



03 | 2011

4 Euro

Message

Trade Fairs Congresses Events

Assembly



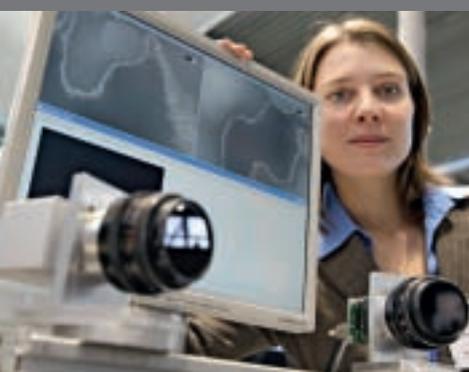
Automation Trade Fair
MOTek 2011

Baking



Craft Trade Fair
südback 2011

Visualisation



Leading World Trade Fair
VISION 2011



Crowd-pullers

Stuttgart's strong consumer trade fairs

Ready to take off ...



... and a happy landing.

Ankommen, wohlfühlen und ran ans Rednerpult. Die lichtdurchflutete Architektur des ICS Internationales Congresscenter Stuttgart, mit Platz für bis zu 10.000 Personen, ist durch den neuen Standort ideal per Auto, Bahn oder Flugzeug zu erreichen. Mit dem variablen Raumkonzept und der modernen Veranstaltungstechnik entsteht die auf Sie individuell abgestimmte Veranstaltung. Mehr über unseren Service und die Infrastruktur des ICS finden Sie auf www.ics-in-action.de – damit Sie beim Publikum sicher landen.

ICS
Messe Stuttgart



Mitten im Markt

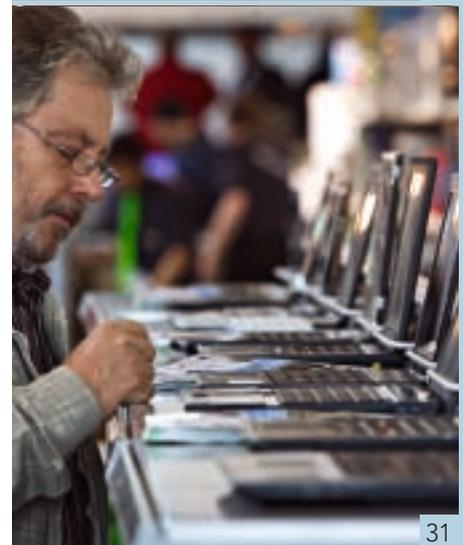


8

News	04	R+T goes Russia Leading world trade fair extends its network
	05	Editorial: "Everything teamwork"
Cover Story	08	Crowd-pullers Stuttgart's strong consumer trade fairs
Location Stuttgart	12	Upward trend Tourist industry in Stuttgart and region shows growth again
	15	Potential and projects Community portrait: Böblingen
Trade Fairs – Markets	16	SÜFFA Service Offensive
	26	VISION Focus on medical technology
	30	Familie & Heim Economic oasis LE
	31	Hobby & Elektronik "Time for technology!"
	32	südback Best ingredients
	38	MOTEK Standing the test of time
Media – People	40	Portrait: Lenka Výborná, Representative of Messe Stuttgart in the Czech Republic
Events – Congresses	42	Making an impression ICS at the world's largest trade fair for the congress, event and incentive industry
	43	World views State exhibition 2011
Stuttgart Sightseeing	44	Not only Trollinger Stuttgart Viticulture Museum
	44	Five stars for Tübingen Ambiente Hotel La Casa Tübingen
	45	Fifth dimension "5" restaurant in Stuttgart
Opinions + Imprint	46	Opinions Andreas Sakkas, President of the Corps Touristique e. V., Frankfurt/Main
		Imprint



16



31



44



After R+T Asia and R+T Middle East, R+T Russia is the third satellite event of the trade fair which enjoys world-wide success.

R+T goes Russia

The Stuttgart R+T, the leading world trade fair for roller shutters, doors, gates and sun protection systems, extends network to further future market.

The successful Stuttgart R+T, leading trade fair for roller shutters, doors, gates and sun protection systems will be launched next year in Russia with a further satellite event. R+T Russia will take place at the Crocus Expo Center in Moscow from 26 to 28 September 2012. For the first time, there will be a co-operation venture between Messe Stuttgart and Messe Frankfurt which will be organising its Heimtextil Russia (home textiles trade fair), and Deutsche Messe Hannover with its Domotex.

Good future prospects

The three German trade fair companies are expecting considerable synergies for exhibitors and visitors from the parallel events R+T, Heimtextil and Domotex Russia. R+T Russia will be organised jointly by Messe Stuttgart and its new partner Business Media Russia, headed by Managing Director Alexei Matveev. A significant extension of

the usual themes is planned: in addition to the classic R+T themes of roller shutters, doors, gates and sun protection systems, the trade fair will also exhibit the themes of windows, window shutters and glass.

Although the construction industry in Russia has also had reason to complain about downturns after the world economic crisis of the past two years, nobody is in any doubt of the good future prospects in the sector.

Brisk building activity is already reported in some regions of Russia – for example in Irkutsk, Krasnoyarsk, Krasnodar in southern Russia and Vladivostok, the outpost in the far east. The last two mentioned regions in particular are benefiting enormously from upcoming major international events such as the Winter Olympics in 2014 and the Asia-Pacific Conference in 2012.

All over the huge country of Russia there is a great backlog demand for modern, ecologically designed residential and commercial buildings.

In order to boost building activity, the Russian government is providing funds amounting to 15.7 billion Euro over the next five years. The annual construction volume over this period will increase to a total of about 90 million square metres.

The plan also includes projects to refurbish or construct new bridges, schools, hospitals and in agriculture. As Russia has set itself the objective of reducing its primary energy requirements by 40 per cent, the erection of energy-efficient and ecologically sustainable buildings is becoming increasingly important.

Enormous interest from exhibitors

R+T Russia is already receiving enormous interest from exhibitors. In response to a survey carried out in advance by Messe Stuttgart, numerous renowned companies, both in Germany and abroad, have announced their interest in R+T Russia next year.

Cheque handed over to Klaus Wolfermann (left) by Managing Director Roland Bleinroth.



Golf- & WellnessReisen Cup 2011:

Good cause

For the 7th time, over 100 invited guests met at the Messe Stuttgart for the Golf- & WellnessReisen Cup 2011. The venue for the charity tournament was the Marhördt Golf Club in the Swabian-Frankish Forest north of Stuttgart. A total of 5,300 Euro was donated to the KiO-Kinderhilfe Sportspeople for Organ Transplantations organisation. It supports children before and after the transplantation of a vital organ. Participants in the tournament included Olympic javelin champion Klaus Wolfermann who accepted the cheque from Messe Managing Director Roland Bleinroth as a supporter of the KiO.

COSMETICA Stuttgart 2011

Top results

18,680 enthusiastic trade fair visitors experienced a first-class cosmetics fair at the COSMETICA Stuttgart. The fair took place in Halls 4 and 6 on 28 and 29 May 2011. Shortly after the doors opened on the Saturday morning, the aisles and stands of the exhibition area measuring 21,000 square metres were immediately bustling with a flurry of activity and there was absolutely no letup on the Sunday despite the beautiful BBQ weather outside. At the end of the two-day event, the exhibitors were highly positive about the cosmetics trade fair in Stuttgart.



A total success: COSMETICA 2011.



These are the faces behind *Message* (from left to right): Axel Recht (Head of Communications), Karina Grützner (Marketing Sales/ICS), Klaus G. Danner (correct./Editor/Production), Stephanie Josst (Head of Communication), Micaela Wieber-Thielmann (Team Leader Guest Events), Elvine-Isabella Schuller (Head of Corporate and Legal Affairs), Silvia Stoll (Head of Communication), Jens Kohring (Online Editor). Not in the photo: Gerd Fleischer (Head of Communication), Kerstin Lämmel (Head of Communication).

"Everything teamwork"

Journalistic work mainly boils down to one thing, not only in TV or daily newspapers: teamwork. Even a B2B medium such as *Message*, in other words a company magazine whose readership includes decision-makers from politics, industry and government, does not issue from the pen of a single person sitting in a lonely editor's office. It is the result of co-operation between people and so we would like to introduce you to them in a photo in this edition – or at least as many of them we could muster in times of packed appointments calendars. Editor-in-chief and company spokesman Thomas Brandl – as reported – left Messe Stuttgart on 1 October after 14 years to go self-employed in his own agency called xenos-comm. His successor had not yet been appointed at the time of going to press.

Although it may not appear so to those unfamiliar with journalism, a lot of work and effort goes into each of the three yearly issues of the magazine: from finding and weighting topics during the editors' conference when the editor-in-chief, editors and employees of Messe Stuttgart wrestle to find the best mixture in "their" magazine, to researching stories, procuring pictorial material, designing the layout through to printing 30,000 copies. The fact that a successful advertising business also plays a vital role in the success of *Message* is often simply "forgotten" – even by the journalists themselves. This is a mistake since *Message* is (also) one of the leading trade fair centre magazines in Germany when it comes to advertising sales. The same can also be said of Messe Stuttgart – which has successful brands such as the CMT, the Stuttgarter MesseHerbst or Retro Classics – as well as consumer trade fairs and trade fairs open to the public. This success is no accident. It is the result of intensive co-operation between all those involved. In a nutshell, teamwork. Read more about this on page 8 in this issue of *Message*. The entire editorial team wishes you happy reading!

Messe Stuttgart/ICS

Easy balancing act

When Federal President Christian Wulff talked with children and young people at the ICS International Congress Center Stuttgart on 9 June 2011, one of the greatest logistics feats of the year 2011 came to an end on the fairgrounds in the Filder region.

At the same time as the 14th German Children and Youth Welfare Day (DJHT) in the ICS and the L-Bank Forum (Hall 1), the two trade fairs BLECHexpo and SCHWEISStec organised by P.E. Schall were guests in seven trade fair halls. More than 1,000 exhibitors from 31 industrial and emerging countries and 55,000 trade visitors took part in the two top events from 6 to 9 June. At the DJHT, Europe's largest specialist conference in the field of children and youth welfare, more than 4,500 people came to inform themselves about the latest developments in



German children and youth welfare day with special guest Federal President Christian Wulff (centre).

around 210 events. "The special thing about the three events was the total difference between their topics and their different target groups", explains Bernd Weiss, Head of Transport and Security at the Messe Stuttgart. "Based on our concept compris-

ing previous information, strict separation, signposting, routing, shuttle service and thanks to the extensive know-how of our trade fair team, all the events went off smoothly to the total satisfaction of the organisers and visitors."

Building site(s)

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

Trade fairs are networking



If you look back at the last two years during which many things have gone awry, there is plenty to think about: financial crisis/economic crisis, Japan, Norway, London, Berlin, Stuttgart 21, financial crisis/stock market crisis – there is little that seems to be stable. If you were to formulate things sarcastically, you could say, "Thank God the world is still turning." It is difficult to weigh up everything correctly and then uncertainty slowly raises its ugly head. This is why many people start to suppress many things. In view of the media diversity it is impossible to estimate what is important and what is right. In many cases this uncertainty leads to the delay or postponement of necessary decisions. In the end, many things must be dealt with in the short term and in hectic.

In these turbulent times, at least the trade fair industry is clearly confident that an enormous 85 per cent of a total of 2.68 million decision-makers in German companies are trade fair visitors. And even 37 per cent attend a trade fair several times a year. This is the result of findings from the latest readers' survey "Deci-

sion-makers in industry and government" issued by the LAE e. V. Of course trade fairs can neither change the world nor improve it. They are simply centres of pure networking. They form the basis for the transfer of knowledge and information. Perhaps, and especially in times like these, they may have a social relevance for participants. They bring people together, of course primarily for commercial reasons, but they also come together at a social level. It is vitally important to exchange views with other people, profit from other people's knowledge and concentrate on key issues, at least with regard to everyday professional life, together with others on an island, so to speak. This should prick up the ears of many a marketing manager who regards the new media such as web platforms, webinars or chat rooms as a viable alternative to personal contacts. Of course new media are definitely here to stay and are practical in many cases. But they can never be a substitute for trade fairs and the direct and personal communication that this entails. Today, this may be even more important

than ever. There is no substitute for the trade fair network, where a person can get to know his opposite personally, observe his facial expressions and gestures and find out his way of understanding his personal questions about the world. Many things then become much easier during the follow-up communication over the web. And another thing: which medium helps to such an extent that you can also make personal contact with customers from the competition? Not even roadshows and company events, which certainly have their justification within the sphere of overall marketing communication, can achieve this.

Trade fairs are pure networking. Decision-makers use trade fairs – and this is not only the opinion of the AUMA (Association of the German Trade Fair Industry). Trade fairs are decision-making media.

"Times are bad? Surely. But you are here to make them better!" (Thomas Carlyle). This quotation brings us full circle from the opening statement. With this in mind, I wish you all the best and a successful autumn 2011.



Ihr Vertragspartner der Messe Stuttgart.

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



NEUMANN & MÜLLER
VERANSTALTUNGSTECHNIK

www.neumannmueller.com



Crowd-pullers

Nowadays, consumer fairs eke out nothing more than a meagre existence at many locations. But in Stuttgart they have ranked among the most crisis-resistant guarantors of high turnovers for a long time.

If you ask Stuttgarters what the biggest fairs on the Fildern fairgrounds are, you would receive relatively clear answers. Presumably – depending on the respondent's preferences – the top of the popularity rankings would include CMT, Europe's largest end-consumer fair for caravanning, motoring and tourism, Retro Classics – the classic car show, or one of the other 13 well visited events that take place in the spring or autumn every year.

This would not amaze anybody at all. In fact, all the events mentioned are fairs open to the public and are intended for end-consumers in Stuttgart, the surrounding region and

neighbouring countries nearby. The fact that leading world trade fairs such as INTERVITIS INTERFRUCTA, R+T and a large number of other events that are successful in Germany and Europe take place on the most modern fairgrounds in Europe next to Stuttgart airport would play only a subordinate role in the minds of most of the people you ask. In the end, these are the pureblood trade fairs, which is "Newspeak" for B2B fairs where only professional trade fair visitors come to gather the latest information on novelties, trends and innovative services in their branch of industry. "The outward perception of the Stuttgart trade fair

centre is reflected in the number of visitors," explains Messe Managing Director Roland Bleinroth. "On average two thirds of all visitors attend consumer fairs. One third come to find out information at trade fairs organised by Messe Stuttgart."

However, the strong position of public fairs in the Messe Stuttgart portfolio is atypical in Germany. "Nowadays, purely consumer events are more of a marginal phenomenon at most German trade fair locations," says Bleinroth. "In the past years, their number seems to be rather in decline."

But this is different at the Stuttgart location. "Currently, we support



Joy of travel, joie de vivre: the Stuttgart CMT (top) is Europe's largest tourist fair for end-consumers. At SlowFood the focus is on good taste when it comes to eating and drinking.

Joy at play: Young visitors are very enthusiastic about Kreativ- und Bastelwelt (top). Hobby & Elektronik not only exhibits "men's toys".

around 22 public fairs in the field of lifestyle and leisure and all in all, we are recording substantial growth in the number of visitors and exhibitors," says segment head Guido von Vacano with satisfaction.

Partners to exhibitors

So no sign of economic crisis? "That's difficult to say in general terms," says von Vacano. "Fairs are mirrors of industry. Therefore their success can not be totally divorced from macroeconomic developments. An example of this was the difficult situation in the caravanning industry in 2009/ 2010. Meanwhile, the industry has suffered drops in turnover by up to 50 per cent. Our advantage here in Stuttgart is that we always regard ourselves as genuine partners to the exhibiting companies. As partners we also know we have to work even harder in difficult times to achieve

joint success. Word of this partnership spreads around and results in rising numbers of visitors and exhibitors – even in difficult times."

Another reason for the positive trend at our location are the strong trade fair brands. "Stuttgart has very successful traditional end-consumer fairs, such as CMT. Over the years and decades they have become leading fairs and strong brands in their segment," says von Vacano. "CMT is Europe's largest public fair for leisure and tourism and is therefore the first address for the entire tourist and caravanning industry." Retro Classics, the old-timer fair in Stuttgart, can also look back on a meteoric career. It took place for the eleventh time in 2011 and ended with record attendance of 64,980 classic car aficionados.

In addition to continuously building up a brand, the organisers at Messe Stuttgart are constantly working on new themes. Here is just one

example of many: five years ago, the "Market for good taste - the Slow Food exhibition" opened its doors for the first time. Meanwhile, the event has grown to become the leading fair in Germany for food produced "well, cleanly and fairly" with over 400 producers. In autumn this year, it will also appear in Zurich for the first time under the name "Slow Food Market Switzerland".

Common brand umbrella

Another recipe for success with public fairs in Stuttgart is the simultaneous occurrence of several fairs under a common brand umbrella. "The Stuttgart MesseHerbst (autumn fairs) with southern Germany's large shopping and experience exhibition Familie & Heim, the four leisure fairs Hobby & Elektronik Modellbau Süd, Süddeutsche Spielmesse, Kreativ & Bastelwelt, the Mineralien- und



Meanwhile, Retro Classics in Stuttgart occupies all the trade fair halls and drew about 65,000 classic car fans to the Fildern fairgrounds in 2011.



eat&STYLE (top) and BABYWELT are part of the Stuttgart MesseHerbst (autumn trade fairs) and are organised by G+J Events.



“Messe Stuttgart and its events are an ideal marketing platform for the region in the region.”

Roland Bleinroth, Managing Director of Landesmesse Stuttgart GmbH

Fossilienbörse, eat&STYLE, the exhibition with cookery shows and seminars, and BABYWELT are excellent examples for successful synergy effects,” explains von Vacano. “In 2010, we attracted more than 150,000 enthusiastic visitors to this interesting mixture of shopping, information exchange, interactive fair and show event.”

Today, Messe Stuttgart Managing Director Bleinroth sees no cause for concern in the fact that critics were rather negative at the beginning when Messe Stuttgart announced it was intending to combine fairs together. The fear that individual fairs could lose their identity was totally unfounded.

“Quite the contrary,” says Bleinroth. “The eight events that make up the Stuttgart MesseHerbst address the whole family. In our experience, Hobby & Elektronik or Modellbau Süd attract mostly fathers and sons; mothers and daughters are more interested in Süddeutsche Spielmesse, Kreativ- und Bastelwelt or Familie & Heim.”

Ticket sales show that whole neighbourhoods travel to visit the combined fairs in the autumn – and in the same way the concurrent “spring fairs”: Slow Food, Fair Handeln, i-Mobility, Haus/Holz/Energie und Garten, and the MIneralien- und Fossilienbörse. Every person goes to “his or her” fair and then meets up again at lunch time in one of the fair restaurants. The car stays in the garage at home to protect the environment: fair visitors can travel free of charge to their favourite fair at the Fildern fairgrounds by public transport on the day of their visit if they purchase their entrance ticket in advance – or, if they purchase a combined fair ticket, they can travel at reduced fare by DBRegio (German regional railways).

Tailor-made offers

“Messe Stuttgart and its events are an ideal market platform for the region in the region,” says Messe Managing Director Bleinroth. “This is proven emphatically by the success



The focus at i-Mobility (top) is on mobility. Mobility "en miniature" is the topic at Modellbau Süd.

Familie & Heim (top) is one of the traditional consumer fairs in Stuttgart. Bottom: the Süddeutsche Spielemesse.

ANIMAL deals with everything to do with keeping pets – including breeding and beauty contests.

of our public fairs. People living in the greater Stuttgart region identify themselves with their fair. In return, they expect us to provide them with tailor-made offers with added value."

And rightly so – in the true sense of the word. In fact the state of Baden-Württemberg and the City of Stuttgart is each a 50 per cent shareholder

in the trade fair company – and so every taxpayer in the state is also a shareholder. "Messe Stuttgart therefore has a kind of public service remit in the service of the citizens in the state. We try to live up to this in every event we stage," says Bleinroth, explaining the company's mission statement.

Of course the public fairs that take place on the Fildern fairgrounds must

make their yearly contribution towards the company's results. The fact that they have grown considerably over the past few years, says von Vacano, is mainly due to the 27 employees who work with complete dedication on their events and make sure that the Stuttgart consumer fairs will continue to be what they are today: crowd-pullers. |

TAGEN IN DER HÖLDERLINSTADT



© Stadt Nürtingen



MALERISCHE, HISTORISCHE ALTSTADT

NUR 15 KM VOM FLUGHAFEN STUTTGART · VIELFÄLTIGE RESTAURANT- UND KNEIPENSZENE · ATTRAKTIVES SHOPPING
Tel. 07022/75-0 · www.nuertingen.de



STADTHALLE K3N
7 SÄLE · 2.200 QM · MODERNSTE

KOMMUNIKATIONS- UND PRÄSENTATIONSTECHNIK · ERSTKLASSIGES CATERING · 620 PARKPLÄTZE ·
Tel. 07022/2434-0 · www.k3n.de



HOTEL AM SCHLOSSBERG
163 ZIMMER · 3 RESTAURANTS ·

16 TAGUNGSRÄUME FÜR BIS ZU 430 PERSONEN · WELLNESSANLAGE · HOTELTIEFGARAGE
Tel. 07022/704-0 · www.hotel-am-schlossberg.de

WILLKOMMEN IN NÜRTINGEN

Upward trend

Tourist industry in Stuttgart and region again shows growth. Package trips and new communication presence will attract even more visitors.



Stuttgart's showpiece: The Schlossplatz attracts countless tourists from Germany and abroad every year.

The tourist industry in the Stuttgart region is again enjoying growth. "We are very optimistic about the second half of the tourist year 2011," explains Armin Dellnitz, Managing Director of Stuttgart-Marketing GmbH and Regio Stuttgart-Marketing und Tourismus GmbH. "And we expect the upward trend to continue."

Promising increase in visitors

In the first six months of 2011, the state capital recorded a promising increase of 9.2 per cent in overnight stays. A review of the entire Stuttgart region continues to show rising figures. Compared with the previous year, the total number of overnight stays even topped 11.5 per cent and is currently running at 3,236,555. As a result, the Stuttgart region takes number one place in Baden-Württemberg. On the other hand the state as a whole only reported an increase of 5.3 per cent in overnight stays.

Germany, the most significant source market for Stuttgart, achieved a rise of 9 per cent in the first six

months. The USA continues to remain by far the most important foreign market with around 76,420 overnight stays. This is followed by Switzerland in second and France in third place. India, currently in fourth place, recorded an above-average increase of 118.9 per cent, rapidly leaving behind other markets such as Austria and the United Kingdom.

"The market seems to be stabilising again," says Dellnitz. "Trips to Germany are on the increase. City trips are in demand. Stuttgart trade fairs such as didacta and numerous international congresses and conferences also contributed to the excellent six-monthly figures." What exceeded all expectations was the response to the celebrations surrounding "125 years of the automobile". "Its promotion together with international marketing activities really paid dividends and achieved an enormous impact in the media," says Dellnitz with delight.

"Compared with other cities of similar size Stuttgart is in line with market trends with a distinctive rise in figures," says the head of tourism.

For the end-of-year figures in the Stuttgart region he expects an increase of five to six per cent in the number of guests from Germany and abroad. "These are very encouraging prospects for the future," comments Dellnitz. "In the medium term too, excellent events such as the Germany Travel Mart 2013 will provide Stuttgart with an optimum platform to present our range of tourist offers."

To maintain the tourist industry on the road to success, marketing professional Dellnitz will continue to work on the tourist profile on which to focus his marketing activities. Dellnitz: "Guest structure and behaviour play an important role here. We look very carefully at the German and foreign core markets, analyse them and derive our activities from them."

For example, market research analyses show that the inhabitants in the region are of vital importance for tourism in the region. "For this reason, regional marketing is an important pillar in the tourist industry of the Stuttgart region and will remain the main part of our future work," explains



"Dialog-S" is the new figurative mark of Stuttgart Marketing and Regio Stuttgart. Together with the slogan "Stuttgart: A region speaks for itself" it is used in all tourist advertising media for the state capital and its region.

Dellnitz. In concrete terms, this means splitting marketing activities into regional, national and international segments and maintaining an online presence that already has a separate access for inhabitants in the Stuttgart region. In addition, a "Tourist magazine" is published twice a year providing ideas for excursions in the region – and is distributed as a supplement in the regional "Sonntag aktuell" newspaper.

Radio and TV advertising intends to additionally encourage people's desire to travel. New features include the claim and the visualisation contained in the tourist presentation for the state capital and the region: "Stuttgart: A region speaks for itself." The word/image logo is the emblem for the Corporate Design of Stuttgart-Marketing and Regio Stuttgart on posters, in print and in corporate publishing.

Three questions to:

Axel Meffert

Managing Director of Franckh-Kosmos Verlags-GmbH & Co. KG, Stuttgart



1 | People are spending more and more time in front of their computers. Are traditional parlour games still in demand?

Traditional parlour games will not disappear. Electronic games have their fascination but are no substitute for direct communication at the games table. Traditional board games stand for social interaction. People talk, laugh and there is direct interaction. The top favourites are games which are quick to learn and which have a high fun factor, besides traditional family games such as "The Settlers of Catan" due to its depth of play and variety.

2 | Many games also have a pedagogical effect. How do they affect learning in a positive way?

Neuroscientists are of the opinion that "playing is learning". A learning process without a playful element is therefore difficult to imagine. Whereas special learning games teach specific knowledge, games in general train and consolidate core social skills and train people for life. Games contain complex relationships. Co-operation is demanded as well as sticking to rules. These are skills which are also indispensable in real life.

3 | The Süddeutsche Spielemesse will take place from 17 to 20 November. What can visitors expect?

Above all, they can try out many current games to their heart's content under expert supervision. One of our highlights is the game based on the successful book "Greg's Diary". Have fun playing with the test game!



Willkommen im Parkhotel Stuttgart Messe-Airport

Zentral im Herzen von Leinfelden-Echterdingen gelegen erreichen Sie die Neue Messe Stuttgart und den Flughafen in nur einer Minute mit der S-Bahn direkt vor der Haustür.

- 220 designorientierte Zimmer in verschiedenen Kategorien
- Restaurant mit Showküche
- Hausbrauerei mit Biergarten
- Gemütliche Kaminlounge mit Bar
- Havanna Lounge
- 18 Veranstaltungsräume für bis zu 320 Personen
- W-LAN im gesamten Haus verfügbar
- Business Center mit kostenfreiem Internetzugang
- Wellness & Spa Bereich mit Fitness und Sonnenterrasse
- Indoor Golfanlage



Parkhotel Stuttgart Messe-Airport
 Filberbahnstraße 2 · 70771 Leinfelden-Echterdingen
 Telefon 0714/63344-0 · Telefax 0714/63344-100
 info@parkhotel-stuttgart.de · www.parkhotel-stuttgart.de

Stuttgart Faces (20): Michael Russ, Concert Promoter

“Well-known as a cultural centre far beyond Germany”



Michael Russ, Concert Promoter

Stuttgart – a city with atmosphere. Stuttgart is not only my home city, it is also astonishingly diverse: a city of automobiles, culture, trade fairs, sports events, hospitality, sociability, warm spirit, and much more besides. This diversity is clearly shown in the city's topography: the Neckar Valley, lined on both sides with sun-kissed slopes containing vineyards, and forests which are ideal for cycling and walking. Short distances from the city centre to green surroundings – sprinting in a truly sporting manner to warm up before ascending one of more than 400 “Stäffele”

(steps) – and also a delightful choice of public parks and recreation areas in the valley basin. You can also enjoy really varied culinary offerings ranging from Swabian noodles with sauce through to a starred menu, look at beautiful works of art in the numerous museums, experience the history of the automobile in the two acclaimed museums of Porsche and Mercedes-Benz, and attend at any time one of the many international first-class cultural events in all possible categories. When they leave their aircraft, international guests can admire the Messe Stuttgart on the Filder, one of the largest and most modern trade fair centres in Europe. Based on the majority of measurable and countable criteria, Stuttgart can be regarded as an ambitious metropolis which has still retained its Swabian identity. However, Stuttgart is also a cultural centre well-known far beyond the borders of Germany. This fact often goes unrecognised. Finally, taking music as an example, it is not uncommon for this city to stage between 10 and 15 classical music concerts, as well as 15 to 20 popular music concerts on an entirely normal day. You would have to look all over Germany to find such a comparable range of events.

This is down to first-class institutions such as the Bach Academy, the Southwest German Broadcasting Corporation (SWR), the Stuttgart Cultural Association, the Stuttgart Chamber Orchestra and the Stuttgart Philharmonic Orchestra, to name but a few.

Our concert agency sets standards throughout the year. Alone in the “Master Concert” Series - something which is unique in Germany – we bring 10 internationally renowned symphony orchestras, for example the London Philharmonic Orchestra or the Academy of St. Martin in the Fields, to Stuttgart. In the “Fascinating Classical Music” Series, also numbering 10 concerts, we offer the crème de la crème of chamber music with famous orchestras and soloists. Fazil Say, Andras Schiff, Alice Sara Ott and Nicolai Tokarev, to name but a few artistes, are enhancing our piano cycle this season. Great names such as Alfred Brendel, Anne-Sophie Mutter with the Radio Symphony Orchestra, Anna Netrebko, David Garrett and Camerata Salzburg with Martin Grubinger can be found in our special concert cycle. This diversity and other superb cultural institutions make Stuttgart a cultural diamond which is developing a very special glamour. |

Message Series: Bars in Stuttgart (21)



Mash: a mixture of a bar, restaurant and event location.

Mash

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

Mash, one of the city's very impressive bars, is located in the middle of the “Bosch-Areal” which is regarded as one of Stuttgart's trendy cultural areas. The bar was conceived by the Ippolito Fleitz Group, an award-winning architects' office, and impresses visitors with its elegant design. Inside there is room for a restaurant, a disco club and a lounge with a separate smoking area. The bar has an outdoor terrace underneath a huge glass dome. While sitting at the outdoor bar, on the outdoor platform or in the lounge, guests can watch the hustle and bustle in the “Bosch-Areal”.

Mash is a mixture of a club, restaurant and event location. The large bar forms the centrepiece. Small niches, separated by silk curtains, are a place where guests can relax. As is normal for this type of bar, Mash also offers an extensive cocktail menu. Cocktail drinks such as Cosmopolitan are very cheap during the Cocktail Happy Hour between 18.00 and 21.00 (Monday to Thursday). Further information: Mash, Forststrasse 7, tel.: + 49 (0)711 1209330, Internet: www.mash-stuttgart.de |



Böblingen's picturesque side: view of the Upper Lake with the town hall and town church.

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: Böblingen.

Böblingen forms part of the core region of Stuttgart, i.e. one of the strongest economic areas in Europe. The medium-sized town, which has a population of around 47,000, is home to both medium-sized enterprises and high-tech companies: IBM since 1949 (the company's largest development centre outside the USA) and Hewlett-Packard since 1959. There are also other global players such as Agilent Technologies, Philips and Smart, the small car marque of Daimler.

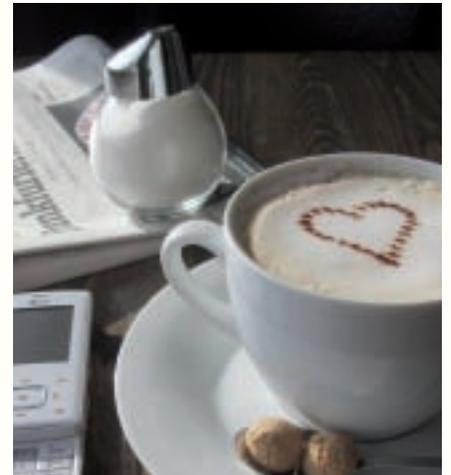
The crisis-proof medium-sized firms in the town include, for example, the brewery "Schönbuch Bräu". It is one of the oldest companies in Böblingen and has been family-owned since it was founded in 1823. Curt Georgi

GmbH & Co. KG has been manufacturing aromas and perfumes for more than 130 years; the traditional company Renz GmbH has been producing exclusive office furniture for more than 120 years. Innovative companies have made Böblingen a strong economic location, a fact which benefits new settlements. This is also demonstrated by the continuous designation of new industrial estates. What began on "Hulb" back in the 1970s is now being successfully continued on the 80-hectare "Flugfeld" area, a top-class location. Böblingen is also a good "location" for visitors to Messe Stuttgart: it only takes 20 minutes to travel there on the rapid-transit railway from the exhibition halls on the Filder. |



Böblingen is a strong economic location containing numerous medium-sized enterprises and a large number of global players.

Wald
Hotel
STUTTGART



Nah der City und der Stuttgarter Messe, jedoch fern ab von Stress und Hektik: Unser Vier-Sterne-Privathotel in traumhafter Lage am Waldrand Degerlochs mit seinen 96 Zimmern im modernen Landhausstil lädt ein zum Ankommen und Wohlfühlen.

In guter Umgebung fällt alles leichter. Unsere Tagungsräume sind lichtdurchflutet, mit der neuesten Technik ausgestattet und perfekt zugeschnitten für Meetings, Seminare und Kongresse. Kleine Details wie eine fest installierte leise Kaffeemaschine sorgen für ungestörtes konzentriertes Arbeiten.

Und weil arbeiten im Leben nicht alles ist, lässt es sich bei uns auch sehr gut feiern. Unser großer Ballsaal, der zur Terrasse hin geöffnet werden kann – ideal für ein größeres Bankett. Der Lindensaal, idyllisch mitten im Garten gelegen – ein perfekter Ort für ein stilvolles Firmenevent. Oder Sie genießen mit Ihren Gästen die gehobene regionale Küche in unserem denkmalgeschützten Restaurant.

Wir freuen uns auf Sie!

Waldhotel Stuttgart GmbH
Guts-Muths-Weg 18
70597 Stuttgart-Degerloch
Fon +49(0)711 18572-0
Fax +49(0)711 18572-400
info@waldhotel-stuttgart.de
www.waldhotel-stuttgart.de

TRADE FAIR CALENDAR

02.–04.10. | SÜFFA

Trade fair for the meat industry

05.–07.10. | Interpellets

Trade fair for pellets technology

10.–13.10. | Bondexpo

Trade fair for industrial bonding technology

10.–13.10. | Motek

International trade fair for assembly and handling technology

10.–13.10. | Microsys

Trade fair for micro and nano technology

14.–15.10. | FACHDENTAL SÜDWEST

Specialist exhibition of the southwest German dental industry

22.–25.10. | südback

Trade fair for the bakery and confectionery trades

22.10. | Masters' celebration of the Chamber of Crafts, Stuttgart region

25.–27.10. | parts2clean

Leading trade fair for cleaning within the production process and maintenance

05.–06.11. | wir heiraten!

The Wedding Fair

05.–06.11. | ANIMAL

Exhibition for pet ownership

08.–10.11. | VISION

International trade fair for machine vision

11.–20.11. | Stuttgarter MesseHerbst

with : Int. Mineralien- und Fossilienmesse, Familie & Heim, Int. Küchenmesse, Hobby & Elektronik, Kreativ- and Bastelwelt, Modellbau Süd, Süddeutsche Spielemesse, Babywelt, eat&style

11.–13.11. | Slow Food Market

The trade fair for good taste (Zürich)

26.–27.11. | PET-VET

Pet congress of the BPT, Baden-Württemberg branch with industrial exhibition

27.–28.11. | hair & style management

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



Service Offensive

More and more butchers are improving their competence in catering and the take-away business. Marketing ideas and equipment are provided at the SÜFFA trade fair.

Slices or whole? Classic butcher's shops whose services are still limited to portioning the sausage or meats do not have much chance of surviving on the highly competitive market. For modern butchers have long been a good address for party services and take-away food. But customer demands are increasing continually. New catering trends are required. These include so-called fingerfood or flying buffets, complete menus from the aperitif to the dessert, and of course including equipment and decorations.

A butcher who wants to compete with such elaborate services needs appropriate equipment. At SÜFFA from 2 to 4 October 2011 in Stuttgart, the butcher's trade will find modern kitchen technology for the backstage area, for front and show cooking and the hot counter, which meanwhile is already part of the standard equipment in many modern butcher's shops. Over

71.4 per cent of butcher's shops already have a hot counter in the sales area, and over 80 per cent offer a party service. After the classical counter sales, according to statistics from the German Butchers' Trade Association, the party and platter service was the most important sales factor, generating a turnover of approximately two billion Euro in 2009.

However, with this the growth potential for the butcher's trade is by no means exhausted; every second firm in Germany sees more opportunities for a service offensive. Many butchers supply meals to local authorities, private homes or staff restaurants; others completely take over the catering in canteens. And yet others organise parties – from small to mega-events.

Combination equipment is ideal for such flexible service offers. Whoever is able to include additional specialities and seasonal products in his



Butchers will find suitable "hardware" for modern service offers such as party service, catering or barbecue events at the SÜFFA trade fair in Stuttgart.



assortment thanks to the use of versatile kitchen equipment can meet customer requirements at very short notice. For example by means of a combination steamer, such as the one supplied by the butcher's shop equipment provider Lefa, which also makes possible the smoking of food over open flames.

Barbecue events are also right at the top of the popularity scale for party service and catering providers. "Many full caterers from the butcher's trade are also even equipped with ox grills," says Kurt Matthes, Master of the State Guild of the Baden-Württemberg butcher's trade. |

TRADE FAIR TICKER

01.–02.04. | NewCome

Roughly 4,700 young entrepreneurs, business founders and those interested in starting up a business attended southern Germany's most important event on freelancing. Messe Stuttgart and its partners thus equalled the high figures of the previous event (2009: 4,748 visitors).

14.–17.04. | Stuttgarter Frühjahrmessen

The Stuttgart spring trade fairs hit the nerve of our times with topics such as sustainability, global fairness, ecology and healthy food: Full halls and well attended presentations characterised the events. The offer of the roughly 1,000 exhibitors at the trade fairs Slow Food – The Market for Good Taste, FAIR HANDELN, GARTEN, Internationale Mineralien- und Fossilienbörse (international mineral and fossil exchange), i-Mobility and HAUS|HOLZ|ENERGIE (the large

At Consense, everything revolves around the topic of sustainable building.

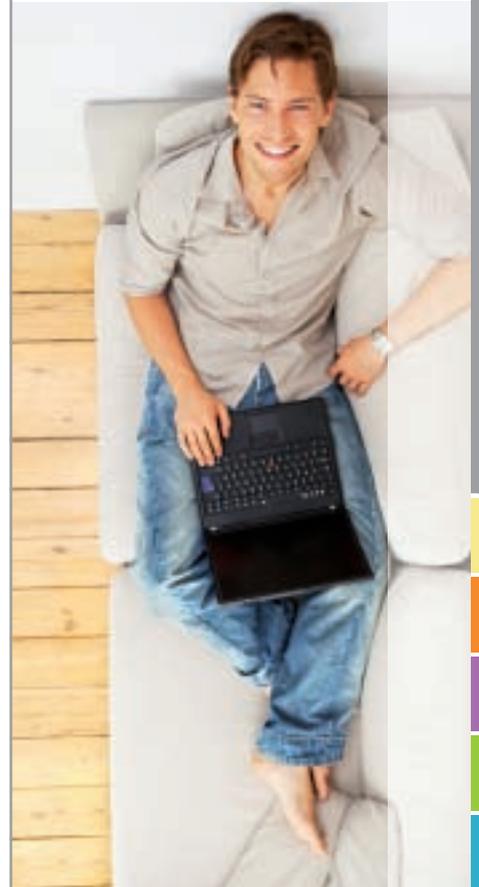


building and energy trade fair) – met a positive response from the roughly 55,000 visitors.

29.–30.06. | Consense

Consense, the international trade fair and congress for sustainable building, investment, operations and maintenance, made a leap forward: For the first time the leading trade fair for sustainability in Europe attracted over 2,100 visitors. Consense thus finished with an increase in numbers.

Die clevere Alternative



Ihr Zuhause während des Messeaufenthalts in Stuttgart.

Hotelapartments mit Küchenzeile, reichhaltigem Frühstücksbuffet und Hotelservice zum günstigen Preis.

Nur 7 km vom neuen Messegelände und dem Stuttgart-Airport entfernt.

STEINENBRONN
RESIDENZ
APARTMENTHOTEL

Tel. 0049(0)7157-7360
www.residenz-hotel.de

member of
The **LIVING HOTELS**

Trade Fairs – Markets



Communal action: board games, strategy games and general knowledge games are fun and also promote social skills.

Süddeutsche Spielemesse 2011: New Action Days

Games and gymnastics

Under the motto "Stuttgart Plays" Messe Stuttgart will stage for the first time two Action Days involving more group play, active learning and enjoyment of physical exercise on Thursday and Friday, 17 and 18 November 2011. A games rally with a games passport and games fun will be geared towards children aged between 4 and 14, as well as school students and teachers. The focal point will be a varied programme containing new board games, strategy games and general knowledge games. An outdoor gym for hopping, jumping and climbing will also be set up to enable children to demonstrate their motor abilities. Opponents must not only be vanquished during a board game, general knowledge questions must also be answered correctly. The winners will receive fantastic prizes. Admission will be free for school classes and groups on these two days. The mobile Children's Gymnastics World will also celebrate a premiere this autumn as part of "Children's Gymnastics on Tour" of the Baden-Württemberg Children's Gymnastics Foundation. On an area of 50 square metres, children aged between 3 and 10 will find a gymnastics world in which they will be able to experience seven continents with all their senses. The objective of the action is to consciously organise the everyday lives of children and parents in an activity-friendly way.

DB SCHENKER



Auf Messen **zeigen Sie,**
was Sie können. **Wir auch.**
SCHENKER*fairs*

Guter Stand, starker Auftritt. – SCHENKER*fairs* bietet Messelogistik nach Maß. Damit Ihre Exponate immer Vorsprung haben. Weltweit. Mit dem Fullservice der Schenker Deutschland AG. An allen wichtigen Messeplätzen sind wir offizieller Messespediteur.

Alles eine Frage der Logistik.

Schenker Deutschland AG
Stuttgart-Messe
Messeplaza
70629 Stuttgart
Telefon +49 711 18560-3300
Telefax +49 711 18560-3349
fairs.stuttgart@schenker.com
www.schenker.de

11. Industrieforum Pellets/Interpellets 2011:

Renovation backlog

State of the art? Definitely not in the majority of boiler rooms in Germany. According to the Germany Industry Association of Domestic, Energy and Environmental Technology (BDH), only around 13 per cent of heating systems in this country comply with the latest state of the art. This is true although 85 per cent of energy consumption is required to heat rooms and drinking water in residential buildings. According to the BDH, replacing an old heating system by a new efficiently working heating system could reduce energy consumption – and thus heating costs – by 30 per cent or more. However, every year only 3 per cent of all Germans modernise their heating system even though oil and gas prices are rising enormously and continuously. "The installation of a modern heating system using a renewable fuel, for example wood pellets would therefore be a good alternative", says Simone Pabst, Chief Editor of the trade journal "Pellets – Markt und Trends". "Pellets are much cheaper than oil. In May 2011 a kilowatt hour for oil cost 8.30 Cents while the corresponding cost of a kilowatt hour for pellets was only 4.70 Cents. Modern pellet systems and wood heating systems will be presented at Interpellets 2011 in Stuttgart from 5 to 7 October 2011. The 11th Pellets Industry Forum will be held in the ICS International Congress Center Stuttgart on 4 and 5 October. |



Heating with wood pellets is an inexpensive and environmentally-friendly alternative in times of continually rising oil and gas prices.

BILDUNGSSTADT | ERHOLUNGSSTADT | ERFOLGSSTADT | FLUGHAFENSTADT | FREIZEITSTADT | MESSESTADT | SPORTSTADT

MESSE *Leinfelden-Echterdingen* STADT

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



Leinfelden-Echterdingen – wo sonst.

Global competence

FOKUS HOTEL to feature a separate congress for the first time at INTERGASTRA 2012 in Stuttgart.



The 26th INTERGASTRA, Trade Fair for Innovative Gastronomy, will provide hoteliers and restaurateurs with a tailor-made communication and information platform from 11 to 15 February 2012. The highlight will again be the Pavilion FOKUS HOTEL containing exemplary solutions for hotel areas. This Pavilion was staged for the first time during INTERGASTRA 2010..

The successful concept will be extended in 2012 with the addition of a separate congress: the GERMAN HOTEL CONGRESS with world-leading experts from architecture, interior design and engineering will be held concurrently with INTERGASTRA 2012 on all five days of the trade fair and will augment the Pavilion FOKUS HOTEL with topics relating to hotel architecture and innovative building technology. "With

the GERMAN HOTEL CONGRESS, INTERGASTRA has gained a first-class special event and extended its already outstanding competence in the hotel sector", emphasised Ulrich Kromer, Managing Director of Messe Stuttgart. The combination of a trade fair and congress will ensure an ideal exchange of information and experiences between the exhibitors and participants in the symposium. During the Congress key international players from the industry will talk about their projects and experiences. The focal points here will also include marketing-related topics for hotels.

Visitors will be able to attend both INTERGASTRA and the German Hotel Congress with just one admission ticket. "Exhibitors will also benefit from this strong duo and can therefore look forward to a substantial increase in the number of

trade visitors from the areas of architecture and interior design", said Dietrich Rengstorf, Managing Director of the organiser HeMa Event GmbH. "Hoteliers and architects are regarded as top multipliers in the building, building supplies and interior furnishing industries."

However, INTERGASTRA is not only demonstrating its growing competence, it can also boast impressive market figures. Since its move to Europe's most modern trade fair centre, the opening event for the industry has increased the amount of exhibition space on every occasion and will present trends and product innovations on an area of around 90,000 square metres in 2012. Compared with the last INTERGASTRA at the old Stuttgart Trade Fair Centre in 2006, the amount of exhibition space has doubled.



Lernen Sie ein privat geführtes Businesshotel kennen und genießen Sie den liebevollen und persönlichen Service



- Nur 17 km vom Messegelände entfernt
- S-Bahn-Station direkt vor dem Hotel
- 92 komfortable Zimmer
- Parkplätze im Hotel vorhanden
- 6 klimatisierte Tagungsräume mit einer Kapazität für bis zu 110 Personen
- Kostenfreies W-Lan im ganzen Haus
- Hervorragende schwäbische Gastronomie



Cateringservice an Ihrem Messestand



Company Portrait: REM Group, Stuttgart

Management supporter

Founded in the year 1998 as a traditional management consultancy company for financial restructuring and recapitalisation, the REM Group now has a workforce of more than 50 employees at its offices in the cities of Stuttgart, Munich and Frankfurt.

Cost optimisation is one of the main work areas of the company, which also focuses closely on process and complexity management. The REM Group employs several consultants who have many years of management experience and combine a sharp eye for the essentials with the right blend of risk and feasibility.

The specialists work for small and medium-sized enterprises, for example in the mechanical engineering and plant construction industry, the automotive supply industry and

the commercial sector. REM sets great store by active support for customers in implementing suitable measures. In the last few years the service portfolio has been extended still further. The REM Group now has experts in the areas of corporate real estate (REM Assets), interim management (REM Plus) and strategic finance (REM Capital). The REM Group is therefore able to offer its clients solutions for different business questions.

The task of REM Assets is to optimise the capital tied up in real estate by matching the real estate situation to corporate strategy in the best possible way.

REM Plus provides short-term management support during organisational bottlenecks. The third Group division, REM Capital, formulates for its clients ideal finance



The area of cost optimisation is a mainstay of the REM Group in Stuttgart.

solutions all along the value-added chain. These solutions include, for example, procurement of equity capital, optimisation of existing finance structures, formulation of alternative finance solutions and application-ready acquisition of promotional loans.

Retro Classics meets Baroque:

Complete success

Over 25,000 enthusiastic visitors came to Ludwigsburg from 24 to 26 June 2011 in order to admire for the first time more than 260 superb historic and classic cars against the magnificent backdrop of the Residential Palace in fine weather conditions. 47 limousines from this year's premium partner Maybach exclusively formed part of this event for the first time.



Beautiful historic and classic cars against a splendid backdrop: Retro Classics meets Baroque in Ludwigsburg.

OFFIZIELLER VERTRAGSPARTNER DER STUTTGARTER MESSE

IHR LÖSUNGSANBIETER FÜR



SICHERHEITSTECHNIK

- . ZUTRIITTSKONTROLLEN
- . STÖRMELDUNGEN
- . VIDEO & MEDIENTECHNIK
- . FIREWALL

WIR KNACKEN JEDE NUSS

ZIEGLER
systemhaus gmbh

HOPPENLAUSTRASSE 3-5 . 70174 STUTTGART
TEL. 0711/22 00 778-0 . INFO@ZIEGLER-SH.DE
WWW.ZIEGLER-SYSTEMHAUS.DE



Veterinarians and their staff receive further training at PET-VET 2011 in Stuttgart.

Know-how Exchange

PET-VET further expands congress offer for veterinarians.

PET-VET 2011, the pet congress with accompanying industrial exhibition, will offer veterinarians an expanded range of presentations from 26 to 27 November at Messe Stuttgart. “Together with the Baden-Württemberg section of the Federal Association of Practising Veterinary Surgeons (bpt), we are further expanding the programme of presentations at the specialist conference, and are for the first time offering,

among other things, further training for tournament horse veterinarians”, explains Andreas Wiesinger, the respective Department Manager at Messe Stuttgart. “In 2011 we are again expecting around 70 exhibitors at the accompanying industrial exhibition, and thus, following last year’s growth, we want to carry on from the high level of the previous event.” Messe Stuttgart and the bpt are hoping that the extended

range of presentations will lead to an increase in specialist visitors. In 2010 around 1,500 practising veterinarians and their staff attended the two-day event on the Filder. The focus of the congress in 2011 will be on the disciplines of urology and nephrology in pets. Also the further training programme for veterinary assistants and specialists will again be a component of this year’s meeting of the sector. |

TV TecStyle Visions 2012

Internationality

TV TecStyle Visions is becoming increasingly important for the textile finishing industry. This is underlined by the growing interest shown by renowned international companies who will be taking part at the specialist event in Stuttgart from 2 to 4

February 2012. Numerous industry leaders have decided to take part in the trade fair on the Filder for the first time. The expected roughly 200 exhibitors include the English clothing company Result Clothing, a manufacturer of high-quality leisure, outdoor and work jackets, the French manufacturer Kariban, the textile wholesaler L-Shop-Team from Dortmund, the knitting machine manufac-

turer Zoje Europe, the paint and ink producer Marabu from Tamm near Stuttgart, as well as many other major companies in the sector from Germany and abroad.

“The main reasons for our participation in TV TecStyle Visions 2012 are the trade fair’s focus on textiles and the support from the leading sector magazine TVP”, says David Sanders-Smith, founder and CEO of Result Clothing, explaining his decision. “Another plus for Stuttgart is the good central location of the trade fair in the centre of Europe”, he continues.

Thanks to a federal sponsorship programme to support trade fair participation, young, innovative companies are given the opportunity at TV TecStyle Visions to enter the world market for textile finishing and promotion under favourable conditions. For this purpose, the Federal Ministry of Economics and Technology (BMWi) will provide funds again in 2012. Companies based in Germany with fewer than 50 employees and a maximum annual turnover of ten million Euro will benefit. |



Printing, flocking, stitching: At TV TecStyle Visions, next year everything will again revolve around textile finishing.

CMT 2012: Europe's biggest tourism trade fair

Attractive partners

Messe Stuttgart has succeeded in securing Malaysia, with its dream islands, diving paradises and cultural heritage, as the non-European partner country for CMT 2012 (14.–22.1.2012). With 4,800 kilometres of coast and over 200 offshore islands, Malaysia is the perfect holiday destination for sun worshippers. The offer ranges from luxurious bathing holidays in premium hotels to jungle adventures in one of the national parks.

As the European partner destination, Croatia, which is currently extremely popular with German holiday-makers, will present itself at Europe's biggest tourism trade fair. Although the Adriatic remains the main attraction, inland regions and the interiors of the islands also surprise visitors with their range of offers. In addition, thanks to its thermal and therapeutic spas, Croatia offers holiday-makers a wide range of medical, prevention and wellness programmes.

As partner region for the Camping & Caravaning section of CMT, Ticino will be showcasing its many attractions: in particular the camping regions around Lake Maggiore and Lake Lugano. |

ANIMAL 2011:

Animal pleasure

On 5 and 6.11.2011, ANIMAL will be offering an information, communication and purchasing exchange for all pet lovers. As highlights, the 67th IRAS, the International Pedigree Dog Exhibition of the VDH (Association of German Dog Breeders) and the 4th National Pedigree Dog Exhibition, with several thousand four-legged friends registered, will attract visitors to Stuttgart. Cat lovers can look forward to the International Pedigree Cat Exhibition, this year being organised by Stammbaum e.V., a member of the World Cat Federation WCF. The main focus on aquarium/terrarium clubs will be supervised by the VDA Baden-Württemberg Association of German clubs for aquariums and terrariums in conjunction with its Aquarium and Terrarium Exchange and the AquaAmbiente section. Presentations, special shows and informative talks on various aspects of pet ownership will round off the event on the Filder. |

ANIMAL provides information how to keep pets correctly.



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 Messeräume zu eindrucksvollen Erlebniswelten, die faszinieren – und im Gedächtnis bleiben. Denn wo sich Erfahrung mit Leidenschaft paart, entsteht das Besondere.

[Jetzt auch
in der Schweiz.]

www.bluepool.de



Trade Fair People (13): "Do you know..."

Timo Gerlacher

Team Manager, central box office & event invoicing, Messe Stuttgart

Finances are his world. Timo Gerlacher, Team Manager, central box office & event invoicing, therefore has two workplaces: in the Messe Stuttgart entrance foyer, where the visitors purchase their tickets at the box office, and in the administration building, where the event invoicing takes place. The qualified banker and graduate bank business economist applied to Messe Stuttgart in 2008, and since autumn 2010 he has been a Team Manager responsible for five employees and around 20 temporary staff. "For each event, the starting signal is given roughly six months in advance with the planning and calculation of the box office staff. In an initial discussion with the project management, the framework conditions for the event are considered and, on this basis, the opening of the trade fair entrances, manning of the box office tills and the invoicing modalities, also with external partners, are specified. With further fine tuning, the duty schedules are drawn up, personnel is requested according to requirements and for each event an internal briefing for all employees is produced", explains Gerlacher. During the period of the event, he is on location as contact partner for the box office team, the exhibitors and the project management. At peak times, up to 25 box office tills are occupied and an additional nine mobile tills are used.

All the tills must naturally be provided with sufficient change. Around 3,000 rolls of coins change owners every year. Total weight: up to one tonne. The procedure is similar for guest events. The customer can choose which service provided by Messe Stuttgart he would like to use. If he wishes to use his own tickets, no problem. If Messe Stuttgart tickets are to be sold at short notice, flexibility is required. Another challenge is the event invoicing at the end of each trade fair. In particular for public trade fairs, there are a number of advance sales points: To-to-Lotto lottery ticket sellers, ticket machines of DB (German Railways) or SSB (Stuttgart public transport), Easy-Ticket-Service or even small newsagents. "There may be as many as 600 advance sales points", says Gerlacher. With so much number juggling, a clear head is required in order not to lose track of what's going on. The 31-year-old has found the ideal counterbalance in mountain climbing. He is a member of the German Alpine Association and loves being in the Alps: at the Matterhorn, for example, or on hiking tours in the mountains.



Charmant, modern und stilvoll – die Mövenpick Hotels Stuttgart Airport und Messe. Ein einzigartiger Standort, zwei außergewöhnliche Hotels, doppelter Genuss und herzlicher Service.

Mövenpick Hotels Stuttgart Airport & Messe
Flughafenstraße 50-51, 70629 Stuttgart, Deutschland
Tel +49 711 55344 0, Fax +49 711 55344 9000
hotel.stuttgart.airport@moevenpick.com



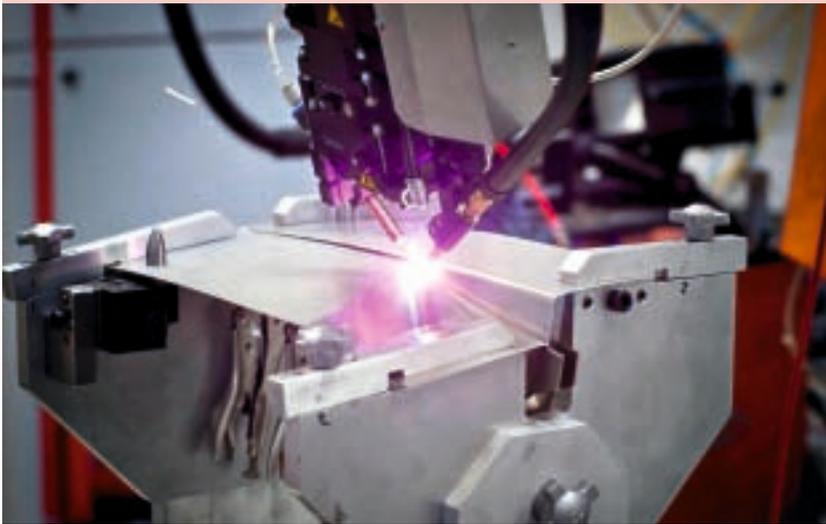
New Stuttgart book:

Motor for Mobility

From mechanical engineering to museums: The new book "Motor for Mobility – Metropolregion Stuttgart" in the series on business development from the state capital Stuttgart and Region Stuttgart GmbH contains 270 pages describing the interaction of research and business. Stuttgart's Lord Mayor Wolfgang Schuster presented the book published by the agency Beenker & Kollegen to the public. It provides portraits of 149 institutions, of which 82 are small, medium-sized and large firms, and highlights the innovative vitality of the city and region.



Fiona Joan Beenker, Lord Mayor Schuster.



Laser systems are an important instrument for optimising production processes.

Flexible and efficient

Lasers bring enormous competitive advantages to many companies. LASYS 2012 will show how.

Whoever has to continually meet increasing requirements for product manufacture cannot escape having to optimise his manufacturing processes. "This is where the laser becomes a decisive competitive advantage", says Dr. Jörg Lässig, Managing Director of SITEC, a manufacturer of laser production systems with headquarters in Chemnitz. "It allows the automatic manufacture of high-quality products with the efficient and sustainable use of energy and materials."

Positive market development

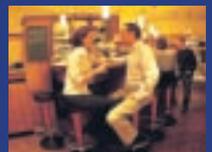
How efficiently laser systems really work in practice is one of the topics of next year's LASYS, the international trade fair for laser material processing. It will take place from 12 to 14 June 2012 for the third time at the Stuttgart trade fair centre and will be aimed specifically at users and providers of laser material processing, which makes it unique among trade fairs.

Positive development on the laser market is seen by Gerhard

Hein, Director of the working group laser and laser systems in the German Engineering Federation (VDMA), the new promotional supporter of LASYS. "The excellent pre-crisis results from 2008 will not yet quite be achieved again by our member companies", reports Hein, "despite the sudden 50 per cent rise in production values in 2010 compared with 2009. But the order volume recorded for laser system construction has shown considerably more dynamic development compared with growth in production, and with regard to the order backlog allows us to view the prospects for the current year positively."

Hein sees one reason for his optimism in the fact that "the laser still continually generates new applications". As a universal, high-quality tool, it has already now penetrated the most widely varied areas of activity: laser, macro- and micro-processing, cutting, welding, drilling, inscribing, marking and structuring the most diverse materials. For this reason too, LASYS 2012 will focus on the entire manufacturing process. |

**First-Class
zu Messe-Mini-Preisen**



- 139 Zimmer
- 3 Appartements
- 5 Etagen mit Klimaanlage
- 5 Tagungsräume
- WLAN im gesamten Haus verfügbar
- Restaurant mit internationaler Küche
- Parkplätze und Tiefgarage direkt am Hotel
- Shopping Center in 2 Gehminuten
- Stadtpark vor der Tür

AMBER HOTEL ****
Leonberg/Stuttgart

Schon gebucht?

AMBER HOTEL

Leonberg/Stuttgart:

Faire Preise, guter Service, nah zur Messe

- Messe-Mini-Raten
- 3 Minuten zur Autobahn A8/A81
- S-Bahn Anschluss Stuttgart City
- 20 Autominuten zur Messe Stuttgart
- HBF Stuttgart: 15 km
- Flughafen-/Messe-Taxi zum Fixpreis

AMBER HOTEL Leonberg/Stuttgart
Römerstraße 102 - 71229 Leonberg
☎ 07152 / 303-3 • Fax 07152 / 303-499
leonberg@amber-hotels.de

www.amber-hotels.de



International machine vision industry presents its innovations during VISION at Messe Stuttgart.

VISION: Focus on medical technology

Trade Fair for Machine Vision featuring a "Medical Discovery Tour" for the first time.

VISION 2011 still growing: all the key players from the international machine vision industry have already registered for the trade fair. The trade fair, which will be held from 8 to 10 November 2011, is expected to attract between 330 and 340 exhibitors, who will present their latest products and services at Messe Stuttgart.

The key topic of medical technology will be on the agenda for the first time during the three-day-long trade fair with its diverse accompanying programme. Exhibitors will form a kind of medical technology course with the "Medical Discovery Tour" during VISION 2011. "Feedback from

visitors in the last two years has revealed that the topic of medical technology is becoming increasingly more important. This industry is now regarded as the fifth most important visitor segment", said Florian Niethammer, Project Manager for VISION. Devicemed will support the key topic of medical technology as a media partner. The VDMA Machine Vision Group is also planning to stage talks relating to medical technology applications during the popular Industrial VISION Days.

The range of applications in this field appears to be immeasurable: mini cameras for endoscopic tests or for

minimally invasive surgery, scanners to improve the quality of dentures, skin scanners to identify skin cancer, sensitive digital cameras to analyse the retina in ophthalmology, motion analyses in sports medicine and orthopaedics, robot-aided operations, simulation of cosmetic corrections, as well as monitoring and documentation of operations are just some of many examples.

Further expansion of the world's leading trade fair

VISION 2011 will not only examine the key topic of medical technology, it will also present an extensive display of all the innovations in the areas of smart cameras, area scan cameras, line cameras, high-speed cameras, infrared cameras, vision sensors, software tools, illumination, lenses, accessories, machine vision systems, application solutions and services. The trade fair will also contain a practical accompanying programme. "The objectives of VISION are to continue expanding, strengthen user proximity and extend its position as the world's leading trade fair", said VISION Project Manager Niethammer.



VISION in Stuttgart will present the key topic of medical technology for the first time.



Hotel GENO – Tagungszentrum des BWGV
...wo tagen leben heißt!



Hotel GENO -
Tagungszentrum des BWGV

Steckfeldstraße 2
70599 Stuttgart

Fon: +49 711 45 81-0
Fax: +49 711 45 81-3209

www.hotel-geno.de
hotel.stuttgart@bwgv-hotel.de

Das Tagungszentrum des BWGV in Stuttgart, Mitglied der TOP 250 Tagungshotels, besticht vor allem durch seine zentrale Lage: Sowohl das Messe- und Kongressgelände, als auch der Flughafen liegen in unmittelbarer Nähe. Die Innenstadt Stuttgarts kann in etwa 20 Minuten mit den öffentlichen Verkehrsmitteln erreicht werden. Direkte Anbindung an die A8 und die B27 sorgen für angenehme kurze Wege im Minutenbereich.

- zentral und doch im Grünen
- 24 großzügige, klimatisierte Veranstaltungsräume mit Tageslicht für max. 200 Personen
- kostenfreie Parkplätze
- modernste Tagungstechnik mit WLAN via Telekom Hot Spot und ab 2012 kostenlos
- 148 komfortable Gästezimmer
- eine leichte Weißbrotküche mit regionalen Köstlichkeiten
- ein hervorragendes Preis-Leistungs-Verhältnis
- eine persönliche Betreuung für Ihre erfolgreiche Veranstaltung

✓ Wir sind ein Certified Conference Hotel. Bei uns tagen Sie mit Auszeichnung!



Entdecken Sie das Wohlfühl-Flair !

Ein Haus mit Atmosphäre und Ausstrahlung, ein Haus zum Wohlfühlen und Entspannen. Der Standort ist ideal, nah am Puls der Landeshauptstadt Stuttgart, nur wenige Kilometer bis zur City, direkt bei der Autobahn München-Karlsruhe-Frankfurt, in Nachbarschaft zum Stuttgarter Flughafen und zum Musical Zentrum.

Erwarten Sie viel vom Hotel Filderland! Hier fühlen Sie vom ersten Augenblick das attraktive Flair eines modernen Stadthotels.

Ihr Hotel Filderland heißt Sie herzlich willkommen.

70771 Leinfelden-Echterdingen · Tübinger Str. 16 · Tel.: 0711/94 94-6 · Fax: 0711/94 94-888 · E-Mail: info@filderland.de · www.filderland.de



• Ihr Messe Wohnort

Nur 15 min von der Neuen Messe entfernt

**** **balladins SUPERIOR Hotel Residence**

- 135 geräumige Zimmer, davon 18 Deluxe Studios mit teilweise Klimaanlage
- reichhaltiges Frühstücksbuffet
- Hotelbar mit Snackkarte
- kostenfreie Benutzung unserer Sauna und des Fitnessraums
- kostenfreie Benutzung der Hoteltiefgarage
- kostenfreies W-Lan

Calwer Straße 16-18, 71063 Sindelfingen

Tel.: + 49 (0) 7031 933-0

Fax.: + 49 (0) 7031 933-100

Internet: www.balladins-sindelfingen.de

E-Mail: mail@balladins-sindelfingen.de



messebausysteme
inneneinrichtungssysteme
präsentationssysteme
reinraumsysteme
software und service



MIT KLEINEM BUDGET ZUM GROSSEN ERFOLG.

ZEIGEN SIE IHRE STÄRKE AUF DER MESSE.

**THE
WORLD
OF
SYSTEMS**

Wer Wichtiges zu sagen hat muss sich auf der Messe präsentieren. Wir liefern erfolgreiche Messebausysteme für jedes Budget. Entscheiden Sie sich für OCTANORM.
info@octanorm.de ✪ www.octanorm.com

OCTANORM 



Innovative kitchen solutions at Familie & Heim.

Familie & Heim 2011:

Kitchen innovations

The kitchen is the main communication area in the home. The family meets there, and people cook together there. A kitchen reflects the individual lifestyle. Experts know that kitchen planning depends not only on the spatial conditions, which always differ from property to property and from apartment to apartment, but also on personal habits and the needs of the particular residents.

During Familie & Heim in Stuttgart from 12 to 20 November 2011, leading manufacturers will present their latest kitchen innovations, including a large number of highlights which have already been enthusiastically received by visitors at the trend exhibitions in the industry.

Visitors to Familie & Heim – and therefore also the 8th International Kitchen Exhibition being staged there – will experience the innovative further development of modern kitchen architecture which was presented to trade visitors and the press in September 2011 at area30: shining or matt kitchen fronts in interplay with exotic woods; veneer reproductions which, thanks to state-of-the-art printing and finishing techniques, can barely be distinguished from genuine wood in terms of their vein and structure.

The Stuttgart consumer exhibition Familie & Heim is also a must-attend event in regard to energy conservation in the kitchen. Direct from the International Radio Exhibition (IFA) in Berlin, exhibitors will present built-in energy-efficient kitchen appliances for responsible consumers who not only want to save energy, but also make a positive contribution towards environmental protection.

Due to the purchasing strength of DER KREIS, the leading European network of kitchen specialists, visitors to Familie & Heim will enjoy low prices and interesting exhibits of kitchen specialists from the region. Anyone bringing his or her layout plan to the exhibition will be able to obtain detailed and competent advice directly on the spot.

Messen + Ausstellungen
2011 – 2012



SCHALL
MESSEN FÜR MÄRKTE.

2011

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

Control France
Die internationale Fachmesse für Qualitätssicherung
April 2012
Paris-Nord Villepinte / Frankreich

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

Agri Historica
Traktoren - Teilemarkt - Vorführungen
28. – 29.04.2012
Messe Sinsheim

Bondexpo
Die Fachmesse für industrielle Klebtechnologie
10. – 13.10.2011
Messe Stuttgart

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

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

Motek Schweden
Die Fachmesse für Montage- und Handhabungstechnik
08. – 11.05.2012
Messezentrum Jönköping / Schweden

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

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

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

Stanztec
Die Fachmesse für Stanztechnik
19. – 21.06.2012
CongressCentrum Pforzheim

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

Druck+Form
Die Fachmesse für die grafische Industrie
10. – 13.10.2012
Messe Sinsheim

2012

Echtdampf-Hallentreffen
Ausstellung - Fahrbetrieb - Verkauf
13. – 15.01.2012
Messe Karlsruhe

Faszination Modellbau FRIEDRICHSHAFEN
Ausstellung für Modellbahnen und Modellsport
01.11. – 04.11.2012
Messe Friedrichshafen

Faszination Motorrad
Verkaufsausstellung rund um das Motorrad
20. – 22.01.2012
Messe Karlsruhe

Modellbau
Internationale Modellbahn-Ausstellung
22. – 25.11.2012
Messegelände Köln

Fabtec
Die internationale Fachmesse für Blechbearbeitung, Fügetechnologie, Lackieren und Beschichten
08. – 11.10.2012
Codissia Messe Komplex, India

Control
Die internationale Fachmesse für Qualitätssicherung
14. – 17.05.2013
Neue Messe Stuttgart

Control Italy
Die Fachmesse für Qualitätssicherung
29. – 31.03.2012
Messe Parma / Italien

Blechexpo
Die internationale Fachmesse für Blechbearbeitung
04. – 07.11.2013
Messe Stuttgart

Motek Italy
Die Fachmesse für Montage- und Handhabungstechnik
29. – 31.03.2012
Messe Parma / Italien

Schweisstec
Die internationale Fachmesse für Fügetechnologie
04. – 07.11.2013
Messe Stuttgart

Faszination Modellbau KARLSRUHE
Ausstellung für Modellbahnen und Modellsport
22. – 25.03.2012
Messe Karlsruhe

365 Tage Erreichbarkeit
www.schall-virtuell.de
690.000 Zugriffe im Monat!

2013



More than 158,000 visitors came to the eight Stuttgarter MesseHerbst events last year.

Economic oasis LE

Companies from Leinfelden-Echterdingen exhibiting at Familie & Heim 2011 for the first time.

Eight successful public trade fairs promoted under one brand: Stuttgarter MesseHerbst, taking place in the Filder region from 11 to 20 November 2011. A particularly popular attraction among the MesseHerbst events is southern Germany's major shopping and discovery trade fair, Familie & Heim. A new feature of the much-loved consumer event this year is the "Leinfelden-Echterdingen Economic Oasis", a large joint stand which will serve as an attractive presentation and sales platform for the local retailers, craft producers and SMEs of Leinfelden-Echterdingen.

Generating more spending

"The Economic Oasis is an innovative project and part of our efforts to promote economic development", says Roland Klenk, Lord Mayor of Leinfelden-Echterdingen, regarding the commitment shown to Familie & Heim. "Together with Messe Stuttgart, we have set up a very attractive environment, in particular for the owner-operated small and medium-sized companies from our town who are now able to present their products to a very large public without the need

to invest major time and effort. And that at an unbeatable price."

It is like being at a conventional trade fair, continues Klenk, "however not at an isolated location somewhere in the city but part of a large consumer trade fair right at the heart of the new Stuttgart Trade Fair Centre, almost like an oasis." The aim of the project is to strengthen customer connections and to generate more spending, and thus to attract new clientèle and markets for local businesses.

To the question regarding where this additional demand will come from, Klenk's reply was as simple as it was convincing: "In conjunction with the other trade fairs taking place under the Stuttgarter MesseHerbst name, Familie & Heim attracted more than 158,000 visitors to the trade fair grounds last year. And these people came from the entire Stuttgart region. Similar to global economic thinking, smaller companies from Leinfelden-Echterdingen can also only remain successful when they look beyond the confines of their own city borders." "And", he continued, "this is where the Familie & Heim event comes in, providing many themes that also cover local trade."



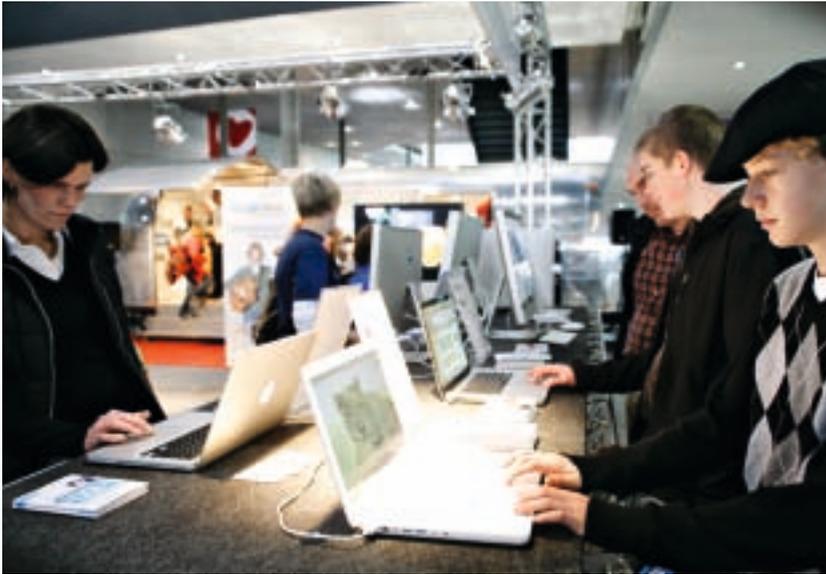
Wir schenken reinen Erfolg ein!

Denn nur mit besten Zutaten gelingt Ihr Kongress: Weltberühmte Architektur, Top-Service in City-Lage und optimale Infrastruktur. Unsere klaren Vorteile überzeugen Sie hier:

www.liederhalle-stuttgart.de

Kultur- &
Kongresszentrum
Liederhalle





A special show will be focussing on the theme "Time for technology!" at Hobby & Elektronik.

"Time for technology!"

New pavilion at the Hobby & Elektronik event to inspire young people to explore future technologies.

Computers, electronics, electronic games, telecommunications, audio, photography, video, imaging: The event programme for Hobby & Elektronik, southern Germany's largest end consumer trade fair in its segment, continues to attract technology fans of all ages to the Filder region year after year.

In view of the challenge to attract young, qualified talent to Baden-Württemberg to contribute towards research and technology, the research institutes and commercial enterprises from the region, together with Messe Stuttgart, will be organising the "Time for technology!" pavilion for the first time during the Hobby & Elektronik event from 17 to 20 November.

A comprehensive exhibition and accompanying event programme are planned for the new special event, designed to inspire young people to get involved in innovative research and technology. Here, among other things, there will be a forum held with exciting presentations. Visitors will also have the chance to test their technical expertise with interactive exhibits and take part in informative workshops. Well-known sponsors and partners,

among them Germany's National Research Centre for Aeronautics and Space (DLR) and the Laupheim Planetarium, have already signed up to take part.

A further highlight of the new pavilion is the special exhibition "Mars in 3D" from the Laupheim Planetarium, which will provide visitors with an overview of the current research carried out on the planet. In addition to meteorites from the Red Planet, Mars reliefs, aerospace models and a Mars globe, visitors will get the chance to take a closer look at the electronics of the Mars Express sensor camera. There will be a faithfully depicted, three-dimensional stereo production of the Red Planet shown during a 3D film.

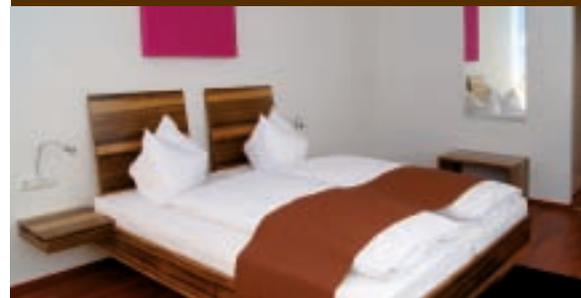
The fifth outing of the Stuttgarter MesseHerbst has otherwise plenty to offer visitors: In addition to Hobby & Elektronik, there are seven further trade fairs to look forward to which are all taking place at the same time: Familie & Heim, Internationale Mineralien- und Fossilienbörse, Kreativ- & Bastelwelt, Modellbau Süd, Süddeutsche Spielmesse, Babywelt and the gourmet trade fair eat&STYLE. |

Gute Geschäfte
macht man nur
in besten Lagen.



5 Minuten zur Messe.
5 Minuten zum Flughafen.

Neu. Erfrischend anders.
Und so erfolgreich wie Sie!



Das neue Airport-Messe-Hotel
in Stuttgart-Filderstadt.

- Kostenloses W-LAN
- kostenloses Parken
- Flat-TV
- Zimmersafes
- gratis Kaffee & Tee im Zimmer
- und ein Frühstück, das Sie den Tag so richtig genießen lässt.



Business Rooms
for Business People

AMHotel
Stuttgart/Filderstadt

Airport-Messe-Hotel Stuttgart
Industriestrasse 9
70794 Filderstadt
Tel. 07158/70 97 97-0
Fax 07158/70 97 97-99
info@airport-messe-hotel.de
www.airport-messe-hotel.de



An increasing number of modern bakeries are also offering their customers lunch options.

Best ingredients

The bakery and confectionery trade will be meeting at südback from 22 to 25 October.

Customers tightening their belts, surplus capacities, strong competition from supermarkets and discount chains: The bakery and confectionery trade is currently facing enormous challenges. What is needed are well-thought-out strategies and hard-hitting calculated concepts. Ability and talent alone are no longer sufficient for market survival which is why new developments and innovative corporate ideas are taking over today's industry. Any business looking to attract long-term customers

must push the quality of home-produced and natural goods to the fore. Another important factor for maintaining customer loyalty is the shopping experience itself. Contemporary furnishing concepts must allow for the consumer's increasing awareness of manufacture, health and sustainability, while at the same time fully meeting all requirements of functionality, hygiene and ergonomics.

Stuttgart's südback will thus be providing bakers and confectioners with tailored solutions for these issues from 22 to 25 October 2011. In addition to a clearly structured and comprehensive exhibition area, the specifically themed programme of accompanying events, which includes both a bakers' and a confectioners' trend forum, will ensure visitors are provided with all the information they need.

"The number of visitors attending and the interest shown by exhibitors have been steadily increasing over the years, confirming the success of the event concept and making südback one of the most coveted trend fairs of the bakery and confectionery trade,"

explains Ulrich Kromer proudly, Managing Director of Messe Stuttgart.

Quality not quantity

According to Klaus Vollmer, State Guild Master of the Baden-Württemberg Confectioners, the emphasis is also on quality and not quantity in the confectionery trade: "The main area driving turnover is still retail sales, where refined confectionery products are certainly high up on the list for customers. There is no longer an emphasis on seasonal articles as treats are being enjoyed all year round. Breakfast options, ice-cream and chocolate have seen an increase in customers visiting the confectionery shops." The turnover generated from coffee specialities, continues Vollmer, contributes to approximately 25 percent of the turnover for the cafés. Even the "Coffee to go" and "Cake to go" take-away segments are seeing progress. The German confectionery trade, with approximately 3,000 businesses and an annual turnover of circa 1.5 billion Euro, makes it a significant player in the food sector. |



On trend: High-quality baked goods.

Not just for press meetings

The reputation of Messe Stuttgart and the neighbouring ICS International Congress Center Stuttgart as ideal locations for trade fairs, congresses, exhibitions and large events has since been established both at home and abroad. That there are further key locations available to hire for smaller events does not appear to be as widely known.

Anyone looking for a location to hold seminars or meet with customers or exhibitors away from the hustle and bustle of the main event should keep our elegant press centre in mind. Almost 100 square metres in size, the press conference room, as part of the 300 square metre plus press area, can be divided into two equally sized seminar rooms and also boasts an almost 140 square metre reception area.

With its parliamentary seating plan, the conference room has capacity to seat 28 plus six speakers; with maximum row seating, there is capacity for 104 seats and the required conference technology. Further information can be requested by sending an email to gastveranstaltungen@messe-stuttgart.de.

Elegant, multi-purpose, optimally equipped: The Press Centre at Messe Stuttgart is also available for hire.



125 Years Automobile:

Successful event

The sun was shining as more than 250,000 people celebrated the start of the Automobile Summer 2011 in Baden-Württemberg. The event, which took place at Stuttgart's Schlossplatz, was organised with support from the city of Stuttgart, the Ministry of Finance and Retro Promotion GmbH, among others. Messe Stuttgart held a technology exhibition at the heart of the city together with partners Mercedes-Benz, Porsche, Audi and Motor Presse Stuttgart.



Classic cars on display in the city of Stuttgart.

Berner 



Wir sorgen für Verbindung.

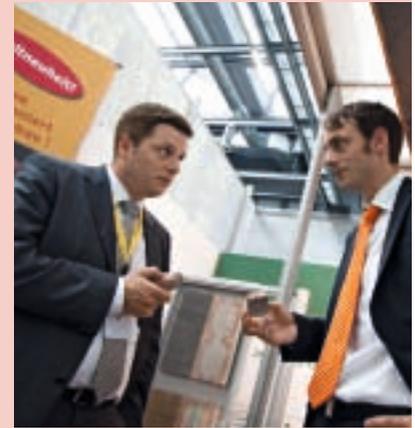
Ihr kompetenter Partner für:

- Telekommunikation
- Einbruchmeldeanlagen
- Videüberwachung
- Elektrotechnik
- Klimatechnik
- Regenerative Energien
- Solaranlagen
- Brandmeldeanlagen
- Netzwerktechnik

Berner Elektrotechnik GmbH | Hafenbahnstraße 16 | 70329 Stuttgart | Tel.: +49 (0) 711 - 937456 - 0
Fax: +49 (0) 711 - 937456 - 111 | info@berner-elektrotechnik.de | www.berner-elektrotechnik.de

Top event for sustainable building

Consense, the international trade fair and congress for sustainable building, investment, operations and maintenance, was organised for the fourth time from 29 to 30 June by Messe Stuttgart and DGNB. A participant's perspective:



Congress, information platform, communications hub: Hendrik Dusny, Project Manager from Berliner Witte Projektmanagement GmbH, at Consense.

There is a babble of voices and bustling of people at the accreditation desk of Messe Stuttgart. Consense, the international trade fair and congress for sustainable building, investment, operations and maintenance, will be opening its doors within a matter of minutes. One of the many participants waiting to enter is Hendrik Dusny, Project Manager and Head of Green Building Certification at Witte Projektmanagement GmbH in Berlin. "As a founding member of the German Sustainable Building Council (DGNB), Consense has become a must-see event on our calendar," he explains on his way to the opening. "This is already our fourth year here."

Valuable networking

Everyone is waiting for the opening speeches to begin. Prof. Michael Braungart, Head of the Environmental Protection and Encouragement Agency (EPEA), and the Canadian designer Bruce Mau share their vision for a built environment with an audience of participants listening to their every word.

Requests for different perspectives lead to lively discussions. However, now is not the time for an in-depth analysis as the first workshops are about to get underway, addressing current themes regarding sustainable building and property maintenance.

"For me, the workshops are the most interesting part of the event," says Dusny. Especially the legal aspects of certification, which are becoming increasingly important: "A lot of our work at DGNB involves auditing, which is why we are looking to clarify the risks involved in this and the responsibility we hold during the certification process," he explains.

Valuable networking takes place during the lunch break. Visitors and exhibitors gather at the standing tables in the middle of the congress hall, from where there is a good view of the trade fair stands boasting over 100 manufacturing and consultancy services. "We use the trade fair and the congress mainly to keep up-to-date on developments in sustainable building and to meet with our fellow industry colleagues," says Dusny.

When lunch is over, there is time for a stroll through the exhibitor hall. At the Forum and the Stage, the new discussion areas of the trade fair, small groups are intently listening to the speakers. Visitors, exhibitors and speakers have the chance to directly interact with each other and address the latest issues with these communication platforms. "These areas have been a successful addition to the overall event," confirms Dusny. "They have made it possible for people to contribute towards group discussions outside of the workshops and presentations."

International focus

The project manager rounds off the first day of Consense at the pleasant exhibitor evening where the guests talk shop until late. "We will certainly be returning again in 2012, both as congress participants and exhibitors," explains Dusny, adding: "Should there be a stronger focus on international developments over the following years, the importance of Consense is only set to increase, both at home and abroad." |



All about adhesive technology at the BONDexpo event.

BONDexpo 2011:

Combined synergies

Whether it's bonding and adhesives as an alternative connection technology for the joining of new hybrid and construction materials or high-tech adhesives for solar production and the photovoltaic industry: At BONDexpo, the trade fair for industrial bonding technology, exhibitors will be presenting adhesive, foam, grouting and insulating materials from 10 to 13 October 2011, not to mention equipment and machinery for dosing and for automated application. BONDexpo will be taking place at the same time as MOTEK, the international trade fair for assembly, handling technology and automation, thus providing instantly exploitable synergies. |

eat&STYLE 2011:

Indulge yourself

In recent years, eat&STYLE has developed to become Germany's leading event for gourmet connoisseurs and hobby cooks. For the first time this year during Stuttgarter MesseHerbst from 18 to 20 November 2011, organiser Gruner + Jahr Foodshow GmbH will be presenting its own "Homestyle" area, where florists and stylists will showcase the latest trends for interior design and decoration and exhibitors will demonstrate the corresponding products. Celebrity chefs will also be taking part in the end consumer trade fair as part of the comprehensive accompanying event programme. |



eat&STYLE is a Mecca for connoisseurs and hobby cooks.

Messe Stuttgart



Offizieller
Vertragspartner

Rund **1.600**
Messe-Stände
auf über **200**
Messen weltweit ...

... und wann dürfen wir Ihrem Unternehmen zu einem gelungenen Messeauftritt verhelfen?

Individuelle
Messestände/
Systemwelten/
Themenparks &
Gemeinschaftsstände/
Eventplanung/
www.ms-messebau.de



M&S

messebau und service gmbh

Stammsitz
Albstr. 9
73765 Neuhausen

Systemwelten
Dreifelderstr. 50
70599 Stuttgart

Tel.: 07158 - 90 24 -0
Fax: 07158 - 90 24 -26
www.ms-messebau.de





The dental industry and service providers attach great importance to Fachdental in Stuttgart and Leipzig.

Fachdental Stuttgart/Fachdental Leipzig 2012:

Concept impresses dental industry

Fachdental Stuttgart and Fachdental Leipzig seem unperturbed by the turbulences and rumours surrounding the future of the two regional dental exhibitions in Germany: both events provide confirmation of the successful concept through an increase in the number of exhibitors and therefore prove conclusively the continuing confidence which the dental industry and service providers from this industry place in Messe Stuttgart and its partners. According to the lists published in the Internet, the number of exhibitor registrations is already well above the previous year's figure even before the exhibitions start

“The rise in the number of registrations underlines the great importance of the Fachdental exhibitions in the industry and shows that we and our partners provide a vital platform for the exchange of technical information”, said Andreas Wiesinger, Divisional Director

of Messe Stuttgart. “The date of Fachdental Stuttgart 2012 (28 and 29 September 2012) is a signal which clearly affirms the long-term relationship with our partners and offers both exhibitors and visitors planning security at a very early stage.”

An advanced training event of the Baden-Württemberg State Dental Association and scientific talks for orthodontists will be held concurrently with Fachdental Stuttgart 2012. The dental industry will meet next year in Leipzig on 21 and 22 September.

In addition to the biennial IDS in Cologne, the regional Fachdental exhibitions in Stuttgart and Leipzig provide an extensive overview of innovations and trends in the dental industry. No other events bring together the retail trade, the dental industry, dentists and dental practice employees so successfully under one roof.

hair & style management 2011:

Styling trends

On 27 and 28. November 2011 everything will revolve around the topic of beauty in Halls 7 and 9 at Messe Stuttgart. During hair & style management, Trade Fair for Hairdressing Equipment, Cosmetics, Nail Design, Shop Management and Fashion with Championships, over 100 exhibitors will show professionals from hairdressing salons in southern Germany the latest styling trends along with current offers for fashion-conscious customers. The Trade Fair will also provide visitors with numerous advanced training opportunities during workshops, talks and shows.

Trend hairdressers: hair & style management.



Service mit Persönlichkeit

Berufskleidungsservice • Waschraumhygiene

Schutzfangmatten • Arbeitsschutz

Hotel- und Gastronomiewäsche

Tafelwasserspender **NEU**



bardusch

Textil-Mietdienste

Seit 1871

Bardusch GmbH & Co. KG
Textil-Mietdienste

Rötelstraße 2
74076 Heilbronn
Tel.: 0 71 31/ 76 15 - 0
service@bardusch.de
www.bardusch.de

Trade fair partner: ambicon GmbH Company

More customer friendliness

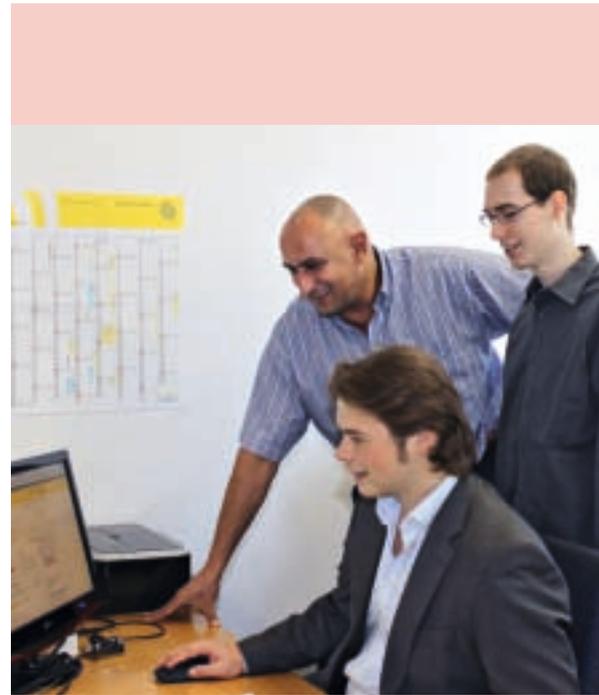
Optimising business processes and company activities, thereby also increasing service quality, is an important objective for modern enterprises such as Messe Stuttgart. Individual, highly efficient and flexible IT solutions are a prerequisite for this nowadays.

In its capacity as an authorised partner, the Dachau-based software company ambicon has been supporting Messe Stuttgart with a new online order system for exhibitors since the start of 2011.

“Using the leading technological ERP solution myfactory.Business-World, which is based completely on the system architecture of Microsoft. NET and state-of-the-art Web technologies, we offer Messe Stuttgart and its customers a quick, individual and versatile solution for their trade fair shop”, said Reza Peyman,

Managing Director of ambicon. The Bavarian software services provider was founded in 2001; the company, which has a workforce of five employees, has been a partner of my-factory International GmbH since 2005.

“Since we were already responsible for the previous shop software of Messe Stuttgart, we knew a great deal about the existing functionalities”, said Peyman. “The new shop version offers ordering exhibitors far more valuable functions. For example, they can select even more individual alternatives for the configuration of their stand and carpet variants, or for online catering. The shop system of ambicon is on the whole far more flexible and ideally matches the modern high-tech server systems of Messe Stuttgart.”



The software services provider ambicon GmbH manages the Messe Stuttgart Shop as an authorised partner.

5th German Mechanical Engineering Summit

Sponsored by Messe Stuttgart

The German engineering industry is working flat out. The number of incoming orders is rising to a possibly record-breaking level. Economists are expecting an increase of around 14 per cent in production in 2011. Where does the German engineering industry

stand in a worldwide comparison? Answers to this and other questions will be provided at the 5th German Mechanical Engineering Summit in Berlin on 18 and 19 October 2011. The German Engineering Federation (VDMA), the German Machine Tool

Builders' Association (VDW) and the trade journal “Produktion” invite people to attend. The first-class industry event is sponsored by Messe Stuttgart and two other German trade fair companies. The most important themes for this year will include talks on free trade, energy policy, ways out of the raw material trap, the efficiency of EU research and new trends in company financing.



“Der perfekte Rahmen für Tagungen, Seminare, Kongresse von 5 bis 1.200 Personen.”

Für Ihre Tagung wie geschaffen

- durch sehr gute Verkehrsanbindung
- Gastronomie auf höchstem Niveau
- erstklassigen Service
- flexibles Raumkonzept
- professionelle Technik
- Tiefgarage

FILDERHALLE
Kongress- und Tagungszentrum

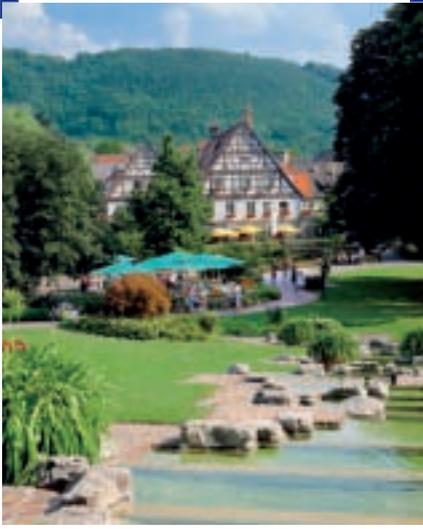


Leinfelden / Bahnhofstr. 61
70771 Leinfelden-Echterdingen
www.filderhalle.de

Telefon: 0 711/758575-0
Fax: 0 711/758575-339
info@filderhalle.de

Das Vergnügen, Gast zu sein.

FILDERHALLE



Ihr Messequartier im Grünen mit **** Service

Raus aus dem Messetrubel, rein in die entspannende Ruhe in grüner Umgebung, direkt am Kurpark auf der schwäbischen Alb gelegen.

52 komfortabel ausgestattete Wohlfühlzimmer mit Dusche, WC, Telefon, Minibar und TV, größtenteils mit WLAN, stehen Ihnen zur Verfügung.

Hinter historischen Mauern finden Sie vier Konferenzräume für 5 bis 35 Personen, zwei Restaurants, eine Hotelterrasse am Kurpark und ein Thermalbad.

Als besondere Leistung bieten wir, gegen Gebühr, einen Bus-Shuttle oder einen speziellen Limousinen-VIP-Service an. Und wenn Sie müde von der Messe kommen, steht ihr Messecocktail schon für Sie bereit.

Verkehrsgünstig gelegen, 10 km bis zur A8 und 35 Minuten bis zur Neuen Messe Stuttgart.

Bad Hotel Bad Überkingen
Otto-Neidhart-Platz 1
73337 Bad Überkingen
Telefon 07331 / 3020, Fax 30220
www.bad-hotel.de
info-bad-ueberkingen@bad-hotel.de.



Trade Fairs – Markets



Trade visitors from all over the world have been meeting at MOTEK for thirty years.

Standing test of time

There is more than just luck involved when a trade fair like MOTEK enjoys over 30 years of success.

There is hardly an industry these days that moves as fast as the trade fair one: Being able to maintain the success of a trade fair addressing the same theme year after year for over three decades is certainly a rarity. However, Paul E. Schall did just that with “his” MOTEK.

Leading international trade fair in the Filder region

“Thanks to its clear concept and the consistent interpretation of its carefully coordinated themes over the years, MOTEK has developed from the smallest of beginnings to become the indisputable leading international trade fair for all things regarding production automation,” explains Schall proudly. “There are no other trade fairs of its kind that combine jig making, industrialised building and special machine construction, as well as components and subsystems, right through to complete system solutions.”

Schall is expecting around 1,000 exhibitors from over 30 countries to attend the trade fair on 10 October 2011 in Stuttgart’s trade fair halls. Here, MOTEK and BONDexpo, the trade fair for industrial adhesive technology which is taking place at the same

time (10–13 October), are certainly in a league of their own.

In addition to the technology, products, systems and services on offer from the companies exhibiting, trade visitors from all over the world will be provided with information during the trade fair tag team’s many pavilions, forums and numerous special shows, among them the “Mechatronics” pavilion and the “Education and Research” pavilion from the nationwide Mechatronik Baden-Württemberg network, as well as the Area of Innovation (AOI).

Market leaders on site

All exhibition spaces for BONDexpo have been booked out for several months now, (almost) all market leaders from the industrial adhesive technology industry will be present, among them application specialists from the areas of dosing and portal handling, as well as robot systems. Conceptual cooperation partners at BONDexpo, such as the Fraunhofer Institute for Manufacturing Technology and Advanced Materials (IFAM) and the bonding transfer centre Transfer Centrum Kleben (TC), round off the comprehensive programme of information perfectly. ■

Targeted investment

Without modern technology, today's butchers would find it hard to stay competitive. SÜFFA will be demonstrating the latest must-have equipment.

There has been plenty of change happening in the butchers' trade over the years. Smaller businesses are on the decline, above all those in rural areas, with their customers being snapped up by the larger companies in the region. According to industry experts, these companies generally end up enlarging their production facilities as a result of the expansion.

At SÜFFA, trade visitors will have the opportunity from 2 to 4 October 2011 to gather first-hand information and to make detailed comparisons of tailored solutions. Products on offer from SÜFFA exhibitors range from the ideal boning knife to the more effective steam smoke generator to entire carving lines.

Even at SÜFFA 2009, around 60 percent of trade visitors had invested in working and operating systems. An EU regulation which came into force meant many companies needed to take action in order to adhere to the new safety and hygiene standards. Today, one third of the specialist butcher shops is planning to modernise abattoir and carving equipment; one third is looking to invest in production.

One reason for investment is the changed behaviour of many consumers when purchasing meat, which has in turn had an effect on company organisation. Industry surveys carried out have shown that the percentage of ready-packed meat products purchased during the weekly shop has more than doubled since 1990, while the demand for service from behind the counter has halved.

Many butcher shops are using high-quality regional products to survive this cut-throat marketplace. "More and more consumers are looking for authentic produce from their own country," explains Dr. Wolfgang Lutz from the German Butchers' Trade. "We see regional brands, quality and service as key to gaining the upper hand on international suppliers who tend to supply the same products all over Europe." This is where regional abattoirs and regional producers have the opportunity to once again make their mark. "However, the requirements of this demanding market," continues Lutz, "can only be met by professionally equipped businesses that work efficiently." |

State-of-the-art production technology helps to survive in a demanding market.



*With a little help
from my friends**

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

Sie möchten eine Veranstaltung gänzlich ohne Stress durchführen? Wir planen und organisieren den gesamten Ablauf nach Ihren Wünschen. In unserem umfangreichen Mietpark finden Sie alles für Ihr Event: Beschallungsanlagen, Broadcast-Equipment, Video- und Computertechnik sowie Daten-Projektoren und Flachdisplays in allen Größen.

Gerne übernehmen wir für Sie auch den Auf- und Abbau der Geräte und betreuen bei Bedarf ebenso die Veranstaltung vor Ort – alles ohne Stress.

Miet- und Veranstaltungsservice

Beschallung

Planung

Konferenz- und Medienräume

Videokonferenz

Broadcast

Videoüberwachung

Reparaturservice

* 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.

mevis.tv
Innovative Medienlösungen

Servicepartner der Landesmesse

mevis.tv GmbH · Blumenstraße 40–42
70182 Stuttgart · E-Mail: messe@mevis.tv
Telefon: +49 (0) 711 / 2142 - 165
Telefax: +49 (0) 711 / 2142 - 249



“I am fighting for promotional funds for my trade fairs and exhibitions”

Message portrait:

Lenka Výborná, Representative of Messe Stuttgart in the Czech Republic

Germany has always had a strong appeal for Lenka Výborná. After the first semesters in Prague, she continued her degree in business administration at Hamburg University. After completing her degree, she decided to stay in Hamburg and work in public relations.

In February 2010 Výborná became the Official Representative of Messe Stuttgart in the Czech Republic with her own office in Prague. The business administration graduate has a great deal of experience for this position because, after her return from Germany, the German-Czech Chamber of Industry and Commerce offered her a job in Prague. During approximately four years with this organisation, Výborná was responsible over a period of two and half years for Messe Stuttgart and acted as a contact for Czech exhibitors and visitors who were interested in the trade fairs and exhibitions of Messe Stuttgart.

She became infected with the “trade fair virus” during this period. “I like dealing with different subjects and working with people from many different industries ranging from winegrowing through to mechanical engineering. I therefore became self-employed in this sector.” She reached an agreement with Messe Stuttgart and now looks after the entire Stuttgart trade fair and exhibition port-

folio. She does this with passion. “At present, I am fighting for promotional funds and trying to get the Czech Ministry for Industry and Commerce to support R+T, AMB and Interbad. This calls for persuasion and is a long process”, said Výborná based on past experience.

Extending networks

However, she primarily acquires visitors and exhibitors for the varied Stuttgart trade fairs and exhibitions, maintains contacts with trade associations where she often gives frequent talks about trade fairs during annual general meetings or concludes cooperation agreements with trade associations or specialist publications. She also sends exhibitor mailshots via the databases of the trade associations or publishes technical articles in trade association magazines or in trade journals. “Trade associations”, said Výborná, “are very important in the Czech Republic. In many industries you won’t get far without trade associations.” She is therefore continuously expanding her network. She also acquires exhibitors for trade fairs and exhibitions in Stuttgart, and organises trips for visitors. Her tasks also include general mailshot campaigns, telephone acquisition and acquisition of exhibitors

and visitors at rival events in Prague and Brno. In addition, she organises presentations and press conferences in the Czech Republic in order to present the trade fairs and exhibitions in Stuttgart in cooperation with German colleagues.

When trade fairs and exhibitions take place in Stuttgart with participants from the Czech Republic, Výborná is there to look after “her” exhibitors and make sure that everything is to their satisfaction. This is very well-received and ensures long-term customer loyalty. “I regard myself as a contact who is always there for customers and helps them to complete registration forms or grant applications, and apply for Vat refunds”, said Výborná. She has now also become the official representative for Messe Karlsruhe and works on a project-related basis for Messe Hamburg. In order to cope with these tasks, she took on a female employee in July 2011.

The 31-year-old, who is always in a good mood, still has a life at the end of the working day. Her main leisure interest is physical exercise. Pilates, rowing on the River Moldau with her husband or zumba, a work-out programme with Latino rhythms, are some of her sporting activities. She is also extremely interested in reading, predominantly novels and biographies, but also cooking. |

Messe Stuttgart with its own app:

Messe Stuttgart online

Right on time for the start of IT & Business and DMS Expo, Messe Stuttgart will launch its own app in the iTunes Store this autumn. iPhone owners will be able to use the mobile phone software to conveniently plan and organise their stay at Messe Stuttgart on their mobile phone. The so-called multi-event app will provide access to all events of Landesmesse Stuttgart GmbH. Exhibitor lists and trade fair and congress programmes will be available prior to the visit. Information on exhibitions and stands, as well as individual programme items can be stored in an individual watchlist and dates can be displayed via a reminder function.

Route guidance will bring visitors to their desired destination on the trade fairgrounds. Dynamic hall and site plans will also make orientation easier. Reports, photos and videos regarding ongoing events will bring visitors right up to date at all times. Visitors who do not own an iPhone will only have to be patient for a short while: an android version of the mobile phone software is already being developed.



iPhone owners are always up to date with the "Messe Stuttgart app".

LMS Internal

Messe Stuttgart has now implemented the second stage of the reorganisation of its Communication Department. The former press spokespersons and advertising managers Stephanie Josst, Andreas Ott, Gerd Fleischer, Kerstin Lämmel, Anja Bräutigam, Axel Recht, Christine Bender, Sonja Otterbach, Christine Wiedmann, Petra Ponier-Sure and Silvia Stoll have been working decentrally since August 2011 as communication managers in the four Messe competence teams. They are responsible there for both press work and advertising. The long-standing company spokesman Thomas Brandl has become self-employed with his own communication agency, but will also continue to manage the two Messe Stuttgart projects INTERVITIS INTERFRUCTA and CMT in future. Corporate advertising and all service functions for press and advertising will remain in the Marketing/Communication Department headed by Martin Walter. A new company spokesperson was still being sought at the time of the editorial deadline.



Ulrich Kromer (right) and Roland Bleinroth with a "mission statement mirror".

New mission statement:

Focus on goals

Since the middle of 2011, employees, customers, suppliers, partners and shareholders of Messe Stuttgart have been following a new mission statement. "The guidelines will provide them with orientation in daily work", said Ulrich Kromer, Managing Director of Messe Stuttgart. "They communicate transparency to the outside world and demonstrate our willingness, as a public company, to accept social responsibility", added Kromer's fellow Managing Director Roland Bleinroth. The mission statement is being implemented in the company by means of slogans on a number of mirrors at central locations.

OFFIZIELLER VERTRAGSPARTNER DER STUTTGARTER MESSE

IHR LÖSUNGSANBIETER FÜR

ELEKTROTECHNIK

- ELEKTROANLAGEN
- BELEUCHTUNGSANLAGEN
- GEBÄUDELEITTECHNIK
- NIEDERSpannungs-SCHALTANLAGEN



WIR KNACKEN JEDE NUSS

ZIEGLER
systemhaus gmbh

HOPPENLAUSTRASSE 3-5 . 70174 STUTTGART
TEL. 0711/22 00 778-0 . INFO@ZIEGLER-SH.DE
WWW.ZIEGLER-SYSTEMHAUS.DE

DRUCKE

zum Geniessen

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



S A L E S F O L D E R
K A T A L O G E
K A L E N D E R



BERTSCH KG

MEDIENPRODUKTION

FRIEDRICH-LIST-STRASSE 4

70771 LEINFELDEN- ECHTERDINGEN

TEL. 0711/79 68 86

FAX 0711/7 97 98 10

EMAIL: KONTAKT@BERTSCH-MEDIA.DE

Events – Congresses



Showpiece: The ICS presentation at the Stuttgart stand during IMEX.

Making an impression

The ICS was represented at the world's largest event for the trade fair, congress and incentive industry in 2011.

Together with the congress office of Stuttgart-Marketing GmbH and further partners, the ICS International Congress Center Stuttgart promoted the city of Stuttgart as the top location for congresses and conferences at the end of May at IMEX 2011's destination stand. As a member of the "Seven Centers of Germany" cooperation, the ICS enjoyed a second important outing in Frankfurt at the world's largest trade fair for the congress, event and incentive industry.

Excellent reputation

Around 3,900 invited buyers from over 150 countries gathered at the multi-award-winning trade fair. The excellent reputation enjoyed by the state capital here as a location for congresses and conferences was also visually represented at IMEX in 2011, with the city's many amenities showcased for the first time in a separate open area. "With the new destination stand, we were able to take a more targeted approach to the promotion of

Stuttgart than had previously been the case," explains Head of ICS, Stefan Lohnert. Involvement in the Seven Centers of Germany has also already borne fruit. The intense collaboration between the largest German congress centres with direct connections to a trade fair grounds, which also includes Stuttgart's ICS, has not only been a success in Germany but last year saw the country expand on its top ranking as a congress and conference location across Europe.

The themes of environmental commitment and sustainability played an important role at IMEX 2011. "These issues are essential today for congress and trade fair locations looking to remain competitive," says ICS Head Lohnert. "The ICS is a location that is leading the way for the conference and event industry when it comes to environmental awareness. Even during the construction phase, there was plenty of emphasis placed on ecological standards and innovative technology. This has really contributed towards its success."

ANSYS Conference 2011:

Model region

Electromobility looks set, for ecological and economic reasons, to be one of the greatest challenges in the years ahead with experts predicting that it will slowly replace the more traditional forms of mobility in everyday life. In order to gain a better understanding of this and how to make the most of it, the simulation specialist ANSYS has created applications perfect for the development and implementation of innovative application concepts. Simulation opportunities in the area of electromobility and in other current application areas are thus the focus of the ANSYS Conference and the 29th CADFEM Users' Meeting, which will be taking place from 19 to 21 October in the ICS International Congress Center Stuttgart. Taking place in the Filder region at the same time will be an accompanying exhibition showcasing products and services concerning the theme of simulation.



A real gem: Icelandic eagle mask.

State exhibition 2011:

World views

The Stuttgart Linden Museum is holding the large state exhibition "Welt-sichten – Blick über den Tellerrand! / World Views – Looking Beyond the Cultural Horizon!" until 8 January 2012 in the city's Kunstgebäude. Celebrating 100 years of the museum, the exhibition combines all seven regional departments with more than 400 exhibits to form one show and provides visitors with a view of the world's fascinating variety using cultural comparisons. Further information available at: www.lindenmuseum.de

Congresses 2011/2012

04. – 05.10.2011

Pellets Industry Forum

Organiser: Solar Promotion GmbH
Location: ICS – Messe Stuttgart

19. – 21.10.2011

ANSYS Conference & CADFEM Users' Meeting

Organiser: CADFEM GmbH
Location: ICS – Messe Stuttgart

22.10.2011

Meisterfeier 2011

Organiser: Chamber of Crafts
Stuttgart Region
Location: ICS – Messe Stuttgart

21.11.2011

DHBW – Bachelors' Night – Graduation of the Faculty of Economics

Organiser: Duale Hochschule
Baden-Württemberg
Location: ICS – Messe Stuttgart

24.11.2011

6th Stuttgart Fire Protection Day

Organiser: Beton Marketing Süd GmbH
Location: ICS – Messe Stuttgart

09.02.2012

LBV Entrepreneurs Day 2012

Organiser: Landesbauernverband
in Baden-Württemberg e. V. (LBV/State
Farmers' Association)
Location: ICS – Messe Stuttgart

26.06.2012

stb marketplace 2012

Organiser: MICE AG
Location: ICS – Messe Stuttgart

HOTEL UNGER

STUTT GART



Im Herzen der Stadt

günstige Verkehrsanbindung

eigene Hotelgarage

Gourmet-Frühstücks-Buffer

U-Bahn zur Messe

**Business-Zimmer mit
Internet-Zugang**

Hotel Unger
Kronenstraße 17
70173 Stuttgart
Telefon: (0711) 20 99-0
Telefax: (0711) 20 99-100
E-Mail: info@hotel-unger.de

Stuttgart Sightseeing

Sightseeing tip: Stuttgart Viticulture Museum

Not only Trollinger

Viticulture from the Romans up to the present day: The "Alte Kelter" in Uhlbach is well worth visiting for a journey through time.



An important part of Württemberg's cultural history comes alive in the Stuttgart Viticulture Museum.

Have you always wanted to know what a "wine year" means to wine-growers or how long the Trollinger grape has been cultivated? The Stuttgart Viticulture Museum can answer your questions: the "Alte Kelter" in Uhlbach provides visitors with an unique overview of viticulture from Roman times up to the present day.

The exhibition presents the wine production process from the arduous work of winegrowers in their vineyards,

grape picking, pressing and storage through to wine selling and wine enjoyment. Extraordinary exhibits from two millennia show the long wine-growing tradition in Württemberg and the Stuttgart region.

A fully equipped cooperage shows the artistic handicraft of wine barrel carvers. Original tools dating from the 18th and 19th centuries, beautifully decorated wine barrels from around 1900, clay, stoneware, glass and pew-

ter vessels from Roman times and the Middle Ages up to the 19th century can also be seen in the "Alte Kelter". After an exciting tour of 2,000 years of viticulture history and wine culture, visitors should still find time to taste some very good regional wines in the Museum's own wine tavern. All the wines naturally come from wine-growers in Stuttgart and the surrounding region. Information and reservations: +49 (0)711 2228-100.

Hotel tip: La Casa, Tübingen

Five stars for Tübingen

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



The 5 star hotel La Casa in the university city Tübingen is also a stylish domicile for trade fair visitors.

The Arabic Bath is just one of many attractions in the large wellness area in the La Casa.



The 5 star hotel La Casa is situated in the middle of the new Loretto quarter in Tübingen. This boutique hotel enchants guests with its extraordinary design and feel-good atmosphere. La Casa contains 39 elegant and differently appointed rooms, of which six are suites. All rooms contain modern conveniences. A scent of the east wafts through La Casa, which was designed by the architect and interior designer Claudia Leuze. The La Casa Spa with a relaxing pool and Finnish sauna is located on the top floor of the hotel. The basement contains an Arabic Bath with a steam grotto, a tepidarium and various massages. Guests from the surrounding region are also very welcome and can use the hotel's wellness facilities. For evening cocktails La Casa offers a lounge with live piano music. The Mediterranean designed evening restaurant is recommended for dinner and has even been mentioned in the Michelin Guide. A gourmet brunch with background piano music is held once a month in the restaurant.

Tübingen is around 40 kilometres from Stuttgart and can be easily reached by car. Further information: Hotel La Casa, tel.: +49 (0)7071 94666-0, Internet: www.lacasa-tuebingen.de

Highlights 2011/12

23.09. – 09.10.
Stuttgart Beer Festival
Cannstatter Wasen

04.11. – 31.01.2012
Harald Wohlfahrt Palazzo
Cannstatter Wasen

16. – 20.11.
27th Stuttgart Masters
Hanns-Martin
Schleyer Halle



23.11. – 23.12.
Stuttgart Christmas Market
Stuttgart city centre

29.11. – 04.12.
chocolART
Tübingen Altstadt (old town)

From 17.12.2011.
Rebecca – The Musical
Palladium Theatre

Gastronomy tip: "5" (Stuttgart)

Fifth dimension

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

Michael Zeyer, a former professional football player with VfB Stuttgart, has opened a special kind of "footballer's pub" in Stuttgart city centre. "5" claims a place in the top league in terms of its design and gastronomy. The colour white and curved lines in a 1960s look predominate on the ground floor and in the bar area, while up the stairs in the restaurant there is a contrast programme with brown tones, mystical video installations and an English club style. Michael Braun is responsible for the highest possible standards in the kitchen. He has already worked, for example, for the 3 star master chef Dieter Müller. Anyone wanting to enjoy his culinary creations should know that "only" menus and no individual dishes are available at "5". The prices range from around 50 to just under 100 Euro for



Design ambience and gourmet cuisine: "5".

a 3- and 5-course menu respectively. You should definitely make an advance booking if you want to enjoy a meal orchestrated to delight all five senses at "5", Bolzstrasse 8. For more information, visit the homepage www.5 fo or ring the following number: +49 (0)711 65557011.



Raum für Begegnungen

Das Neckar Forum in Esslingen

Herausragend | Stilvoll | Flexibel

Seien Sie Gast oder Gastgeber
in unseren Veranstaltungsräumen –
wir freuen uns auf Sie!



 **ESSLINGEN Live**
KULTUR UND KONGRESS GMBH



Altes Rathaus

Osterfeldhalle

Esslingen live
Kultur und Kongress GmbH

Ebershaldenstraße 12
73728 Esslingen am Neckar
Tel. +49 (0) 711 / 41111-700
info@esslingenlive.de
www.esslingenlive.de

Opinions

At the start of October, when you hold this new edition of *Message* in your hands and hopefully still remember your summer holidays with pleasure, the current tour-operating year will soon be at a close for us tourism professionals. That's because the clocks in the tourist industry tick differently. In other words, for the tourist



Andreas Sakkas, President of the
Corps Touristique e. V., Frankfurt/Main

industry, the tour-operating year 2010/11 started on 1 November 2010 and ends on 31 October 2011.

For this reason we already know that the signs are still pointing towards growth in the tourist industry – despite the Euro crisis and turbulence on the stock exchange markets. In Germany travel frequency continues to remain high. Even in 2011, the Germans impressively demonstrated once again that they are number 1 in the world's tourist league. According to information announced by tour operators, the tourist industry expects single digit growth.

This is an amazing result in times of economic troubles – considering the exorbitantly high starting level.

"All set for growth as always"

Anyone who has observed the German and international market intensively for many years as I have done as President of the Corps Touristique, the Association of foreign national tourism organisations and railway companies in Germany, you will know that travelling has always had top priority for the Germans. In this country they cut back on everything else except on holiday spending – even in times of economic austerity.

As a result, I see continuing growth potential in the tourist industry in the coming year. We will soon know what destinations will be the most popular: from 14 to 22 January 2012, more than 220,000 visitors will again pour into Stuttgart to visit the CMT, Europe's largest public trade fair for leisure and tourism, to find out information on the latest tour offers and then look forward to the „best weeks of the year“.

Imprint

Editor:
Messe Stuttgart, 70629 Stuttgart

Person responsible:
Thomas Brandl

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

Editorial staff:
Gerd Fleischer, Stephanie Josst,
Jens Kohring, Karina Grützner,
Kerstin Lämmel, Axel Recht,

Elvina-Isabella Schuller, Silvia Stoll,
Micaela Wieber-Thielmann

Photos: Ambiente-Hotel La Casa
GmbH, Apple Inc., Robert Bosch
GmbH, correct., Corps Touristique
e. V. Einkaufsgesellschaft für Küche
und Wohnen, A. Fabry/KOSMETIK
international Messe GmbH,
Franckh-Kosmos Verlags-GmbH &
Co. KG, G + J Events GmbH, MASH
Event GmbH, P. E. Schall GmbH &
Co. KG, RETRO Promotion GmbH,
SKS Michael Russ GmbH, Solar
Promotion GmbH, Stadt Böblingen,

Stemmer, Stuttgart-Marketing GmbH,
Konstantin Tschovikov/Messe
Stuttgart, ZEDO GmbH

Layout, composition, repro proof:
Gerhard Baumann GmbH &
Co. KG, 71638 Ludwigsburg
Tel. +49 (0)7141/688 96-3
Graphics: Gabriele Kleefeld

Advertisements:
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,
70771 Leinfelden-Echterdingen

Messe Stuttgart:
Messepiazza 1, 70629 Stuttgart,
Tel.: +49 (0)711/185 60-2436,
Fax: +49 (0)711/185 60-2305
Internet: www.messe-stuttgart.de
E-mail:
thomas.brandl@messe-stuttgart.de

Thera S. (43),
Vertriebsassistentin
aus Aspach-Rietenau



* 1. Zone, persönlich und nicht übertragbar.

Thera S. spart sich Staus auf dem Weg ins Büro: ab 1,38€/Tag mit dem FirmenTicket*. Denn sie ist eine Frau, die voll im Leben steht. Im Job als Vertriebsassistentin und zuhause als Mama von drei Kindern. Deshalb verliert sie keine Zeit. Nein, sie nutzt sie erst recht. „Ist es nicht toll, auch ein fahrendes Büro zu haben?“, fragt Thera. Wir sagen ja – und bieten Ihnen an, es auch zu nutzen: jetzt-umsteigen.com





Unser Klassiker aus Aluminium mit abgerundeten Ecken.

Produktlösungen für Kennzeichnung, Identifikation & Corporate Design

Namensschilder für Messen und Kongresse. www.identity-sign.de



B.H. Mayer's IdentitySign GmbH

Steubenstraße 21 | DE 75172 Pforzheim | Fon +49 (0)7231 9231-0 | Fax 9231-50
info@identity-sign.de | www.identity-sign.de

