for medium-sized companies.

3 What should medium-sized companies bear in mind when selecting company software?

Medium-sized companies frequently have very different requirements of CRM solutions. This should be taken into account when choosing software, which should be correspondingly flexible and adaptable to the company's individual tasks – all with a good price/performance ratio. Cloud Computing with the option of implementing IT solutions targeted at specific requirements is therefore attractive precisely for medium-sized companies also.

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Stuttgart Faces (19): Johannes Milla, designer and agency manager

“For spatial communication, Stuttgart is Number 1”



Johannes Milla, designer and manager of the agency Milla & Partner

German cities are in keen competition for the best list positions. The German advertising metropolis is Hamburg. The capital of the German cinema film is Munich. And one thing is certain: Stuttgart is the German capital for “spatial communication” – that’s the new term for brand environments, company museums, science centres, shop design and trade fair stands. That is why the over 45 employees at Milla & Partner also feel at home in the Heusteigviertel district, even though many of them came to us from all different parts of

Germany. Nowhere else is so much interdisciplinary work carried out on the design of spatial communication as here in Stuttgart.

Why is that? Quite simply: Stuttgart is not a hotspot for one individual discipline. Much rather, the city is vibrant with a lively network of creative people from the most diverse disciplines. There are multi-layered cross connections from brand communication to its creative associated disciplines, above all to architecture, design and digital technology. Advertisers, architects, communication designers, multimedia and film artists are all at home in Stuttgart, and they understand their trade and are willing to share their skills and knowledge with others to make things move.

According to business developer Dr. Klaus Vogt, the creative industry provides 22,000 jobs in Stuttgart. However, this commercial creative sector would not be able to live without the artistic creative scene, without the continual exchange of ideas, visions and personnel. And I am not here thinking primarily of our excellent Staatstheater (State Theatre), our Kunstmuseum (Art Museum) or the Staatsgalerie (State Gallery), but of the creative scene consisting of freelance choreographers, perform-

ers, artists and media designers, who in some cases live under precarious economic and physical conditions. In our affluent city, they still lack rooms, support, respect and funding from the public purse. It is this deficiency that often causes the much regretted brain drain from the region. If occasionally there are inexpensive premises providing space for experiments, all too often they are torn down, for there is great pressure to exploit conditions on the property market in Stuttgart. Unfortunately, the city’s attractiveness for investment is counterproductive – ultimately, the investors too know how important the “soft values” of a city are.

Freedom for creating or conserving art promotes the location and pays off in the long run! For example, even here in our prosperous region, individual trade fair halls are not fully booked up every week. We could make them available as temporary artist spaces – for lighting designers, interior designers, room-filling performances, for music. Nobody has money to give away – but some have space. Make it available! The creative industry will be thankful: with ideas, with press appearances, with national and international publicity for the city and region.

Message Series: Bars in Stuttgart (20)

Rote Kapelle

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



Classy atmosphere inside, city flair outside: The Rote Kapelle at Feuersee in Stuttgart provides an appropriate ambience for a pleasant breakfast, a tasty lunch, or a relaxing drink after work. A speciality of the bar is the small snacks on the tapas menu, which changes every week. Whether chorizo, prawns in white wine or braised lamb: Choosing from the many Spanish specialities is difficult. The list of beverages offers a wide range of beers, wines, cocktails and alcohol-free drinks, and the typical Spanish coffees such as café con leche and cortado have not been forgotten. All of this can be enjoyed in the high-quality interior, where onyx, walnut and oak wood set the tone. The central feature in the separate smokers’ room is a five-metre-long aquarium, and you can watch the trendy lifestyle in Stuttgart’s west-end from the spacious terrace. Further information at www.rote-kapelle.de.

Smokers’ room with a five-metre-long aquarium.

Sophisticated atmosphere with Iberian flair.





Weilheim is a little town of around 9,500 inhabitants at the foot of the Schwäbische Alb.

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: Weilheim/Teck.

Weilheim an der Teck with its Hepsisau district is an attractive little town of around 9,500 inhabitants at the foot of the Schwäbische Alb.

Nestled between orchards and the rolling hills of the Swabian Jura, the town has good transport connections, with its own connection to the Stuttgart – Munich motorway (A 8). For roughly 19,000 people, Weilheim is the centre of the administrative district of the same name, which also includes the parishes of Bissingen, Holzmaden, Neidlingen and Ohmden.

The state capital Stuttgart is only 40 kilometres away, the university town Ulm 45 kilometres. The airport and the New Messe Stuttgart can

quickly be reached in around 20 minutes on the motorway.

Medium-sized companies such as Wilhelm Kächele GmbH, a manufacturer of special rubbers and rubber-metal compounds, Kurt Hack GmbH, the world's leading manufacturer of trampolines, and other companies are part of a broad range of industrial sectors located in this area offering progressive services. They form the basis of the vibrant economic life in the region. The area around Weilheim is typical of the Schwäbische Alb foothills, with fields, meadows, orchards and cherry trees; the land is used intensively for agriculture. And there are even vineyards on the slopes of the Limburg.



Especially small and medium-sized companies characterise the economic life in Weilheim an der Teck.

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TRADE FAIR CALENDAR

03.–06.05. | Control

Int. trade fair for quality assurance

07.–08.05. | 125 Years of the Automobile

The opening event of the Automobile Summer 2011 (Schlossplatz Stuttgart)

07.05. | careers4engineers

The career event for automotive engineers

13.–14.05. | azubi- & studientage

The trade fair for education and studies

17.–19.05. | European Automotive Components Expo

Annual trade fair for automotive component suppliers with a focus on Europe

17.–19.05. | Engine Expo

Int. trade fair for engine design, components, manufacturing, test and development

17.–19.05. | Automotive Testing Expo

Europe's leading automotive test, evaluation and quality engineering trade fair

17.–19.05. | Vehicle Dynamics Expo

Int. showcase exhibition and conference for vehicle dynamics technologies and components

17.–19.05. | automotive interiors EXPO

Int. trade fair for the design, development and manufacture of automotive interiors

18.05. | International Engine of the Year Awards

28.–29.05. | COSMETICA Stuttgart

Trade fair for cosmetics

06.–09.06. | BLECHexpo

Int. trade fair for sheet metal processing

06.–09.06. | SCHWEISStec

Int. trade fair for joining technology

07.–09.06. | 14th Deutscher Kinder- und Jugendhilfetag

Children. Youth. Future:

Developing perspectives – Promoting potential

29.–30.06. | Consense

Int. trade fair and congress for sustainable building, investment, operations and maintenance



For IT decision-makers

Successful customer relationship management is a top theme at Stuttgart's IT & Business 2011.

Customer approach and customer care are becoming increasingly important for many companies. Unsurprisingly really, considering the acquisition of new customers costs around five times that of committing and maintaining existing clientèle. This was a hot topic among visitors even at last year's IT & Business event: 44 percent of decision-makers from companies who visited the trade fair to find out more about software, infrastructure and IT services expressed their particular interest in general business solutions, in particular for Customer Relationship Management or CRM. Messe Stuttgart and its partners have recognised this and thus turned the spotlight on customer relationship management for this year's IT & Business which is taking place from 20 to 22 September in Stuttgart.

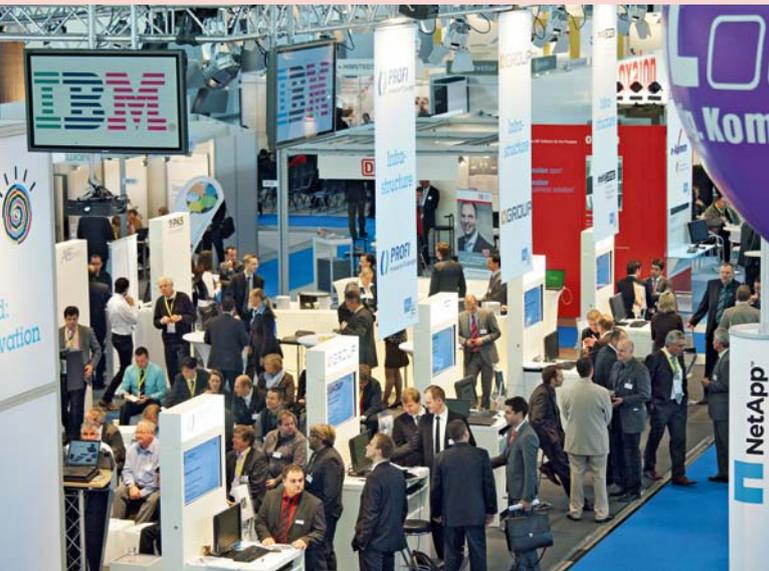
On all three trade fair days, visitors will have the opportunity to find out more about CRM at the various trade fair stands, as well as during the many accompanying presentations and discussion rounds. One major trend is the increasing shift of cus-

tomor relationship management to the social media channels. Thanks to social media, the opportunities for customer care in sales and marketing departments are multiplying.

Benefit-oriented concept

The possibilities offered by mobile marketing are also playing an increasingly important role here. Faster and more comprehensive information, which is mainly achieved through mobile end devices, is a growing trend which will also be looked at this year in terms of customer relationship management.

IT & Business will be highlighting all the relevant corporate IT themes and providing solutions for those managers concerned with customer relationships with its benefit-oriented CRM and IT-related event concept. The conceptual supporters of IT & Business, the VDMA Software Association and the Verband Organisations- und Informationssysteme e. V. (Association of Organisation and Information Systems – VOI), have also attached increasing



Stuttgart's IT & Business highlights professional and practical IT solutions relevant for medium-sized companies.

importance to the theme of CRM. "This year, too, the theme of CRM will have our full support at the IT & Business event," says Claus Oetter, Deputy Managing Director of the VDMA Software Association. After the success of 2010, Oetter continues, the next logical step is to further expand on the theme of CRM at the trade fair. "For many years, our association has focussed on CRM in

machine and plant manufacture. The response has showed that companies are not only interested in the technical aspects of customer relationship management but also the strategic approaches. Top-quality presentations and discussion rounds paired with CRM solutions thus provide trade fair visitors with valuable expert knowledge applicable for everyday use."

TRADE FAIR TICKER

15.–23.01. | CMT

Europe's largest trade fair for recreation and tourism boasted record figures in 2011: Last year's superb figure of 206,000 visitors was once again surpassed in 2011 with more than 224,000 visitors attending the event.

22.–26.02. | didacta

Around 95,000 visitors came to didacta, the world's largest event for life-long learning and education. It was another record for the Stuttgart event, which had already seen top exhibitors figures.

11.–13.03. | Retro Classics

Stuttgart's eleventh historic and classic car trade fair Retro Classics ended on a record high in 2011. With around 66,000 visitors, the event managed to top last year's figure by ten percent. There were also impressive exhibitor



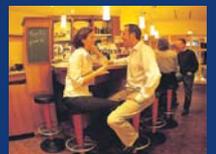
With 95,000 visitors, the education-themed didacta broke all records.

figures, with more than 1,300 participants and around 3,200 vehicles.

18.–20.03. | Invest

Approximately 15,700 private and institutional investors, around seven percent more than in 2010, came to Invest, Germany's largest event for money investments and finances. Thus enabling Messe Stuttgart and Börse Stuttgart, co-organiser of the event, to meet the high expectations of investors and exhibitors.

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The Slow Food Market Switzerland, an offshoot of the successful Stuttgart trade fair "Market for good taste", will take place in Zürich for the first time from 11 to 13 November 2011.

Slow Food goes Swiss

Stuttgart's successful market for good taste is to start a subsidiary event in Zürich.

Good taste knows no limits: For the first time the Slow Food Market Switzerland will take place at the Zürich Trade Fair Centre in Halls 9.1 and 9.2 from 11 to 13 November 2011. Cooperation partners are the Zürich-based Expo-Time GmbH and the New Messe Stuttgart. The latter has been successfully hosting the German Slow Food trade fair "Market for good taste" since 2007, the last time with over 400 exhibitors. The promotional supporter and partner of the Slow Food Market Switzerland is the Slow Food Switzerland association.

Patricia Schnyder, Managing Director of Expo-Time GmbH Zürich, can already report on the success of the

new trade fair: "The Swiss producers are showing keen interest in the slow food market, so we are able to record exhibitor bookings at an early point in time."

As with the Stuttgart Slow Food trade fair, at the Slow Food Market Switzerland only products can be enjoyed that are manufactured using traditional artisan methods and characterised by the highest quality.

In addition to tasting the products at the stands, visitors can expect a diverse framework programme. In the "Laboratori del Gusto" (tasting laboratories), participants can train their sense of taste under professional guidance; wine lovers can sample wines with sommeliers in the vinothèque.

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CONTROL 2011:

25 years of quality

CONTROL 2011 – a quarter of a century of a practically oriented business platform for all aspects of quality assurance. In this context, CONTROL (3 – 6.5.2011) itself is the best example of how closely corporate success and quality are intertwined. For the event organised by P. E. Schall GmbH & Co. KG has developed from the humblest beginnings to become the world's leading trade fair for quality assurance. In the 1980s, this predominant theme of our time played rather a subordinate role, but has since developed to become – not least also on account of the specialist trade fair that now takes place in Stuttgart – a central value-creating function in most companies.

For the 25th anniversary celebration, this trade fair classic is presenting itself in top form. Both the international market leaders and the medium-sized technology specialists from



In the 25th year of the CONTROL, everything will again revolve round quality assurance.

the sector have confirmed their participation at this year's event. The further expanded programme of special-event theme parks in 2011 will include the special shows "Non-contact measurement technology" and "Zero-error production thanks to

machine vision and optical measurement and testing technology", both of which were conceived by the trade fair partner Fraunhofer Allianz Vision. A further highlight is the event forum "Computer tomography in industrial applications".

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MESSE *Leinfelden-Echterdingen* STADT

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



Leinfelden-Echterdingen – wo sonst.



Stuttgart's SÜFFA is where the meat industry from south-west Germany meets.

Synergy for trade and industry

SÜFFA, the trade fair for the meat industry, will be expanding its programme.

Investment is booming in the meat industry and Stuttgart's SÜFFA 2011 is taking place at exactly the right time. Visitors and exhibitors from Germany and the surrounding regions will be coming to Stuttgart from 2 to 4 October 2011 for an industry get-together, to make lasting contacts and conclude business deals.

New target groups

A new, fresh appearance will not be the only change to greet visitors and exhibitors at the trade fair. The exhibition has also taken a new direction: In addition to the butchers'

trade providing information about the latest trends, SÜFFA will be addressing the small and medium-sized companies for the first time. The spotlight will also remain firmly on the trade aspect of the event. Companies who are thinking of expanding operations, whether it be opening more branches, extending deliveries to include food retailing or taking measures to meet increasing demand, are at the right place with SÜFFA. The trade fair covers all aspects of the meat industry: a balanced combination of abattoir technology, production, logistics and packaging, along with retail sales, the purchase of

sausage specialities and merchandise, marketing, data processing, disposal, food safety, freshness and hygiene. SÜFFA will be presenting plenty of new packaging products too. There are new packaging solutions required for the growing "out-of-house" market sector, with a meaty lunch (above all, as take-away) proving popular among customers. The trade fair is also offering optimal solutions for the increasingly important sectors of inventory control and personnel management.

Innovation prize

Another SÜFFA highlight: It is Germany's only trade fair for the meat industry that awards its own innovation prize. On 2 October 2011, the Butchers' Guild of Baden-Württemberg and Messe Stuttgart will be awarding innovative product and working solutions for the third time at the SÜFFA event. All products and processes from the meat and sausage sector, as well as marketing ideas and sales designs, are eligible for entry. On one condition, however: The entries must be put on display at SÜFFA 2011.



This year, for the first time, SÜFFA will also be addressing the small and medium-sized companies from the meat industry.

Trade fair partner: C. T. S. GmbH

Well grounded

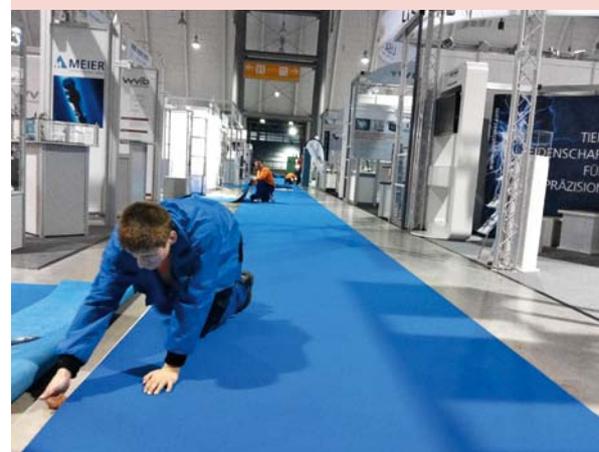
What is the first thing the visitors notice when they arrive at a trade fair? The trade fair stands and exhibits. Very few trade fair visitors think of the carpet flooring. And yet for many exhibitors, colour-coordinated flooring is an important part of any corporate stand design.

Main supplier of all flooring

Since the start of 2011, C. T. S. GmbH, based in Kall near Bonn, has been the main supplier of all flooring to Messe Stuttgart. A company active all over Europe, it has set up a new subsidiary in Böblingen from where it can conveniently serve Messe Stuttgart and other customers in southern Germany, Switzerland and Italy. "We are talking about approximately 1.5 million square metres of flooring in one year," says

Heinrich Esslinger who, together with three other managing directors, is in charge of the company.

At Messe Stuttgart, exhibitors order their carpet flooring online via the trade fair portal, C. T. S. processes the data there, calculates the total demand and coordinates the setup times with the respective project managers. The carpet flooring in the walkways is laid the night before the trade fair starts, the carpeting for the stands is already down at least two or three days beforehand. To carry out this work, C. T. S. has a team of carpet layers on site. For the larger trade fairs, such as CMT, an additional 15 employees travel to Stuttgart. And what happens with the flooring when it's all over? It is collected, cleaned and used again at trade fairs in Eastern Europe: the environmentally friendly solution. |



C. T. S. GmbH is the main supplier of all flooring at the New Messe Stuttgart.

azubi- & studientage 2011:

Vocational training

For 17 years, "azubi & studientage Stuttgart", the traditional trade fair for education and studies, has been the perfect event for schoolgoers in southwest Germany looking for academic direction. On 13 and 14 May 2011, over 150 companies, universities and secondary schools will be providing information on the theme of further education from 9.00 to 16.00 in Hall 8 of the new Stuttgart Trade Fair Centre. The event's online education market has, on average, over 110,000 entries. |

Discover the possibilities at the azubi- & studientage event for education and studies.



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Trade Fairs – Markets

Company portrait: Metabo

Spirit of innovation

Metabowerke GmbH has for many years been a manufacturer of power tools for professional users, a medium-sized family-run company based in Nürtingen in Germany with production facilities in Shanghai. In 1924, Albrecht Schnizler, the son of a baker, decided to branch out from the bread business. Together with Julius Closs, he founded Schnizler GmbH and began to produce hand drills. Back then, these tools were called “Metallbohrdreher” in German, which was abbreviated in 1929 to become the name of the company: Metabowerke GmbH. In 1934, Metabo launched its first electric drill on the market – a product that saw the young company quickly rise to success.

In the years that followed, Metabo shaped the market for power tools – and continues to do so today. The innovative spirit of the company can



Metabo in Nürtingen produces traditional power tools for professional users.

be seen in its figures: In 2010, Metabo had achieved around 45 percent of its turnover with products that had been on the market no longer than two years. Playing an important role in driving innovation is the battery technology. In 2005, Metabo became one of the first power tool manufacturers to use lithium-ion batteries for its cordless tools. “We develop our tools solely in accordance with the needs and requirements of professionals,” ex-

plains Chairman Horst W. Garbrecht. Under his direction, Metabo has concentrated on the core target groups of metalworking, construction and renovation – and on mobile power tools.

The 150 employees in the 1930s has now grown to 1,700, active at the Nürtingen and Shanghai locations where almost 340 million Euro is turned over each year with mobile power tools for the metal and construction trades.

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careers4engineers 2011:

Recruiting trade fair

There will be a career event taking place for engineers in the automotive industry at the New Messe Stuttgart on 7 May 2011: careers4engineers, organised by ATZ-live which is part of Springer Automotive Media, will be providing students and graduates with information on engineering study options and careers for the eighth time already in Stuttgart.

At careers4engineers, interested visitors can find out more about the latest technology in their profession while making valuable industry contacts.

There will also be a comprehensive programme of events to look forward to: workshops, presentations and individual career advice will be on offer, as will expert talks, podium discussions, numerous technical exhibits and project presentations from the various universities. A number of top companies will also be offering attractive career opportunities in Stuttgart.



The Kinder- und Jugendhilfetag addresses our younger guests.

Children are our future

Europe's largest congress for child and youth welfare in Stuttgart.

One of the highlights of the Stuttgart trade fair and congress calendar is taking place from 7 to 9 June 2011 at the New Messe Stuttgart : the 14th Deutsche Kinder- und Jugendhilfetag (DJHT - German Child and Youth Welfare Day). "With over 200 events for 4,500 people all taking place at once, more than 300 exhibitors, numerous interactive events for young and old, as well as plenty of celebrity guests, this year's Kinder- und Jugendhilfetag will no doubt once again be Europe's largest congress and trade fair for children and young people," explains Peter Klausch, Managing Director of the Child and Youth Welfare Association (AGJ). "Over the last few months, people involved with child and youth welfare all over Germany have been busy preparing for the 2011 event. The 430-page programme is certainly an impressive taster of what awaits visitors."

The trade fair and congress will be providing visitors with plenty of information across the entire spectrum of child and youth welfare. The programme is aiming to address experts, representatives from the worlds of economy, science and politics and, above all, an interested public. There is plenty on offer for children, young people and their families concerning the most varied of themes: Dealing with the media, holidays for young people, international youth meetings, nature conservation, anti-racism work, voluntary gap years, outdoor education, political education, conflict and self-assertion training, musical youth education and mother & child treatment facilities. Among the people opening the event will be Dr. Kristina Schröder, Germany's Federal Minister for Family Affairs, Senior Citizens, Women and Youth and Stuttgart's Lord Mayor Dr. Wolfgang Schuster. To conclude, Germany's Federal President Christian Wulff will be attending to discuss the theme of democracy with the young people present. |



organisieren.

differenzieren.

faszinieren.

Wir lassen die Augen Ihrer Kunden leuchten.

[Denn mit viel Liebe zum Detail wird Ihr Auftritt zum Highlight.]

organisieren. differenzieren. faszinieren.

Weltweit organisiert bluepool glanzvolle Messeauftritte und unvergessliche Events. Dabei übernehmen wir den kompletten Ablauf bis ins kleinste Detail – von Stuttgart ebenso wie von Shanghai aus. Da jeder Kunde so einzigartig wie seine Wünsche ist, differenziert bluepool auch bei der Verwirklichung. So werden individuelle Messeträume zu eindrucksvollen Erlebniswelten, die faszinieren – und im Gedächtnis bleiben. Denn wo sich Erfahrung mit Leidenschaft paart, entsteht das Besondere.

Key event

At Engine Expo 2011, there is an entire pavilion dedicated to drive technologies of the future.

Key to markets: The Messe Stuttgart slogan applies to all events taking place in the new trade fair halls. For one event even more so: The Engine Expo, Europe's most important international trade fair for engine technology. The key event for truck, car and bus engine designers will be taking place from 17 to 19 May 2011 for the 13th time already; this event, together with other trade fairs of the British guest organiser UKIP Media & Events Ltd., has taken place in Stuttgart since 2001, one of the most important automotive locations in Germany. Engine Expo is once again a must-see event for original equipment manufacturers and all top com-

panies from the areas of development, design, manufacture and procurement. There will be plenty of important new solutions on display involving combustion engines, engine components, manufacturing systems, emission control technology, engineering services and engine materials, among other things.

The 2011 event is also giving engine designers and engineers from all over the world yet another important reason to visit Engine Expo: There will be a pavilion dedicated solely to the drives of the next generation, above all the electric and hybrid drives. A further attraction of Engine Expo is the free Open Technology



Engine Expo is the most important trade fair in Europe for engine designers.

Forum. Also taking place at Messe Stuttgart at the same time will be Automotive Testing Expo Europe, Vehicle Dynamics Expo, the European Automotive Components Expo and further UKIP trade fairs.



Trade Fair People (12): "Do you know..."

Michael Schatta

Head of Security, Technical Service Department, Transport and Safety Team, Messe Stuttgart

The planning, organisation and implementation of safety-relevant issues – for example, security services or preventive fire safety – are the main areas of responsibility of the new nine-man team at Messe Stuttgart Transport and Safety. Michael Schatta is employed there as head of security. Gathering information takes top priority: How big is the event going to be? How many halls or congress rooms will be used? What car parks and entrances will be required? How is access to be regulated? Will there be VIPs present with bodyguards? Will there be special security services required, e.g. for exhibitor evenings? How many medical service personnel or doctors will be required on site? Are there other events taking place parallel? Once all the necessary information is known,

personnel planning can begin. "With events that have already been carried out on these grounds, we generally know what to expect. That definitely reduces the stress factor," says Schatta. "With new events, there is more time spent on researching what lies ahead."

The public administrative office and the police authorities provide the general framework conditions, compliancy with which must be continually checked, for example in the planning of escape routes, preventive fire safety and crowd control. "We must be able to guarantee a safe running of the event at all times," explains Schatta. If there are high-ranking VIPs expected, this visit is closely coordinated with the Protocol Department of Messe Stuttgart and the bodyguards who come along too. In order to be able to manage all these tasks, the team from Transport and Safety works together with external service providers, mainly with the contract partner S.O.B. Objektschutz, however also with the security of companies who hire out the trade fair grounds for events. Depending on the type of event, there can be anything from five to 100 people employed, in extreme cases even more. The work is divided into early and late shifts. "Being highly flexible and being able to react quickly to situations is a very important part of my job. There is always the possibility of things changing at the last minute, despite all the advance organisation. There is, however, always a Plan B", assures Schatta. The safety expert has been head of security operations at Messe Stuttgart since February 2001. Before this, he gained experience working as an aviation security officer at Stuttgart Airport. He spent seven and a half years in Israel where he worked for a five-star hotel chain, spending several years in charge of security. The 44-year old can thus speak, in addition to German, English and Hebrew. In his free time, he likes to go climbing in the Schwäbische Alb with his twelve-year-old twin daughters or taking tours through the Alps.

R + T Middle East 2011:

Successful trade fair in growth market

Following its successful première, the second R + T Middle East will be taking place from 12 to 14 September 2011 in the new trade fair halls of the Dubai International Convention and Exhibition Centre (DIDEC). As a “subsidiary” of Stuttgart's leading global trade fair for roller shutters, doors/gates and sun protection, R+T Middle East will be taking place once again this year at the same time as DOMOTEX Middle East and Light Middle East.

“This cooperation between Messe Stuttgart, the Deutsche Messe Dubai Branch and EPOC Messe Frankfurt will guarantee a successful trade fair with a wide spectrum of new technical products, presented by the industry's leading market providers,” explains Roland Bleinroth, Managing Director of the New Messe Stuttgart. At the only trade fair for roller shutters, doors/gates, windows and sun pro-

tection in the Middle East, the organisers are expecting architects, planners, construction companies, city developers, industrial concerns and private developers to come to Hall 4 of the DICEC. The visitors will not only be coming from the GCC states (United Arab Emirates (UAE), Saudi Arabia, Qatar, Oman, Kuwait and Bahrain) but also from Iran, Iraq, Syria, Turkey and India.

The property industry is one of the main reasons for the rapidly growing economy of the Middle East. Most of the projects are currently taking place in the UAE. The expenditure budget for this region alone is estimated at 123 billion US dollars until 2011.

The second R + T subsidiary, “R + T Asia” closed its doors on 24 March 2011 in Shanghai's New International Expo Centre with a record number of 369 exhibitors.



R + T Middle East is the leading trade fair of its kind in the region.

Special event locations at Messe Stuttgart (3): Rothauspark

Rest area or event mile



Event location (left) and green lung of Messe Stuttgart (below): The Rothauspark can be both.



Most of the visitors and exhibitors to Messe Stuttgart know the Rothauspark first and foremost as the green lung of the New Messe Stuttgart. As a topographical, creative focal point and communication hub, this area connects the East and West entrances, facilitates quick access to the individual hall areas and offers customers a clear and definite orientation. Several terraces and water features form the overall impression of the Rothauspark, particularly the Teinacher Cascades located directly at the East entrance. This water feature is made from four transparent pools and a main reservoir pool, which contribute significantly to the improvement of the microclimate. The Rothauspark is, however, also an ideal location for events – provided that there are no other events taking place at the same time or in the neighbouring halls. In good weather, the Rothauspark has capacity for around 200 seated guests and around 100 standing. When the weather is less favourable, any open-air event will need to be relocated to the neighbouring Restaurant am Park – where 300 guests can be comfortably accommodated.

Four conference rooms in Hall 6 can also be used as a back-stage area. Catering in the Rothauspark is taken care of by Messe Stuttgart's partner, ARAMARK. Further information can be requested by sending an email to gudrun.richter@messe-stuttgart.de or silke.schroepfer@messe-stuttgart.de



Stuttgart's südback is regarded by experts, in an iba-free year, as being the top German bakery and confectionery trade fair.

südback 2011 almost booked out

This year's classic Stuttgart trade fair is once again taking the lead.

Germany's baking industry will be meeting once again from 22 to 25 October 2011 in Stuttgart. With 30,330 trade visitors happy to invest and almost 500 companies from 16 countries exhibiting at last year's event, südback 2010 really set a positive trend for the industry.

And this year appears to be no different: südback 2011 is already almost fully booked out months before it even starts. The major popularity enjoyed by the event further confirms its role as the leading trade fair for the bakery and confectionery trade fair in Germany. Registrations are, of course, still being taken as the organisers are currently trying to secure additional space.

Both exhibitors and visitors alike were more than impressed with the superb results at südback 2010. "Many of the exhibitors were very successful at the trade fair and they have no doubt seen business boom in the follow-up", explains Messe Stuttgart's Managing Director Ulrich Kromer. "südback 2010 even exceeded the record figures of 2008." Industry experts have long regarded südback, in the iba-free years, as

being the ultimate German bakery and confectionery trade fair. Surveys show that the trade fair is addressing exactly the right target group: Every second trade visitor comes from the bakery and confectionery trade, every fourth comes solely from the bakery trade. Eight percent of visitors come from the areas of "pure confectionery trades", the bread and bakery products industry, as well as cafés.

Success all along the line

Due to the high quality of visitors attending the event, exhibitors have come to expect successful post-trade fair business, as surveys have shown. Almost one third of trade visitors represent company or business management, around 40 percent work in the area of manufacturing or production. In 2010, 80 percent of visitors were involved in purchasing and procurement decisions (75 percent in 2008), almost one third of these visitors even described themselves as being crucially involved.

The südback Trend Award has been traditionally presented at the südback event since 2002, recognis-

ing innovative product developments, in terms of technology or design, within the bakery industry.

The expert jury takes a particular look at the functionality or design suitability of a product, as well as its user-friendliness and operational safety. The environmentally friendly aspect of the ideas is also looked at, as is their economic feasibility.

Only products, concepts and strategies which have been available on the market for a year at the most, have been developed to reach market maturity or are soon to be launched are eligible for entry and may be presented at südback 2011. Deadline for entries is 31 July 2011.

südback Trend Award

Due The südback Trend Award is presented by Messe Stuttgart, with trade journals Allgemeine Bäcker-Zeitung (ABZ) and BÄKO-magazin supporting the competition as partners. An expert jury will comprise representatives from the conceptual supporters, the specialised media and, of course, the bakery and confectionery trades.

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FOCUSReseller 2011:

New in Stuttgart

FOCUSReseller, Germany's new trade fair for specialised B2B dealers in the IT industry, is moving to Stuttgart. This move was jointly agreed by the management of Hinte Messe GmbH, the organiser to date of FOCUSReseller, and Messe Stuttgart. Just like in the concurrent congress, the exhibitors at the trade fair will present product innovations and industry trends, and will provide a technical platform for exchanging information on networks, unified communications, output solutions, servers and



FOCUS Reseller

storage, as well as security and business software. FOCUSReseller will be staged by Messe Stuttgart

and implemented by Hinte GmbH. It will be held for the first time next year from 20 to 22 September at Europe's modern trade fair centre. IT & Business and DMS EXPO will run concurrently with FOCUSReseller. Another strong element will therefore be added to the Stuttgart IT event in autumn, which is aimed at decision-makers from companies.

“With this step, we are complying with the request by the IT industry for further consolidation of the market for German IT trade fairs,” said Olaf Freier, Managing Director of Hinte GmbH. “The concept of FOCUSReseller features solution approaches for IT requirements in companies. Both the trade fair and the accompanying congress are geared towards decision-makers from specialised dealers.”

“FOCUSReseller will be held annually in future as a separate event in parallel with IT & Business, trade fair for software, infrastructure and IT services, and DMS EXPO, Europe's platform for enterprise content and document management systems,” confirmed Ulrich Kromer, Managing Director of Messe Stuttgart. “This will provide both exhibitors and trade visitors with additional synergy effects since all events are directed at decision-makers in companies. Thanks to this new element, we have come one step closer to our objective of bringing together between 750 and 1,000 exhibitors and approximately 20,000 to 25,000 visitors at our IT event in autumn in the medium term.” Major industry associations such as BITKOM, the VDMA Software Association and VOI, which widely support the already existing IT trade fairs in Stuttgart, have all initially reacted in a positive way to the new event element. Leading IT companies, for example Fujitsu Technology Systems, Dell, GData, Adobe, AVM, Kyocera and many others, had already said last year that they would be taking part in the event.

2011	10. Control Italy Die Fachmesse für Qualitätssicherung 24. – 26.03.2011 Messe Parma / Italien	17. Druck+Form Die Fachmesse für die grafische Industrie 12. – 15.10.2011 Messe Sinsheim	2011
	10. Motek Italy Die Fachmesse für Montage- und Handhabungstechnik 24. – 26.03.2011 Messe Parma / Italien	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	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	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	2. QualiPro Die Fachmesse für Qualitätssicherung in der Produktion 22. – 25.11.2011 Messe Westfalenhallen Dortmund	
	13. Agri Historica Traktoren - Teilemarkt - Vorführungen 16. – 17.04.2011 Messe Sinsheim	16. Echtdampf-Hallentreffen Ausstellung - Fahrbetrieb - Verkauf 13. – 15.01.2012 Messe Karlsruhe	2012
	25. Control Die internationale Fachmesse für Qualitätssicherung 03. – 06.05.2011 Messe Stuttgart	21. Faszination Motorrad Verkaufsausstellung rund um das Motorrad 20. – 22.01.2012 Messe Karlsruhe	
	18. Car+Sound Internationale Leitmesse für mobile Elektronik 05. – 08.05.2011 Messe Friedrichshafen	26. Control Die internationale Fachmesse für Qualitätssicherung 08. – 11.05.2012 Neue Messe Stuttgart	
	10. Blechexpo Die internationale Fachmesse für Blechbearbeitung 06. – 09.06.2011 Messe Stuttgart	11. Optatec Die internationale Fachmesse optischer Technologien, Komponenten, Systeme und Fertigung für die Zukunft 22. – 25.05.2012 Messegelände Frankfurt / M.	
	3. Schweisstec Die internationale Fachmesse für Fügetechnologie 06. – 09.06.2011 Messe Stuttgart	3. Stanztec Die Fachmesse für Stanztechnik 19. – 21.06.2012 CongressCentrum Pforzheim	
	Control China Die Fachmesse für Qualitätssicherung 23. – 25.08.2011 Intex Shanghai / China	5. Microsys Die Fachmesse für Mikro- und Nanotechnik in der Entwicklung, Produktion und Anwendung 08. – 11.10.2012 Messe Stuttgart	
	30. Motek Die internationale Fachmesse für Montage-, Handhabungstechnik und Automation 10. – 13.10.2011 Messe Stuttgart	28. IMA Internationale Modellbahn-Ausstellung 22. – 25.11.2012 Messegelände Köln	
	5. Bondexpo Die Fachmesse für industrielle Klebtechnologie 10. – 13.10.2011 Messe Stuttgart	365 Tage Erreichbarkeit www.schall-virtuell.de 690.000 Zugriffe im Monat!	



BLECHexpo and SCHWEISStec also fully booked up in 2011.

Panel for SCHWEISStec, a decision was also taken to specifically extend the nomenclature to include the subject area of mechanical fastening and joining technologies. The exhibition programme will therefore take account of the new demands regarding joining and fastening of modern materials and hybrid materials. That's because combinations of highstrength coated sheet steel or very innovative hybrid solutions with steel and aluminium sheets can often no longer be joined thermally, but only safely and rationally through mechanical processes such as clinching, riveting or screwing.

“Unless all indications are wrong, the two trade fairs are promising to be a record event with around 1,000 exhibitors,” enthused Paul Eberhard Schall, Managing Director of the guest organiser P. E. Schall GmbH & Co. KG. In his opinion, BLECHexpo and SCHWEISStec are taking place either way at the right time. His reasoning: “After manufacturers did their homework in regard to innovation promotion and new products during the recession, the topics of energy efficiency and higher productivity have now come to the fore again. The two most important trade fairs in the industry in 2011 will provide an ideal solution portfolio in this respect.”

BLECHexpo/SCHWEISStec 2011:

Full house for the anniversary

The 10th BLECHexpo, which will be staged at the modern Stuttgart trade fair centre from 6 to 9 June 2011, is fully booked up for its tenth anniversary. The international trade fair for sheet metal processing will have a record participation level on the occasion of its tenth birthday. According to the latest figures, 900 exhibitors at the two complementary trade fairs BLECHexpo and SCHWEISStec will occupy Halls 3, 4, 5, 6, 7, 8 and 9, i.e. a total of around 70,000 square metres, available on the Filder in 2011. Halls 1

and 2 will not be available since another event will be running there at the same time. However, it is already clear that the exhibition areas at the last event have also been exceeded.

The over 800 exhibitors at BLECHexpo and the around 100 exhibitors at SCHWEISStec will together cover all relevant technologies along the process chain for efficient sheet metal processing, i.e. from handling of raw material through to joining of sheet metal parts or profile parts and pipe parts to form assemblies. At the special request of the Exhibitor Advisory



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Trade fair export

INTERVITIS INTERFRUCTA (IVIF) still following an internationalisation course. IVIF Southern Africa taking place in Cape Town for the second time.



Messe Stuttgart can offer exhibitors reasonable conditions at IVIF Southern Africa. Photo (left to right): Bernhard Müller, Head of Messe Stuttgart International, Ulrich Kromer, Managing Director of Messe Stuttgart, Dr. Rudolf Nickenig, General Secretary of the German Winegrowers' Association, Marco Spinger, Association of the German Trade Fair Industry.

INTERVITIS INTERFRUCTA (IVIF) is also systematically continuing its internationalisation course this year as the world's leading trade fair for wine, fruit, fruit juice and spirits technology. IVIF Southern Africa will be staged in Cape Town from 2 to 4 August 2011. The previous event in 2009 was so successful that the German Federal Ministry of Economics and Technology and the Association of the German Trade Fair Industry (AUMA) have now included IVIF Southern Africa in the official German foreign trade fair programme for the second time in succession. Export-oriented companies can present their goods and services in a suitable environment under the label "Made in Germany".

Participation in the "German Pavilion" will enable them to take the first step on the expanding South African market. Thanks to the financial assistance of the German Federal Government, Messe Stuttgart can offer exhibitors extremely favourable conditions for



Meeting-point: IVIF Southern Africa Cape Town.

the "German Pavilion". "This is a very attractive financial opportunity, especially for small and medium-sized companies for whom participation on their own would otherwise not be possible," said Ulrich Kromer, Managing Director of Messe Stuttgart. A large number of renowned companies have already said that they will be participating in the "German Pavilion" in Cape Town. South Africa is home to around 4,000 winegrowers who manage more than 100,000 hectares of vines. Annual production is around ten million hectolitres. After wine, the country's most important agrarian exports are citrus fruits, grapes and apples. The corresponding exports have more than doubled since the year 2000.



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Trade Fairs – Markets

The Benz Patent Motor Car Number 1 was the first automobile constructed by Carl Benz with a combustion engine.



Automobile Summer 2011:

Driving-force for innovation

Everything is revolving around automobiles in Baden-Württemberg this year: more than 300 events will celebrate “125 years of the automobile” between the start of May and September. Messe Stuttgart is organising the opening event for the Automobile Summer on Schlossplatz in Stuttgart. It is being supported in this respect by its partners, i.e. Mercedes-Benz, Porsche, Audi and Motor Presse Stuttgart. The Automobile Summer will kick off on the weekend of 7 and 8 May 2011 between “Königsbau” and “Neues Schloss”. One of the highlights of the opening event will be the somewhat different casting show “Stuttgart Seeks the Super Car” on 7 May 2011. In this competition every car enthusiast had the opportunity to upload their personal favourite vehicle with a photo to the Internet at www.superauto2011.de. The selected 125 finalists will be presented by a moderator on the stage in the Court of Honour of the Neues Schloss and will be awarded prizes by a

jury consisting of prominent members. The prizes for the best vehicles will include, for example, an entry in the parade “125 Years of the Automobile” during the Solitude Revival on 24 July 2011. The grand birthday corso will take place on 8 May 2011. A total of 125 vehicles from the car manufacturers domiciled in Baden-Württemberg - Mercedes-Benz, Porsche and Audi - will drive right through the state capital. Starting at the Porsche Museum, the corso will go via the Mercedes-Benz Museum before ending up on Schlossplatz. The corso will feature old and new vehicle, some of which will be driven by prominent personalities. On both days the organisers will also provide a glimpse of the future of mobility in a technology and innovation exhibition. The Stuttgart City Initiative will present the open-air car exhibition “S-City-Mobil” in Königsstrasse. The 18th International Festival of Animated Film will also take place on Schlossplatz from 3 to 8 May 2011.

The “fuel” for the innovative Smart “electric drive” comes from the electric socket.



Trade fair for trends

The meat industry will come to SÜFFA 2011 to find out about challenges on the market.



What developments must the butcher's trade and meat industry adapt to? What new business areas should be developed in future, and what business areas should be cultivated more extensively? What investments are necessary and how high should they be in order to cope with the challenges on the keenly contested market? SÜFFA, trade fair for the meat industry, will bring visitors right up to date in Stuttgart from 2 to 4 October 2011.

Trend towards branch operations

More and more craft butchers throughout Germany, for example, are closing down. After closing, however, the businesses are continued as bran-

ches. This development, the trend towards branch operations, is a market-induced concentration process. The acquiring companies are expanding, reach a wider group of customers and can run more economically. The result: an increase in production capacities and, thus, higher demand for investment in machines. SÜFFA 2011 will take account of this current development in the meat industry and will present leading manufacturers of butchery machines for all stages of production and processing.

Potential sales for butchers are also arising due to the continuing trend towards eating out. Company proprietors will be able to obtain information on market opportunities in the lucra-

tive snack business and suggestions for hot and cold counters at SÜFFA.

Mobile sales are also becoming increasingly more important for butchers' shops – i.e. not only for butchers' shops which visit customers on account of a disadvantageous location. According to expert estimates, around 5,000 butchers in Germany travel with delivery vehicles and mobile sales counters to weekly markets while around 1,000 butchers make house-to-house calls. And the trend here is upward since there are no longer any stationary shopping outlets in an ever increasing number of small locations. Suppliers of refrigerated and commercial vehicles will therefore exhibit their rolling butchers' shops at SÜFFA. |

COSMETICA Stuttgart 2011:

Beauty trends

COSMETICA Stuttgart will attract beauty professionals to the Filder for the third time on 28 and 29 May 2011. On an exhibition area of 21,000 square metres in two halls and clearly divided into industry segments, exhibitors will present the complete world of professional cosmetics: innovative and proven products, lucrative service ideas and the latest beauty trends. Varied and informative talks, stage events and exciting competitions will round off the diverse exhibition programme.

This year's highlights at COSMETICA Stuttgart will include a make-up fashion show with Kathrin Kosch, the recently crowned Miss Germany, who will be present for a styling show



Products, services, beauty trends: COSMETICA Stuttgart will offer visitors the best of everything.

along with Miss Baden-Württemberg, Miss Hesse and Miss Internet. The well-known make-up artists Beni Durrer and Malu Wilz will also provide some highlights: Wilz will demonstrate make-ups for more mature skin during COSMETICA Stuttgart 2011. By contrast, the Berlin resident Durrer stands for extravagant, avant

garde make-up looks and spectacular stage events. He will be assisted here by his experienced team which will style the models to the tips of their hair. A podium discussion will be staged for the first time during the beauty trade fair in Stuttgart. Controversial topic: "Cooperation between plastic surgeons and beauticians". |



The Consense congress and trade fair are geared even more to international visitors this year.

Sustainability as an economic factor

Consense 2011 will focus entirely on important trends and forward-looking developments for the building and property industry.

Sustainability is an important economic factor at present: highly promising investments and value-driven construction and operation of properties now provide important momentum for the building and property industry. Trends and future prospects for the building and property industry will be presented during Consense 2011, International Trade Fair and Congress for Sustainable Building, Investment, Operations and Maintenance, at the New Messe Stuttgart on 29 and 30 June 2011.

Unique platform

The congress and trade fair on the Filder will provide a unique European platform for both the national and international building and property industry. The industry will have the opportunity there to position itself in the area of sustainability, present products and services, and make direct contact with relevant target groups.

Consense 2010 finished with top marks: just under 1,900 visitors from 26 countries set a new record while the number of exhibitors doubled compared with the previous year. The

organisers – the German Sustainable Building Council (DGNB) and Messe Stuttgart – would again like an increase in the number of visitors at exhibitors at Consense 2011. The accompanying programme has been expanded considerably.

The trade fair and congress will be geared more than ever before to international visitors. The “Technical Forum on Sun Protection Systems” is being extended in 2011 and other pavilions are being added. For example, the key topic “Sustainable Building with Windows and Façades” is planned this year in cooperation with ift Rosenheim. Over 200 new material samples will be presented during the “Consense Material” special show of raumPROBE. In this special show trade visitors will find, for example, different insulating materials, recycling products and renewable raw materials. The German Sustainable Building Council will stage an exhibition entitled “Sustainable Building in Existing Buildings” while Union Investment will announce the winners of the “Prime Property Award”, which is presented for sustainable property investments. Exhibitors at Consense 2011 will be able to

present their products and services in a forum – another interesting attraction for visitors to the trade fair. Another highlight of Consense 2011 will be the presentation of the DGNB certificate for buildings which have been specially planned or constructed according to sustainability principles. Trade visitors will also be able for the first time in 2011 to take part in the presentation ceremony and obtain detailed information on future-oriented building concepts.

Direct contact

The trade fair will contain new attractions in the form of three communication islands, i.e. “Plaza”, “Forum” and “Stage”. The “Stage” will enable visitors to hold discussions at first hand during the trade fair with top-class speakers from the congress. Exhibitors will present their new developments and services in short talks during the “Forum”. The “Plaza” will be a place for a non-binding exchange of views and for initial contacts over a snack and a cup of coffee or tea. Incidentally, the trade fair can also be attended independently of the congress.



AUMA Trade Fair Trend 2011:

Marketing mix

Participation in trade fairs and exhibitions is still maintaining a leading position in the marketing mix of exhibitors. This is demonstrated, in particular, by the proportion of expenditure on trade fairs and exhibitions in the communication budget. Whereas this share was a stable 40 per cent up to two years ago, it will level off in future like in the last two years at around 43 per cent. This result is shown in the AUMA Trade Fair Trend 2011, which was commissioned from TNS Emnid by the Association of the German Trade Fair Industry in Berlin. 500 representatively selected exhibitors, who attend trade fairs aimed at trade visitors, were surveyed.

Relatively speaking, companies with an annual turnover of less than €50 million spend more on their attendance at trade fairs than larger companies: almost half (46 per cent) of their entire marketing and communication budgets will be allocated to attendance at trade fairs in 2011/2012. 83 per cent of trade fair budgets still remain in Germany while small and medium-sized enterprises actually invest 88 per cent in this country. Companies exhibiting at events attracting trade visitors supplement their marketing by other instruments. 87 per cent of exhibitors also rely on direct mailshots while 80 per cent count on sales representatives and a field service. 70 per cent also place advertisements in trade journals.

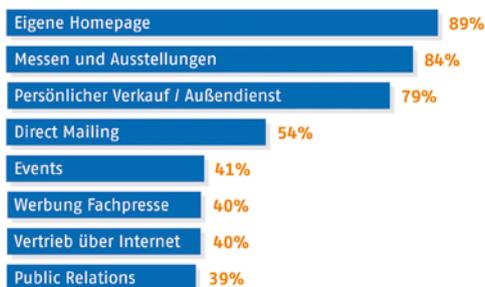
On the whole, the industry association AUMA is expecting a slight increase in the number of exhibitors and visitors at German trade fairs and exhibitions with national importance in 2011. AUMA is assuming here that the number of participations from Germany will remain almost stable. "Rapidly expanding world trade in 2011 will also probably lead to a marked rise in the number of foreign participants", predicted AUMA spokesman Kötter. "German organisers should therefore be able to expect positive key figures for their trade fairs and exhibitions compared with the individual previous events." ■

AUMA_MesseTrend 2011



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From the latest generation of glass-fibre reinforced plastics through to the most innovative carbon applications in motor vehicle construction: COMPOSITES EUROPE will present the latest trends on the market for composites in Stuttgart from 27 to 29 September 2011. 300 international exhibitors from 25 countries will take part in the 6th edition of COMPOSITE EUROPES. They will range from raw material suppliers and manufacturers through to processors of fibre-reinforced plastics. The trade fair will feature all technologies and products relating to the entire material process chain. The focal points of the event will be sustainable solutions for important user industries such as motor vehicle construction, the aerospace industry, wind energy and build-

ing and construction. Visitors can also look forward to an extensive accompanying programme containing an international talk forum, workshops, a product demonstration area and a job market.

The trade fair will open with the international conference of the Federation of Reinforced Plastics (AVK). Together with the conference, COMPOSITES EUROPE has established itself, after five successful events, as the leading force on the German trade fair market for fibre-reinforced plastics. 6,450 trade visitors came to the trade fair in Stuttgart two years ago. COMPOSITES EUROPE is being organised by the company Reed Exhibitions, Düsseldorf, in cooperation with the European industry association EuCIA and the international trade journal "Reinforced Plastics".



High-performance composites now play a very important role in modern vehicle construction and many other sectors of industry.

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SACHSENBACK 2013:

New date

SACHSENBACK 2013 is being brought forward: the 18th Trade Fair for the Bakery and Confectionery Trades will be held in Dresden from 13 to 15 April 2013, i.e. its originally scheduled date in autumn 2013 has been changed. The organisers are therefore complying with requests by many exhibitors who had preferred an earlier date on account of the time proximity to südback in Stuttgart. "We greatly welcome the bringing forward of SACHSENBACK to its spring date as the region in east Germany is very important to us", said Tanja Böttcher, Director of Marketing and Communication at Wolf Butter-Back KG. "The trade fair in Dresden offers good potential for first-class discussions, and we are already looking forward to 2013." Dominik Bornhorst, Managing Director of BSK Fahrzeug-Vertrieb GmbH, stated: "We were very pleased to hear about the change of date of SACHSENBACK to April 2013."

AMB 2012:

Continuation of excellent results

More visitors, increasing internationality, first-class accompanying programme: AMB 2012, which will take place from 18 to 22 September 2012, is fully continuing on its expansion course and is again aiming to exceed the great success from 2010. In 2010 over 1,300 exhibitors and more than 86,000 trade visitors came to the International Exhibition for Metal Working. "AMB has therefore

finally become the leading European exhibition for the machine tool and precision tool industry in even years," enthused Gunnar Mey, Project Manager for Precision Tools and Peripherals. Sengül Altuntas, Project Manager for Machine Tools, is "again expecting fully booked-up halls, even more international exhibitors and visitors, and another first-class accompanying programme" at AMB 2012.



AMB in Stuttgart has become the leading European exhibition for its industry.

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Trade Fairs – Markets



The new branding of bluepool is also reflected at its trade fair stand.

New branding

bluepool GmbH, a contracting partner of Messe Stuttgart, is focussing on a fresh marketing concept.

Since the beginning of March of this year bluepool GmbH, a contracting partner of Messe Stuttgart, has been sporting its latest brand. The logo and the marketing concept are new to the presentation of the stand construction company with company offices in Leinfelden-Echterdingen and Shanghai.

“Organise, differentiate and fascinate are the three values and objectives set in the corporate philosophy, which bluepool wants to emphasise to its customers and partners”, is how Ramona Moritz, Marketing Manager of bluepool GmbH,

explains the new concept. bluepool satisfies its customers' request for a perfect trade fair stand or an unforgettable event.

With individual superstructures or the stand system developed by bluepool; from planning to project management and production monitoring to disposal and storage of materials after the event. Each year bluepool realises approx. 1,200 individually organised projects and as a contracting partner of Messe Stuttgart also arranges more than 4,000 trade fair appearances in the normal stand area.

VISION 2011:

VISION wants to grow even further

It was the best VISION of all times: 323 exhibitors and over 6,700 visitors from around 60 countries came to Stuttgart in 2010. This upward trend is set to continue also for VISION 2011, which is taking place once again in Stuttgart from 8 - 10 November.

“The current registration figures are promising and suggest that the recovery in the economy and the machine vision industry will also

impact on VISION”, states Project Manager Florian Niethammer with confidence. “I expect that this year we will once again surpass the excellent result of VISION 2010, both in the figures for exhibitors and visitors.” In the 24 years of its existence the international trade fair for machine vision has developed into an untested world leading trade fair. The key players in the industry get together each year at VISION.

DMS EXPO 2011:

Focus on document management

DMS EXPO, Europe's leading trade fair for document management, is to become an established trade fair combination in 2011 with IT & Business. The aim is to link the events taking place from 20 - 22 September more closely and make better use of the synergies. "Our aim is one platform, on which in the medium term 750 to 1,000 exhibitors can exchange information and ideas with 20,000 - 25,000 visitors under the same trade fair roofs on the topics of enterprise content, output and document management, as well as software, infrastructure and IT services." This is how Ulrich Kromer, Managing Director of Messe Stuttgart, describes "the direction we are taking. The IT event in autumn delivers a solution-oriented approach in all event modules and offers those responsible for purchasing, as well as decision-makers from the IT field and areas of application, specific benefits for day-to-day work." Those involved in the advisory board of DMS EXPO, representatives from well-known exhibitors, as well as the VOI (Verbandes Organisations- und Informationssysteme e.V.), who support the trade fair as partners, are all welcoming the initiative of Messe Stuttgart.

The fact that last year's location change from Cologne to Stuttgart worked so well for DMS EXPO, is supported not only by numerous exhibitor statements, but also by the results from the visitor survey. Accordingly, the

organisers, Messe Stuttgart and Koelnmesse, were able to record almost over 60 percent of first-time visitors to DMS EXPO 2010. The percentage of visitors from industrial companies rose to 22, of which the majority came from the core industries in Baden-Württemberg. 67 percent of those surveyed stated that they intend to recommend the trade fair to others and 91 percent want to visit DMS EXPO again. Satisfactory figures also in the post trade fair business: 77 percent of decision-makers expressed a specific intention to invest or considered investing. 42 percent want to implement these plans even within six months.

For this year the most important task for the organisers is to integrate IT & Business and DMS EXPO with the new event to be added FOCUSReseller into an effective and efficient combination. This will take place as a trade fair with an accompanying congress at the same time as the other two events and is aimed at manufacturers, service providers, as well as distributors.

In order to increase the exhibitor figures, the core themes DMS/ECM, output management and PIM (Product information management) will be expanded. The forum programme during DMS EXPO will be structured into contributions on the large congress platform, in the VOI forum and in a dialogue forum in an enclosed area. Here the aim is to create a link with the presentations at IT & Business. |



DMS EXPO, together with IT & Business, is to develop into an established combination for medium-term companies.



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from my friends**

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

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“Supporting all colleagues in the company”

Message portrait:
Daniela Löbbe, Manager
of the Central Purchasing
Department at Messe Stuttgart

The Central Purchasing Department is one of the new areas of Messe Stuttgart. It was set up on 1 January 2009. Its manager, Daniela Löbbe, however, has already been working at Messe Stuttgart for eleven years and has played a decisive role in the foundation of the department. After nine successful years as Project Manager of AMB, in which she made the exhibition for metal working what it is today, the second most important industry event for machine tools and precision tools in Germany, Löbbe knew exactly where there was still potential for improvement at Messe Stuttgart: in purchasing. A task made for the graduate economist, who studied at Pforzheim University and prior to this also completed training as a bank clerk. “Purchasing is a profession that means a lot to me and a new task which I wished for and was also happy to jointly initiate”, states Löbbe looking back.

Together with three employees, Löbbe looks after the procurement of everything that a trade fair company requires, “from paper clips to the advertising agency”, and ploughs through the wide fields of insurances. Some of the main tasks of her department include research, calling for tenders, preparing tenders with specifications and conducting price negotia-

tions. The respective departments play a part and determine the criteria for the selection of suppliers, which is very important for complex procurement tasks, such as for advertising or press agencies, or when it is about finding a pool for external sales and marketing support or a provider for the new design of the homepage of Messe Stuttgart. After the tenders are returned an overview matrix is created with the services offered and the relevant prices. This serves as a basis for decision-making for management, individual departments or colleagues. In addition, Löbbe and her team also carry out market surveys. “Last year alone we tendered and awarded new contracts in the area of service partners and service providers of Messe Stuttgart for themes such as stand construction, furniture rental, flooring, as well as control and security services, among others. “We are currently working on six further large trades.”

The concentration of these purchasing activities, the majority of which were previously carried out locally, has a direct impact: It is more economical and efficient, and, at the same time, increases quality. “Because ‘more reasonable’ does not always have to be seen in monetary terms. At the same time, for us it is also about

getting the best possible quality at the best possible price”, states Löbbe more precisely. The aim of her work is therefore obvious to her: “We want to support all our colleagues in the company as best we can and relieve them of their workload so that they can better concentrate on their core activities.”

Löbbe already has her sights set on further optimisation potential: With her department, she is currently working on the introduction of an electronic ordering system, which should record the request at the touch of a button, be it scissors or paper or even flags for the Messe Piazza. “This is still a dream of the future, but after its introduction would be a great thing internally for colleagues, and externally would lead to a direct request from the suppliers.”

In her spare time Löbbe, who is always in a good mood, spends time with her family. She has a five year old son and likes to take trips to the beautiful Alb, where she also lives in Sonnenbühl-Erpfingen. The born-and-bred Swabian, as she calls herself, also likes cycling and skiing. She also has a creative side. Her hand-painted Easter eggs with artful decorative features and philosophical wisdom – from duck to quail eggs – have fans at Easter markets in Baden-Württemberg and Bavaria.

New Messe Stuttgart:

On-trend theme: Social media marketing

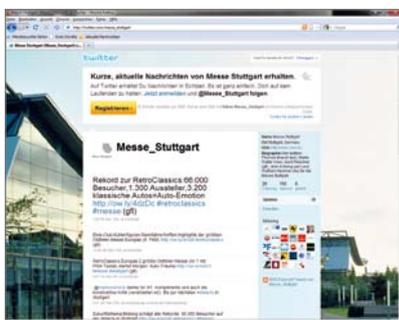
For roughly one and a half years Messe Stuttgart has been working intensively with the immense possibilities of social media marketing. "In an initial step we tested, using the four trade fairs IT & Business, Süddeutsche Spielemesse, Interbad and Invest, what online activities in Web 2.0 are meaningful and feasible for us", explains Martin Walter, Marketing and Communication Manager at Messe Stuttgart.

Walter summarises a key finding of the trial phase: "Basically, the respective social media strategy has to be individually defined for each individual trade fair. A standard procedure for all trade fairs is not meaningful based on our experience. For this reason, one should determine a social media strategy for each trade fair within the framework of the respective communication plan and thus question precisely the objectives in the communication mix."

To gain further experience and in a second step to use the most important social media channels relevant for trade fairs, Messe Stuttgart is current-

ly present with different offers on social media platforms such as Twitter, Facebook, XING and LinkedIn – the XING equivalent in English-speaking areas.

The profiles are up-dated by so-called social media "god-parents", employees of the recently created Marketing and Communication Department, who proceed here strictly according to the Social Media Guidelines of Messe Stuttgart. "At the moment we are installing a monitoring tool in order to be able to evaluate the results of the individual social media activities in more detail", states Walter. "In addition, it may be necessary in the future to have all social media measures of Messe Stuttgart organised and updated by our own Social Media Manager."



XING (above) and Twitter are two of the four social media platforms on which Messe Stuttgart is currently active.

LMS Internal

Landesmesse Stuttgart GmbH has reformed its communication channels. The employees of the previously separate departments Press & Public Affairs and Advertising are now combined in a new department Marketing and Communication under the management of the previous Advertising Manager Martin Walter. The previous Press Spokespersons and Advertising Managers are taking on the roles of Communication Managers for the respective trade fair projects. The Corporate & Legal Affairs Department is replacing the Legal Affairs & Insurance Department. In addition to legal matters, Elvine-Isabella Schuller manages the office of Ulrich Kromer, the management spokesman, and is responsible for image and profile themes, as well as external and internal communication. Furthermore, the lawyer acts as a deputy spokesperson for the company. The long-term company spokesman Thomas Brandl has resigned and is now self-employed with his own, internationally-oriented communication agency, whose main focus is on tourism and wine marketing.

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Significant load: Each steel container for the AEG product presentation in Hall C2 weighed over 13 tons.

Precision work with heavy load

Flexible, efficient, excellent location and first-class logistics: The ICS International Congress Center Stuttgart is setting international standards.

Theoretically speaking, one could place Stuttgart's TV Tower in the ICS International Congress Center Stuttgart. The ICS would not be high enough however. But at least the ground would be able to bear the weight without any difficulty. This capacity is extraordinary for a congress centre. The ICS displayed the advantages of this recently at a guest event: As part of the AEG Roadshow, which played host to the launch of a completely new collection of devices and machines, seven huge steel containers, some of which were stacked on top of one another, were integrated into

its exhibition. Each container weighed over 13 ton. But there is more! For the assembly and disassembly of the event, the trucks, including the containers, drove directly into the hall via ground-level access. "The ICS has the logistics requirements of a modern trade fair hall and the elegant ambience of a congress centre", explains Rainer Zipperlen, Manager of Special Transportation at the logistics provider Schenker Deutschland AG. "This is rare and opens up almost unlimited possibilities for event organisers and customers, especially in the area of large

exhibits and heavy loads." In the loading yard behind the ICS there is space for up to ten large trucks at the same time. "The time for loading and unloading is thus reduced immensely", states Zipperlen happily. "In the case of the AEG Roadshow we only required one day for loading and one day for unloading." In addition, there is the unbeatable location of the ICS: on the trade fair grounds, only a stone's throw from the motorway, airport and rail lines. Its possibilities of use are almost unlimited. Whether it is cool or elegant, the ICS is a quick-change artist. If additional space is required, the halls of the New Messe Stuttgart with an area of over 100,000 square metres can be quickly incorporated into the event concept.

Thanks to its efficiency, Messe Stuttgart has also made an excellent name for itself for guest events; it meets the high international standard in superior style. That's why it is also no wonder that MEDTEC Europe, Europe's leading trade fair for medical technology, was a guest in March 2011 in Stuttgart for the tenth time in succession.



For the assembly and disassembly of the event, the trucks including the containers drove directly into the hall via ground-level access.



Not only during happy hour is the Cannstatter Wasen one of the largest and most attractive beer and folk festivals in the world.

Cannstatter Volksfest 2011:

The adventure starts at the Wasen

From 23 September to 9 October this year Stuttgart will celebrate with millions of guests one of the most attractive and largest beer and folk festivals in the world: the Cannstatter Volksfest – a gift from Queen Katharina of Württemberg and her husband King Wilhelm I in 1818 to the citizens of the state. The 24-metre high, magnificently decorated fruit column on the grounds along the Neckar is still a reminder of these historic roots. Today the adventure starts in the large beer tents. Up to 5,000 visitors can celebrate in high spirits in each of the tents. Super loops, ghost trains, fast wild water trips and the largest transportable

Ferris wheel in the world make a stroll through the Wasen lots of fun for both young and old. This festival will open on the first Sunday with one of the most beautiful and flamboyant parades in the state. Approximately 3,500 participants and over 50 magnificently decorated brewery and festival cars, guilds, national costume groups, bands and historic groups, offer visitors an unforgettable experience. The roughly 20-minute long fireworks display over the Wasen marks a glamorous end to the folk festival and changes the night sky into a brilliant sea of light. More information at: www.cannstatter-volksfest.de

Congresses/Events 2011

07. – 09.06.2011

14th German Children and Youth Support Day

Organiser: AGJ Working Group for Children and Youth Support

21.07.2011

Medium-sized Companies Forum Baden-Württemberg

Organiser: ConVent Kongress GmbH

24.09.2011

Pri-Med Special Medical training

Organiser: Pri-Med Deutschland GmbH

04. – 05.10.2011

Pellets Industry Forum

Organiser: Solar Promotion GmbH

19. – 21.10.2011

ANSYS Conference & CADFEM Users' Meeting

Organiser: CADFEM GmbH

24.11.2011

6th Stuttgart Fire Protection Day

Organiser: Beton Marketing Süd GmbH

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Stuttgart Sightseeing

Sightseeing tip: Museum of Modern Literature (Marbach/Neckar)



Modern manuscripts

The Marbach Museum of Modern Literature displays numerous literary treasures from the 20th and 21st centuries.

In the home town of Friedrich Schiller a modern building dedicated completely to literature towers high above the Neckar. The architecture of the structure by David Chipperfield Architects is almost as impressive as the museum inside it: the Museum of Modern Literature. On 600 square metres the permanent exhibition in the Museum of Modern Literature displays literary treasures from the 20th and 21st centuries. The manuscripts from

Franz Kafka's "Prozess" ("The Trial") and Hermann Hesse's "Steppenwolf" are also a part of the collection, as well as the filing boxes of Hans Blumenberg. In the huge windows many quite private things can also be seen, such as letters, photo albums and notebooks, which provide a profound insight into the thoughts and feelings of the writer. On a tour through the exhibition the multimedia Marbach museum guide, an intelligent electronic guide, provides

background information on the building and the exhibits. The permanent exhibition is complemented with rotating exhibitions, which have a different theme every year. An interactive reading room, setups for contemporary literature from prominent curators and a pretty museum café on the garden level of the Schiller National Museum round off the offering. More info: Address: Museum of Modern Literature Internet: www.dla-marbach.de

Hotel tip: Park Hotel Stuttgart Messe/Airport



Over 220 design-oriented guest rooms and 18 conference rooms in diverse sizes make the Park Hotel Stuttgart Messe/Airport the ideal base for business.

Very close

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

The Park Hotel Stuttgart Messe/Airport, which was opened in January 2011, is located in the heart of Echterdingen and initially impresses with its proximity to the New Messe Stuttgart, the ICS International Congress Center Stuttgart and Stuttgart Airport. The S-Bahn station (urban rail) and a taxi rank are situated right on the doorstep and there is also an underground car park in the hotel with over 140 parking spaces and a further 310 public parking spaces available at the S-Bahn station opposite.

The Park Hotel Stuttgart Messe/Airport has a total of 220 design-oriented guest rooms in different categories, which are equipped with natural materials such as oak flooring and bed linen made from 100 per cent cotton. 18 conference rooms with air-conditioning units and daylight offer the framework for events and can cater for up to 320 persons. The highlight of the conference area is the panoramic room on the top floor which offers a comprehensive view to Stuttgart, the TV Tower and the Schwäbische Alb. The Park restaurant with an open kitchen and the hotel's own brewery cater for the guests' well-being. Further information can be found at www.parkhotel-stuttgart.de

Highlights 2011

17.12.10. – 11.09.11.

**From Bad Waldsee
to L. A. – Rupert Leser,
Photo Reporter**

Haus der Geschichte (House of History)
Baden-Württemberg

10. – 14.06.

SWR Summer Festival

Stuttgart Schlossplatz

18.06. – 23.10.

ARS VIVA. Laboratory

Kunstmuseum Stuttgart (Art museum)

24.08. – 04.09.

**Stuttgart
Weindorf
(Stuttgart
Wine Festival)**

Stuttgart

27.08. – 18.09.

**Musikfestutt-
gart** Stuttgart



Gastronomy tip: Antico Casale

Dolce vita

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

Antico Casale: The name of the trattoria in Echterdingen says it all for many reasons. The Italian restaurant, managed by gastronomer Adriano Lapicciarella, is located in proper style in a pretty, timbered house from the 17th century.

And it impresses with its rustic, down-to-earth food offering. The moderately priced lunch menu with Italian classics such as roast turkey in thyme and orange sauce and rosemary potatoes alternates daily.

The menu also boasts Italian delicacies, as well as meat and two fish dishes, to which the owner, who was born in a fishing village in Apulia, attaches great importance. Reservation is strongly recommended. Further information can be found at www.antico-casale.de



In Antico Casale in Echterdingen one can enjoy down-to-earth Italian cuisine in a historic and cosy ambience.



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Opinions

There are regular discussions in the daily press on whether the largest trade fairs take place in Hanover, Las Vegas or Barcelona. Does the size really play such a decisive role? I think not! Because at trade fairs it is about meeting...yes, meeting who actually? At trade fairs I meet customers who are a lot less formal than when sitting behind the negotiation table, and I exchange a few decisive words with colleagues and bosses.



Prof. Dr. Gunter Dueck, Chief Technology Officer, IBM Germany, Mannheim

I see that a good presence can also impress investors. And I also hope to meet other companies and other people who work in the same direction as ourselves. In IT a new global infrastructure is being introduced through Cloud Computing, and we are hereby creating important aspects of our shared future. Are we fighting this future against each other? Or are we discussing common ideas and routes? Some more close contact and get-togethers at a trade fair would be good for this.

Of course, one's own stand is the most important at a trade fair, but we shouldn't just be stand-oriented – at the trade fair it is also about “Competition Relation Management”. At the opera ball one looks around to see what

“I sniff out the market in a trade fair.”

others are wearing. At a trade fair I sniff out the market, spot future business and sound out the enthusiasm for products or the hesitation as a result of an assumed hype. It is about meetings, not just business deals. We also do this in our private lives. On a shopping trip we compare services and products, then we go home and surf the net a little just to be sure before making the purchase. In this sense specialist trade fairs are indispensable. Mega trade fairs set global trends, but to become familiar with new products and services, it should be smaller, more detailed, and more personal. For me, CRM does not only mean Customer, but also Company, Competition and Capital Relation. Trade fairs are thus an ideal location for this – for example at IT & Business in Stuttgart.

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Person responsible:
Thomas Brandl

Editorial office and production:
correct. – Klaus G. Danner,
70182 Stuttgart,
Telephone: +49 (0)711 45 79-5 51

Editorial staff:
Sabine Armbruster, Gerd Fleischer,
Karina Grütznier, Stephanie Josst,
Susanne Kirschbaum, Jens Kohring,
Axel Recht, Silvia Stoll, Micaela
Wieber-Thielmann

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Beck Medien- und Verlags-GmbH,
73732 Esslingen,
Contact: Karin Weber,
Tel. +49 (0)711 33 59 16,

Fax +49 (0)711 93 78 93-9,
E-mail weber@beckmedien.de

Print:
Bertsch KG MEDIA PRODUCTION,
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Messe Stuttgart:
Messeplatz 1, 70629 Stuttgart,
Telephone: +49 (0)7 11/185 60-2436,
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