

# ESSEN AFFAIRS

THE MAGAZINE FROM MESSE ESSEN

MESSE  
ESSEN

ISSUE 1.2016

[www.messe-essen.de](http://www.messe-essen.de)



## EVERYTHING IN VIEW?

The security industry  
before security essen

## NOW IT'S TIME TO BUILD

The modernisation of Messe  
Essen gets underway

## BLUE WONDER, BACK IN THE BLACK

Essen is the 2017 European  
Green Capital

## SOMETHING'S ROLLING YOUR WAY

How GastroTageWest wants to  
network the industry



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**Oliver P. Kuhrt**

### Dear Readers,

Trade fairs are like mirror images held up to industries. And they are always a seismograph for the challenges that the world faces – both today and tomorrow. A particularly impressive example is this year's security essen, the world's leading exhibition for security and fire protection. Its themes are more relevant than ever, as our outlook shows (from page 8).

Also extremely relevant is a conference that is taking place at Messe Essen in September – and not only because 3,000 judges, lawyers, prosecutors

and politicians will be arriving in Essen for the German Jurists Forum. No less than the future of the law is on the agenda here (from page 30).

Speaking of the future, Essen will be the 2017 European Green Capital. This prestigious title honours the change that Essen has undergone to become the greenest city in North Rhine-Westphalia. It is also an incentive for residents to foster green urban development concepts, economic growth and a higher quality of life together (from page 34).

We are happy to be a partner of the European Green Capital and are looking forward to the closing ceremony. For it will take place in the new foyer of Messe Essen. The official groundbreaking ceremony was on 2 May 2016. Enjoy a personal glimpse of how Messe Essen is being transformed into one of the most modern exhibition centres in Germany (from page 16). An information pavilion at Messehaus Ost will keep you up to date during the remodelling phase. I would be very happy if you had the opportunity to take a look at the new Messe Essen yourself on your next visit.

But now I hope you enjoy reading the new issue of ESSEN AFFAIRS!

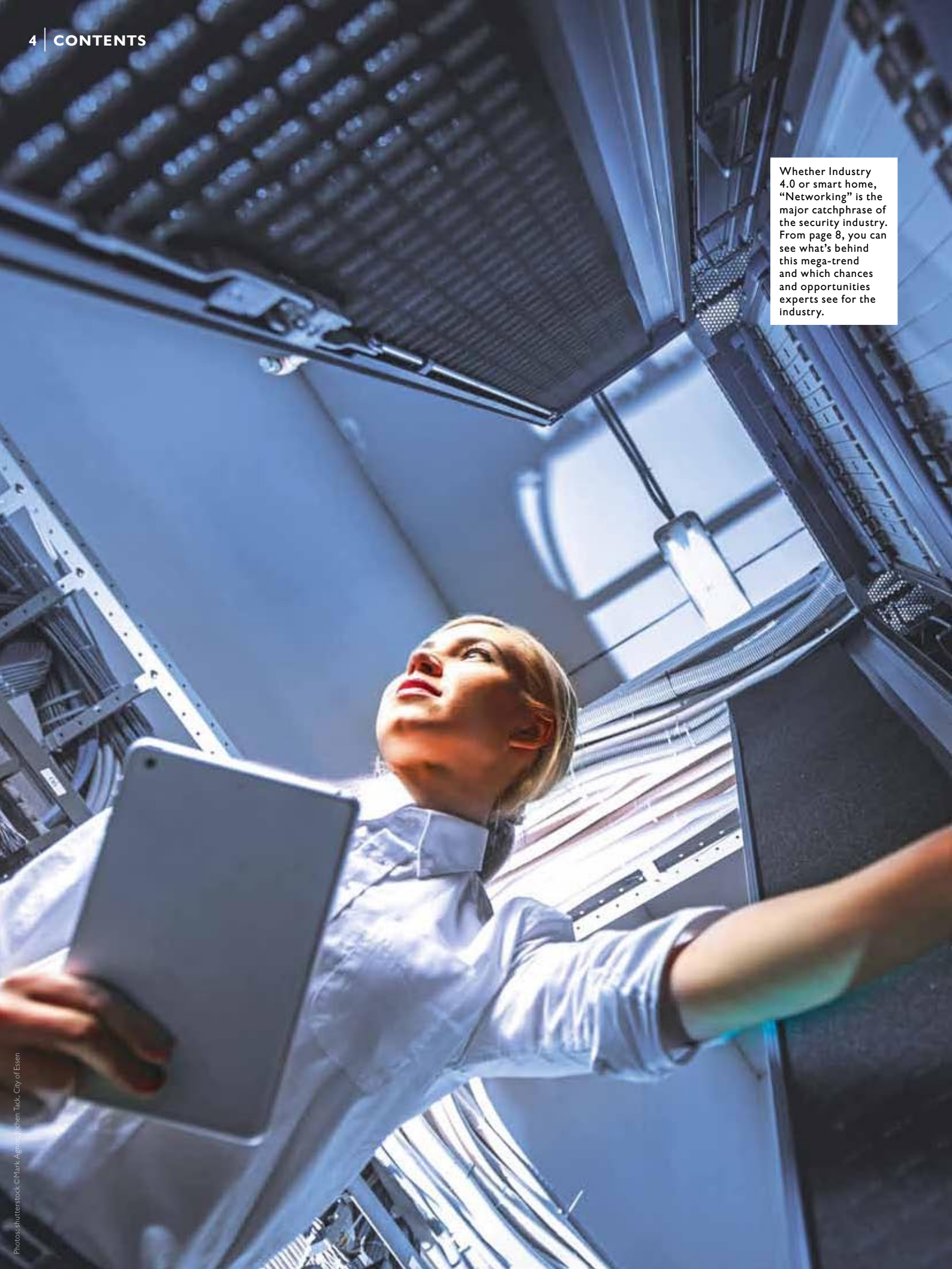
Best regards,

**Oliver P. Kuhrt**  
Chairman and CEO of Messe Essen GmbH



The new issue of ESSEN AFFAIRS is now also available as an app for your tablet or iPad – with videos, photo galleries and many other extras.

Whether Industry 4.0 or smart home, “Networking” is the major catchphrase of the security industry. From page 8, you can see what’s behind this mega-trend and which chances and opportunities experts see for the industry.





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Security concerns have become a constant companion. This is bringing record sales to the security industry – but also new challenges. A report in the run-up to security essen



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» DUE TO THE HIGH NUMBER OF VISITORS, THE TRADE FAIR IN ESSEN IS THE BEST OPPORTUNITY TO PRESENT OUR BRAND AND ITS INTERESTING HISTORY TO THE PUBLIC. « Thomas Frank, Director of Audi Tradition, on Techno-Classica



An international jury selected dealer Axel Schuette's Ferrari 250 GT Berlinetta SWB as the Best in Show 2016 at Techno-Classica Concours d'Elegance. The car is considered one of the most beautiful to have ever been built by Ferrari, and was sold for several million euros.

## TECHNO-CLASSICA

### WORLD RECORD FOR THE VINTAGE CAR SHOW

The indications were already there on the preview day. But after the exhibition closed on 10 April, all suspicions were confirmed. Techno-Classica set a new world record. Exactly 201,034 guests came to Essen – never before has a classic car show registered so many visitors. And that wasn't the only superlative. By including the Grugahalle as the "Classic Arena", along with a temporary exhibition hall and the 1A selling market, the organiser S.I.H.A. was able to enlarge the exhibition space to 127,000 square metres. In this way, international vintage car dealers could present over 2,700 classic, recent and prestige cars in a whopping 21 halls and four outdoor areas.

"According to our estimates, about 40 per cent of the vintage cars found new owners at Techno-Classica Essen," said S.I.H.A.'s Stefan P. Eck. That's no wonder, as offers were checked by the event organiser to meet the criterion "quality, not quantity". They ranged from an Opel Kadett in the four-digit euro range to the Ferrari 250 GT Berlinetta SWB at a price tag of several million euros. One last superlative: Over 30 per cent of the visitors came from abroad. No other classic car exhibition is so internationally appealing.

## INTERNATIONAL TRADE FAIR RETEC IN ESSEN FROM 2018

The Messe Essen repertoire is expanding. ReTEC was held for the first time in the Ruhr metropolis in April 2018. This is an international trade fair for pre-owned equipment and machinery, which are increasingly being demanded by firms in developing countries, for example. What visitors find interesting here are often not expensive high-end products, but rather robust, sophisticated and inexpensive technology that works in demanding conditions. The well-known private exhibition organiser AFAG Messen und Ausstellungen GmbH, which is advised by Hess GmbH, organised the trade fair. The Association of German Wholesale Dealers in Machinery and Tools (FDM) in Bonn acted as technical sponsor.



ReTEC



[www.retec.com](http://www.retec.com)

## MEDICINE

### FIRST ESSEN HEALTH FORUM

A successful premiere of the first Essen Health Forum: At the invitation of Essen's Mayor Thomas Kufen, 300 professionals from the health-care industry came to Messe Essen on 16 April to discuss current and future cross-sectoral developments. The network meeting was also an impressive show of strength. Nationwide, Essen is one of the largest centres of medical care and research. With more than 45,000 employees subject to social security contributions, the health-care industry is by far the largest employer in the city.



## FOR EXHIBITORS AND VISITORS FREE WI-FI

Since 1 January 2016, Messe Essen has been providing free Wi-Fi access to exhibitors at all of its own events on the exhibition grounds (halls, lobbies, Congress Center). On their fair ticket, exhibitors receive a personal 16-digit code for login. This code is valid for one wireless device (laptop, smartphone, etc.). Should an exhibitor require multiple wireless accesses simultaneously, the service office can provide additional fee-based Wi-Fi codes.

Messe Essen has significantly expanded its Internet infrastructure over the past few months, to ensure optimum availability of the Wi-Fi network. But even with an ideally expanded wireless network, interfering frequencies from other devices, certain booth building techniques or a high number of external wireless networks could affect the availability and bandwidth. If a fast and reliable Internet connection is necessary for working or presenting products at the trade fair stand, a cabled solution is recommended.

After completing an online registration, visitors also have access to free Wi-Fi at hotspots in the foyers, the congress centres and selected points within the exhibition grounds.

The service team would be happy to answer any questions:  
**Phone +49 (0)201 7244-703**



# 90%

of the exhibitors at SHK Essen were satisfied with their business success. At its 50th anniversary, the trade fair for sanitation, heating, air-conditioning and renewable energies anchored its position as the most important industry event in the north-west. A total of 556 exhibitors from a record 18 nations presented their innovations from 9 to 12 March 2016, and some 48,500 trade visitors praised the comprehensive product range.



## SERVICE

**“Make or buy – how can I optimally plan my trade fair participation?”**



**FRANK MERTZ**  
Sales Director at  
Messe Essen

The easiest way is to contact us! Because for all three phases of your trade fair participation – preparation, run duration and follow-up – we have best-practice ideas and tools which can help you achieve your individual goals for the show. Upon request, we would be happy to advise you on solutions for visitor promotion, oversee technical installations and stand assembly, or procure stand personnel and catering services. Our tip: You can also take advantage of information from the Association of the German Trade Fair Industry (AUMA) or the workshop offers of the Seminar Alliance.



**DO YOU HAVE A QUESTION ON THIS TOPIC?  
FEEL FREE TO CONTACT US!**





# STAYING COOL IN AN UNCERTAIN CLIMATE





**Whether online, at home or on business trips, safety concerns have become a constant companion. This is bringing record sales to the security industry – and new challenges. The sector needs to learn how to act in a networked way. A report in the run-up to security essen.**

— Scenes from Europe in the spring of 2016. On 22 March, two terrorist attacks jolted Brussels. A high state of alert is in effect across Europe. Several countries start building up their border patrols to stop migrating refugees. While a solution is frantically being sought, refugee hostels are repeatedly torched in Sweden and Germany. In this country, as-yet unpublished crime statistics trickle through that the number of burglaries has increased by ten per cent, a new record. And on 10 April, the *Frankfurter Allgemeine Sonntagszeitung* newspaper is emblazoned with a frighteningly simple headline: “The criminal web”.

And these are just scenes from Europe and not from the hot conflict zones of the world. What makes this list even more troubling is that it is arbitrary, far from complete, and the time period seems entirely random. As different and unconnected as these scenes are, the climate of anxiety is a constant these days. One doesn't need to be a prophet to predict that there will be no significant changes in the public mood by the time the world's most important rendezvous for the civil security sector opens its gates in September. Seldom →

## » INVESTMENTS ARE HIGHER THESE DAYS, BUT THE GROWTH CURVE OF THREATS IS ALSO STEEPER. «

Volker Wagner, Chairman of the Alliance for Security in the Economy (ASW)

→ before have the issues of security been so pressing – or their relevance so apparent to ordinary citizens.

An awareness of threats has led to new records in the sector. In Germany, the market for electronic security technology had already reached a new record value of 3.18 billion euros in 2014. Security service providers are reporting the largest growth in sales and employees since German reunification. The revenue from IT security increased 6.5 per cent in 2016 to 3.7 billion euros, and for 2016, nearly equal growth is expected in all segments.

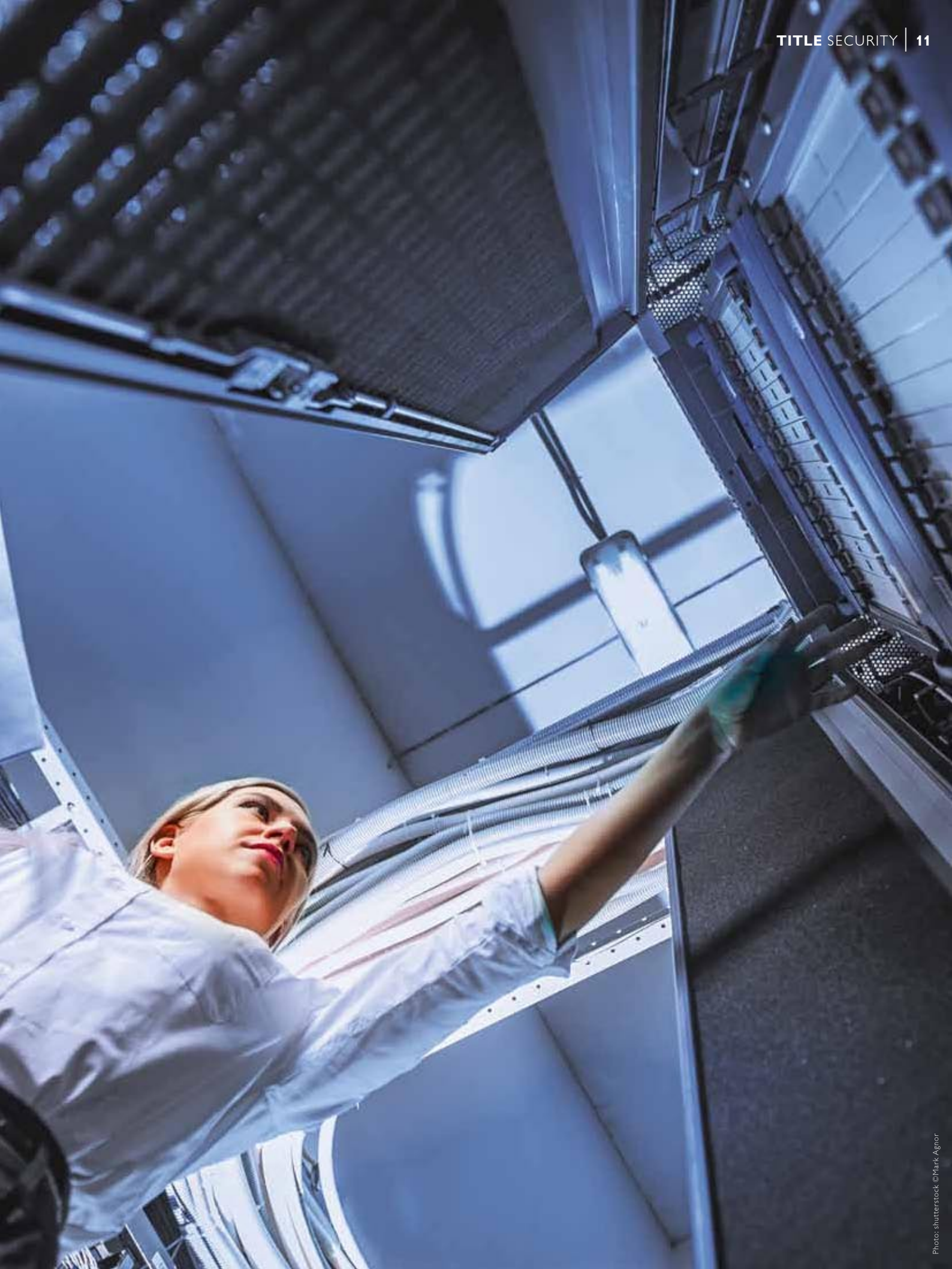
Excellent financial returns are therefore to be expected when more than 1,000 exhibitors arrive in Essen from 27 to 30 September. However, Volker Wagner, Chairman of the Alliance for Security in the Economy (ASW), has some reservations. “Investments are higher these days, and reactions are becoming more and more competent, but the growth curve of threats is also steeper,” he says. Wagner, a renowned IT expert and the long-time head of Telekom Group Services, is not only thinking about digital threats. “Of course, cybersecurity is an important issue that has long been underestimated. But this shouldn’t mean that we lose sight of more traditional threats. And it would be a mistake to think that

technology can solve everything.” Instead, security is actually a triad of three factors: People (i.e. competent and security-conscious employees), processes (analysis of dependencies on suppliers and the inherent risks in different countries) and last but not least, IT.

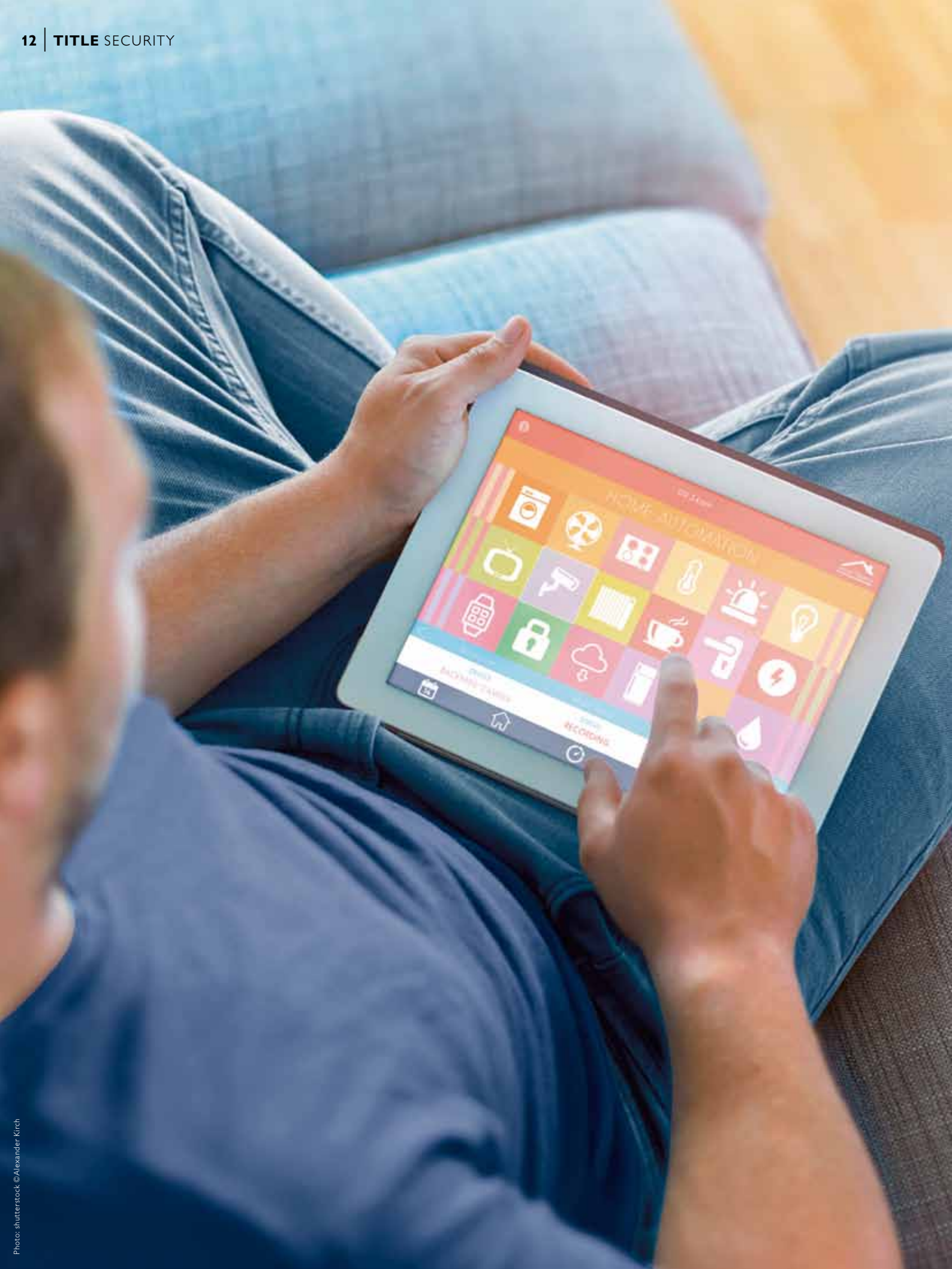
The variety of risk scenarios is only part of the problem. “The hardest part is the mix.” One concept has been on people’s minds in the industry for several years now: networked security. Security and fire safety experts agree that the end of isolated applications is fast approaching. But it’s a rocky road to networked thinking. A striking example of this is the challenge represented by Industry 4.0. “Everyone understands it, but the companies that are already in a position to act in a networked way are few and far between,” says Wagner. While the global players’ value chains are internationally synchronised and production is increasingly electronically integrated, the security architecture still lags behind. Only concerted action makes sense over the long term. “Will classic corporate security even exist in ten years’ time?” asks Wagner.

Simply acting on one’s own initiative is the worst possible advice, Bartol Filipovic from the Fraunhofer Institute for Applied and Integrated Security (AISEC) feels. A transformation process needs to take →











## » IN THE SMART HOME, SECURITY SHOULDN'T MERELY BE AN ACCESSORY FEATURE. «

Norbert Schaaf, CEO of BHE Bundesverbands Sicherheitstechnik e.V.

→ place, in which “industrial plants are not naively connected to the Internet, merely because this is in vogue. After all, the costs of possible damage are often higher than the potential gain being speculated upon,” says Filipovic (see interview on page 14).

In the private counterpart to Industry 4.0, the smart home, finding the right balance between ideas and pace is anything but easy. This brings tangible challenges. “Even today, the intrusion detection system cable shouldn't be the same as the one used for the fire alarm or video surveillance system,” explains Norbert Schaaf, CEO of Atral-Secal GmbH and Chairman of BHE Bundesverband Sicherheitstechnik e.V. He can still vividly recall discussions about wireless technology when his company launched this innovation in 1994. Since then, little seemed to have changed in the mutual isolation of subsections – until the mega-topic “smart home” emerged – bringing entirely new competitors with it.

Schaaf, recently named the security essen Advisory Board Chairman, created a much-discussed presentation on the topic. “Is Google stirring up the security industry?” he asks on the first slide. A provocative question, but one that is justified. After all, Google acquired the thermostat and smoke detector manufac-

turer Nest in 2014 to boost the Internet of Things in the private sector. Home surveillance was added to home automation a few months later, when Nest took over the camera manufacturer Dropcam. Google's goal is clear – but is this type of home security even security technology? “In the smart home, security shouldn't merely be an accessory feature,” says Norbert Schaaf. →

### ATTACKS ARE EVERYDAY OCCURRENCES

Many businesses suffer attacks

**54%** of German manufactures recorded at least one security incident caused by third-party access between mid-2014 and 2015.

**61%** of companies with 100 to 500 employees have experienced a case of espionage, sabotage or data theft in the past two years.

**60%** of German companies feel their measures to prevent security risks are inadequate. Source: IDC, BITKOM

# » WE SHOULDN'T BLINDLY CHASE TRENDS «

**The IT security expert Bartol Filipovic advises companies to exercise caution on their way to Industry 4.0**

**ESSEN AFFAIRS: Mr Filipovic, is Industry 4.0 more vulnerable than earlier forms of production?**

**BARTOL FILIPOVIC:** The responsibilities are changing in Industry 4.0. The key term here is dynamic networking and company-wide, automated data exchange. Attacks are no longer local here, but usually have far-reaching impacts on partner networks, which fall under the sovereignty of others. Once viruses and damage are automatically transferred to other companies, some operators think "As long as my production is running, it doesn't matter to me whether the system is infected with a malicious code." This is no longer acceptable. Responsibility goes much further. Therefore, a transformation process must take place, ensuring that industrial systems are not naively connected to the Internet, merely because this is in vogue. Although network link-up is an important component of Industry 4.0, it is not a panacea without side effects.



Bartol Filipovic is Department Head of Product Protection and Industrial Security at the Fraunhofer Institute for Applied and Integrated Security (AISEC). At security essen, Filipovic will hold a talk about security in networked IT and production systems. The global fair is focusing for the first time on the topic of networked security with its own conference.

yourself if they really know what they're doing. Because in the same surveys, one can see that many still do not know exactly what Industry 4.0 is or the degree of risk involved.

**What is your advice on the topic of cybersecurity as a minimum measure?**

Before any measures are introduced, one must consider very carefully whether it is necessary to hook production facilities up with the Internet, for example, and any effects this could have – both within the company and for partner companies. Regarding the aforementioned characteristics, one should obtain a clearer picture of the security level, and then, on the basis of this picture, decide what is possible and what should be done – and not just blindly chase trends. Because the cost of possible damages are often higher than the potential gain that is being speculated upon. For relevant considerations and decisions, companies will naturally also benefit from the support of external service providers and specialists.

**How well prepared are companies?**

When you read in surveys that many companies want to switch their production models to Industry 4.0 due to expectations of higher productivity and already have a few networked systems, then you have to critically ask

→ One can only expect limited support from legislators, at least in Germany. This is because in contrast to fire protection requirements, the requirements for video technology and burglary protection are not regulated by the law. Yet, here too, "insider clubs are dissolving with increasing speed", according to Peter Ohmberger. Ohmberger is the CEO of Hekatron GmbH, which specialises in fire protection. All of the leading manufacturers now market remote access solutions for fire alarm systems, but this will not be sufficient alone. "We need to develop new ideas on how to move into the networked world," says Ohmberger. He is

heralding solutions for security essen that "concretely support our customers, i.e. specialist firms, in achieving added value at the interface between man and machine".

This includes interlinking systems, using means ranging from a sensor on the ceiling to the cloud. But for Ohmberger, other qualities are even more important than technological innovations. "The customer must have the right to decide how far the networking goes," he says. "Trust will increasingly gain an entirely different meaning – traditional values are what →







Photo: shutterstock © WaitForLight

→ count. Aside from technical aspects, qualities like sustainability, honesty and a down-to-earth mentality will generate real added values." Peter Ohmberger is sure that customers will also increasingly be willing to pay for this.

Jens Washausen is paid to keep a cool head when things start heating up elsewhere in the world. With his team at GEOS Germany, he specialises in crisis management. Recently, he has received requests from the boardrooms and personnel departments of several hidden champions. Preventive risk assessments for new markets are particularly in demand. "These companies see market opportunities, but want to know if they can expose their employees to the risks," explains Washausen. This isn't surprising to him, because in fact, the world has become "more complicated", and most employees are "simply no longer willing to go just anywhere for money". But "two-thirds of all German companies are naive" when it comes to travel security. A credit card and travel health insurance – even the biggest SMEs frequently do not offer more amenities than these.

At the same time, the expert observes an "emotional overvaluation", especially when it comes to the threat of terrorist violence. He wouldn't want to blame either the media or politicians. But he sees his role as a brakeman, in a certain sense. The fact is, 80 per cent of business traveller emergencies are of a medical nature,

and one is still much more likely to be a victim of an everyday crime abroad than a terrorist crime. "And even if someone is sitting on a plane to Cairo and an attack should occur in that city, it is irresponsible to send them a text message without having first verified the personal threat involved and provided clear instructions on how to behave." The time needed for a rational analysis of real danger will probably continue to be the most precious resource in the world of security.



**No. 1 for security | security essen** is the world's leading trade fair for safety and fire protection. From 27 to 30 September 2016, more than 1,000 exhibitors from 40 nations will redefine the standard of civil security at Messe Essen. IT security is a strong driver of the exhibition's growth. Over two-thirds of its exhibitors will present solutions for digital security technology. One of the innovations of the show: the Security Innovation Award, considered the industry's most important honour for outstanding innovations, will be awarded for the first time in the category Economic Protection.



# NOW IT'S TIME TO BUILD



**The groundbreaking was held on 2 May 2016. By November 2019, Messe Essen will be remodelled as one of the most state-of-the-art exhibition centres in Germany. A new sense of well-being will be created. Everything you need to know about the modernisation.**

**Christian Hülsmann,**  
former City Director

**Dr. Gerald Püchel,**  
Executive Director of the Essen Chamber  
of Industry and Commerce

**Kai Hemsteeg,**  
Councillor

**Norbert Kleine-Möllhoff,**  
Councillor and former  
Mayor of the City of Essen

**Udo Bayer,**  
Councillor

**Hans-Peter Schöneweiß,**  
Councillor

**Thomas Kufen,**  
Lord Mayor of the City of Essen  
and Chairman of Messe Essen  
Supervisory Board

**Oliver P. Kuhrt,**  
Managing Director of  
Messe Essen





View impressions of the official start of Messe Essen's modernisation.

**Jörg Uhlenbruch,**  
Chairman of the CDU party  
in the Essen City Council.

The new Messe Essen's first building block: By October 2017, a large glass foyer with a striking projecting roof will be erected at Messehaus Ost. You'll find more information about the four construction phases on the following pages. Locally, an information pavilion has been set up at Messehaus Ost to provide a full range of details on the remodelling project.



# » ESSEN NEEDS A STRONG EXHIBITION CENTRE «

**Mayor of Essen Thomas Kufen on the importance of the modernisation, a marketplace of opportunities and new consensus in the city.**



Thomas Kufen has been Mayor of Essen since October 2015, and in this function is also the Messe Essen Supervisory Board Chairman. Previously, the 42-year-old was a member of the NRW State Parliament, CDU Chairman on the Essen Council and energy policy spokesperson for the CDU State Parliamentary Group.

**ESSEN AFFAIRS:** Mr Kufen, the groundbreaking for the new Messe Essen has taken place. How big is the anticipation?

**THOMAS KUFEN:** It's quite large. It's a good thing that we are starting now – not only for the exhibition centre, but also for Essen as a business location. A city like Essen, the ninth-largest in Germany, needs a strong and sustainable exhibition centre.

**In your opinion, what added value does Messe Essen bring? Why is this investment worthwhile?**

Above all, the exhibition centre is a showcase into the world, with which we present ourselves nationally and especially internationally as a strong location. In addition, Messe Essen is an invitation to the world to come to the city. And those who come to Essen once return home with a different image of the city and the region.

**As the new Mayor of the city and Messe Essen Supervisory Board Chairman, you have intensely experienced the importance of the exhibition centre since October 2015. Has your perception of the role of the exhibition centre changed since then?**

I had already gained good insight beforehand. I consciously try to be at as many trade fair openings as possible – in order to be a good host to guests and exhibitors. My presence underlines the fact that Messe Essen is not just a company. The whole city stands behind this marketplace of opportunities.

**What new opportunities will arise for Messe Essen after the remodelling?**

First of all, we are showing that we believe in the sustainability of this exhibition venue. Secondly, we know that we need to compete and invest in order to maintain our top-ten ranking. Thirdly, the trade fair

and event market has undergone profound changes. We are staying abreast of these changes with bigger, brighter, more modern halls. And it is important to show citizens that we are investing in Essen as a business location. This is also a consequence of a citizens' initiative. The exhibition centre primarily has to please exhibitors and visitors. But we need social consensus as to why the modernisation of Messe Essen is important for the entire city. And with the current solution, we have found this consensus, in my opinion.

**During the referendum in 2013, the city was still divided about the remodelling...**

I no longer sense this polarisation today. We have a trade fair tradition that goes back more than 100 years. The discussion about rebuilding the exhibition centre on the outskirts of the city ended with the conversion alternative we now have. Messe Essen is in the centre of the city – literally, but also emotionally.



## THE CONSTRUCTION PHASES OF THE NEW MESSE ESSEN

**Phase 1** | Messehaus Ost (photo above) will be the location of the new, 2,000 sq m glass foyer with a projecting roof. Halls 9.0 and 9.1 will be demolished and the northern half of the future Hall 6 will be built here.

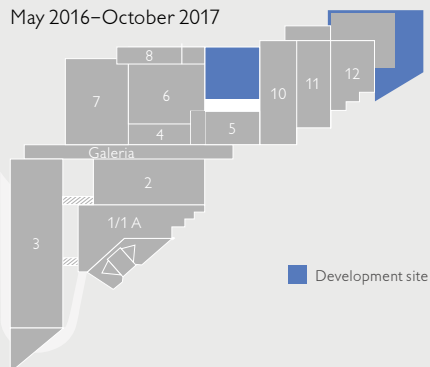
**Phase 2** | Halls 4, 4A and 5 will be demolished and the southern half of Hall 6 will be built here with the exhibition lounge and service centre, along with a new logistics space adjacent to the Galeria.

**Phase 3** | Halls 7.1, 8.0, 8.1 and the remains of Halls 9.0 and 9.1 will be demolished. The modernised Hall 4 and a new structure will be built here as a northern addition to the future Hall 5.



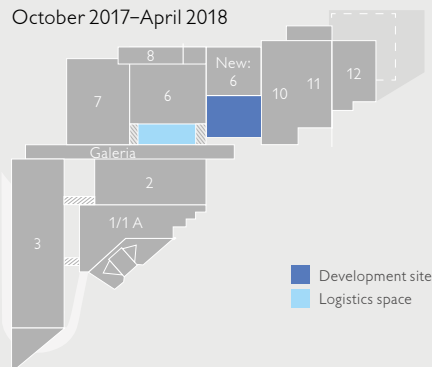
### CONSTRUCTION PHASE 1

May 2016–October 2017



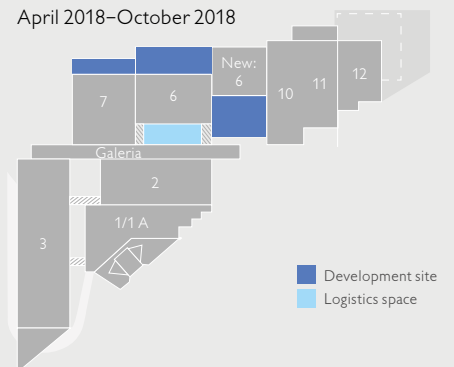
### CONSTRUCTION PHASE 2

October 2017–April 2018



### CONSTRUCTION PHASE 3

April 2018–October 2018



# SETTING THE PACE FOR THE EXHIBITION CENTRE REMODELLING

**Bilfinger Hochbau GmbH will be on-site with up to 200 tradesmen as the general contractor for the exhibition centre modernisation.**



Heinrich Schulze,  
Branch Manager of  
Bilfinger Hochbau GmbH

— The goings-on at a large construction site may seem quite confusing to outsiders at times. For Heinrich Schulze, it has all the beauty of a composition. The Essen Branch Manager of Bilfinger Hochbau GmbH and his team will play a key role in this symphony being conducted along Norbertstrasse over the next few years: “As general contractor, we are like the conductor who ensures harmonious interaction and the right input at the right time,” says Schulze.

## » MESSE ESSEN HAS CARRIED OUT EXCELLENT PREPARATORY WORK «

Heinrich Schulze, Bilfinger Hochbau GmbH

Goncz continues. The local team is being supported by experts from the corporate headquarters who specialise in demanding, full-scale projects.

With building logistics, site coordination, occupational safety, and facility and waste management, the remodelling of Messe Essen during ongoing operations requires the perfect interaction of all stakeholders. “Messe Essen has carried out excellent preparatory work and been very open about all the

options and limitations imposed by the exhibition calendar,” says Heinrich Schulze. “Now our task is to find the perfect pace.”



Mike Goncz,  
Commercial Director  
of Essen Bilfinger

This will be a challenge, as the orchestra carrying out the modernisation is quite large in size. The planning team includes up to 15 employees, the construction management team will employ 30 people at peak times, and depending on the construction phase, there will be between 50 and 200 tradesmen active on-site. “The final steps leading up to the start of construction were the most important ones,” explains Heinrich Schulze. The team analysed the planning, construction and logistical interdependencies, created a detailed implementation plan and shared this knowledge with those carrying out the work. Alongside this, the first visible alterations began as early as March at Messehaus Ost.

In addition to a wide-ranging portfolio, Bilfinger brings more than 130 years of experience to this task. The company has been building in Essen since 1927. Over 300 employees from various divisions of the group are employed here, 50 of them at Bilfinger Hochbau GmbH. “Due to our regional roots, we have outstanding market knowledge and contacts to local service providers,” says Mike Goncz, Commercial Director of Essen’s Bilfinger location. “But local proximity also means short distances and uncomplicated, spontaneous appointments, and thus a high level of efficiency,”



**Phase 4 |** From the summer of 2018, a new, clear hall numbering system will be introduced. The new structure will be completed at Hall 5 in the final construction phase. With it, the new Messe Essen will showcase an architecturally clear line to the Grugapark. Windows in the facade will create a visual connection to the adjacent park.

**The new exhibition grounds |** At the end of construction, the northern exhibition complex will feature the five Halls 4 to 8, which will be significantly larger, better connected and more clearly structured. More space, better connections and a uniform appearance will distinguish the new Messe Essen.





## OUR PROMISE DURING THE REMODELLING

During the modernisation, daily exhibition centre operations will continue and the events will be held at their regular times. We will ensure that the conversion measures affect the trade fairs as little as possible. For instance, we will install two high-quality temporary halls which are directly connected to the fairground. We will also provide enough logistics space and always signpost the optimal paths to guide visitors through the halls in the best way possible. A construction freeze will always be in effect during the trade fair runs.



Take a virtual tour through the halls of the new Messe Essen.

**Do you have further questions on the modernisation of the exhibition centre? We would be happy to assist you!**



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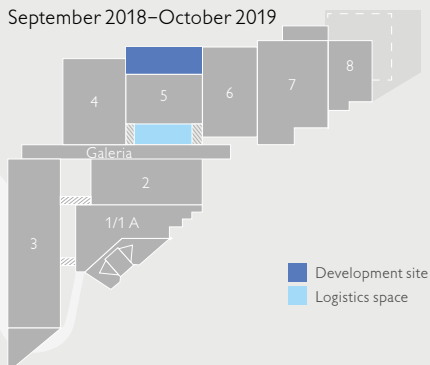
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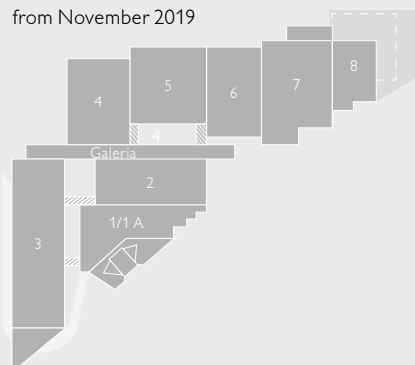
### CONSTRUCTION PHASE 4


September 2018–October 2019



### THE NEW EXHIBITION CENTRE

from November 2019





Relaxed in the hubbub: Stefanie Hamm is one of two managing directors of E-world energy & water, jointly organised by conenergy AG and Messe Essen. The 46-year-old also heads conenergy Agentur GmbH.

# A SOFT SPOT FOR BEGINNERS

**The energy industry is undergoing massive transformation. Stefanie Hamm, director of E-world energy & water, hopes for innovations, especially from newcomers. For her part, she has remained faithful to a start-up that is celebrating its 20th anniversary this year.**

— The times in which the alarm clock rang at 5.30 a.m. in mid-February are over. But the work days during the period around E-world energy & water are still the most intense ones in Stefanie Hamm's calendar. Her head still "hums and buzzes" late at night when she goes to bed, but this year again, the three trade fair days "melted away like sand in an hourglass". Those who want to keep track of everything in the hubbub of Europe's leading energy trade fair need to maintain

their composure. Especially when, like Stefanie Hamm, they bear responsibility for the entire show.

But first things first. When the 46-year-old came to Essen after completing a bank apprenticeship in the early 1990s to study economics, she felt "little connection with the city". But her choice of university town turned out to be fortuitous. Hamm became a student assistant under the professor, Dr Dieter Schmitt, →



**Meeting of the decision makers** | E-world energy & water is Europe's No. 1 information platform for the energy industry. Some 650 exhibitors from 22 nations attended the latest edition at Messe Essen to present their solutions in the fields of energy production, trade, transport, storage, efficiency and, above all, smart energy. More than 24,000 trade visitors from 71 nations gathered information on innovations and recent energy topics.



→ a luminary in the energy industry. Schmitt's assistant Roman Dudenhausen soon told her about an idea that he and his friend Niels Ellwanger were turning over in their heads. The two wanted to found an energy consultancy: conenergy.

According to the rules of probability, the chances of success for a start-up founded by two young scientists were low indeed in a market that in 1996 was just beginning to be liberalised. But that didn't stop the founders – or Stefanie Hamm. On top of her student job, she became an intern at conenergy. Accounting, payroll, answering the phones – she was a true “girl Friday” and discovered that she had a knack for conferences, conventions and marketing.

When the EU energy sector was opened to competition, this had consequences for the trade fair market. At the time, many exhibition sites were interested in an energy trade fair; conenergy even tested it in Düsseldorf before finding the perfect partner just around the bend: Messe Essen. The first E-world energy & water was held in 2001. Now Stefanie Hamm, together with a Messe Essen representative – initially Klaus Reich, now Claus-Peter Regiani – “has the say-so” as managing director. She also heads the 30 employees of conenergy Agentur GmbH, which includes a nationwide academy. How can she master these two tasks? “It's easy, because the areas overlap a good deal and I can rely on my team,” she answers calmly.

Stefanie Hamm is on the go a lot – and not just when jogging or travelling, where she finds energy for her job. Much of the work now consists of networking, particularly since more and more new stakeholders are emerging. And even if every year doesn't produce a hyped sensation, E-world energy & water is always a bit of a “crystal ball”. The year 2010 saw the premiere of the exhibition area Smart Energy. Today, this is one of the most important fields in the sector. Since 2012, digitisation has been a dominant issue – along with increasing adaptation pressure due to the energy

transition. Hamm shows a certain understanding for the big players' adaptation difficulties. “For decades, the energy industry mainly had to fulfil a supply mandate, and the quality of supply cannot be overestimated. But ensuring supply is not the same thing as developing new ideas.”

She primarily expects these to come from young companies; 300 newcomers recently presented their products and services to potential investors at the E-world's start-up brunch. “Young businesses are increasingly self-confident and have truly exciting ideas,” Hamm observes. As a jury member of the new Energy App Awards, she enjoyed several “eureka moments” this year. One idea that is rather atypical in the B2B context especially caught her eye. Hyko is the name of a lamp that looks like a polar bear. It can be connected via Bluetooth to a smartphone or tablet and changes colour to show whether a household is using power economically or wastefully. “This is a great approach and allows children to playfully discover the idea of efficiency,” says Stefanie Hamm.

## » YOUNG BUSINESSES HAVE TRULY EXCITING IDEAS «

But what about herself? Should one imagine the boss of E-world energy & water as an early adopter with a fully digitalised household? “I'm more traditional,” she says and smiles. “But I recently moved – and I still have room for improvements.”





# SOMETHING'S ROLLING YOUR WAY

**The new trade fair GastroTageWest brings the industry together in one of Germany's strongest sales regions. The premiere will focus on the food sector – including mobile catering.**

Food trucks are enriching the gastronomic scene in more and more German cities. This trend theme will play a big role at the GastroTageWest premiere in Essen.

Fast food was yesterday. Street food is the new trend that is taking more and more German cities by storm. And the classic snack car looks pretty old-fashioned next to modern food trucks. Nothing against currywurst and chips, but the dishes prepared by modern chefs in the open air are also cheap and can be eaten on the go. At the same time, they are quite refined. At street food markets across the nation, one can now enjoy snacks from around the world – from organic burgers through pastrami sandwiches to Asian baguette variations.

“Mobile food is a megatrend,” says Henning Könicke, managing director of Germany's largest private trade fair organiser, AFAG. And that's why Messe Essen will be full of food trucks from 23 to 25 October. The occasion is the premiere of GastroTageWest, the new meeting place for the gastronomic and hotel sector in western Germany.

“We are convinced of this market, and this is a great region,” says Henning Könicke. The facts bear him out. There are 52,000 places of business in North Rhine-Westphalia, and with over 13 billion euros in sales, they account for about 20 per cent of overall sales for the sector in Germany. In addition, NRW benefits from the continuing popularity of Germany as a holiday destination: 21.7 million overnight stays were recorded in 2015 – a new record.

But the trade fair organisers from Nuremberg not only know the industry from statistical annals. For over 65 years, AFAG has run Hoga at their home venue, and have established the event as one of the top 3 in the country for catering professionals. Knowledge is accordingly deep-rooted, and the contacts are exceptional. “The Hoga project team, which consists entirely of industry professionals, is also supervising GastroTageWest,” promises Henning Könicke. “We not →

The market for soft drinks, speciality beers and regionally roasted coffee will be showcased in the supporting programme of the industry get-together, which will be held from 23 to 25 October 2016.



→ only bring expertise, but also partners.” Ultimately, the decision for a new format was made by the exhibitors. For as exciting as the western German market is, its organisation is also fragmented and widely dispersed. “Hoga exhibitors sent a clear signal to us. They wanted a gastronomic fair in western Germany. After all, in view of marketing resource efficiency, a trade fair is easily the best platform for this market.”

In line with the B2B character of the event, the GastroTageWest concept has been devised for maximum utility value. This not only applies to the compressed three-day run, but also the focus on specific options for the daily work routine, as well as relevant trends. “We are spotlighting the food sector, because it is here that we have the most expertise,” explains Henning Könicke. Further exhibition areas include furnishings, equipment and IT organisation, as well as kitchen, household and operating technology. In the beverage sector, soft drinks will be showcased (“the market is really in flux”). To top it all off, a hops lane, a wine lane and regional roasting plants will invite visitors to exchange culinary information.

### A MARKET WITH POTENTIAL

Facts and figures on the gastronomy sector in NRW

**52,000** GASTRONOMIC BUSINESSES  
**13.7** BILLION EUROS IN SALES ANNUALLY  
**21.7** MILLION OVERNIGHT VISITORS IN 2015

Source: IT NRW, AFAG

Henning Könicke is convinced that the new approach will be successful. “We expect a characteristic selection from all industry sectors,” says the AFAG director, who, like his team, feels very much at home in Essen. And the fact that excellent cafes and restaurants await visitors on Rüttenscheider Strasse, just a short walk from the fairgrounds, is something that hasn’t escaped the industry professional. Könicke and his staff appreciated “one or two Italian restaurants” on their visits, along with the iconic ambiance of “Ampütte”. After all, diversity is not only a success factor at trade fairs.



**» THE EXHIBITORS SENT A CLEAR SIGNAL TO US. THEY WANTED A GASTRONOMIC FAIR IN WESTERN GERMANY. «**

Henning Könicke, Managing Director of AFAG





# A WELL-ROUNDED TOPIC

**One date, one location, one process chain: From 2018, the leading international trade fairs REIFEN and Automechanika will be held in parallel in Frankfurt – but not only there. REIFEN exhibitors will benefit from 14 other events in 13 countries.**

— The 20 largest tire manufacturers in the world, well-known rim manufacturers, workshop suppliers, retreading specialists and dealers, a total of 15 per cent more registrations at the registration deadline and even more internationality. The stage Messe Essen has given the tire sector from 24 to 27 May is bigger than ever. At the same time, REIFEN is celebrating a grand finale at the Essen location. On its 30th anniversary in 2018, REIFEN will be held in Frankfurt – REIFEN goes Automechanika!

From 11 to 15 September 2018, Messe Essen and Messe Frankfurt will present REIFEN for the first time in Frankfurt, in parallel to Automechanika in the new Hall 12. REIFEN exhibitors will also benefit from Automechanika's international network, as it currently has 14 other events in 13 countries. Here too, the REIFEN trade fairs will also take place simultaneously. For Messe Essen, this expansion of a cooperation

that has existed since 2014 marks a significant boost in internationalisation, as CEO Oliver P. Kuhrt underlines: "Fourteen additional global venues for REIFEN doubles our previous number of foreign trade fairs. In a comparison of German exhibition centres, we have now slipped into the upper third of the top 10." Kuhrt also sees stronger prospects for the global exhibition itself. "Through our cooperation with Automechanika, Messe Essen is permanently ensuring the further development of the REIFEN brand, both operationally and economically. Together with Messe Frankfurt, we are linking the tire industry with the automotive aftermarket in order to present the complete process chain. At the new location in Frankfurt, REIFEN exhibitors can reach even more visitors parallel to Automechanika, including international decision-makers from the industry, dealers and auto workshops. In the future, there will only be this one appointment in Germany for the industry," said Kuhrt.



## » FROM 2017, WE WILL PRESENT REIFEN WORLDWIDE IN PARALLEL TO AUTOMECHANIKA – FROM BRAZIL TO SOUTH AFRICA «

Oliver P. Kuhrt, Managing Director of Messe Essen



Detlef Braun, Managing Director of Messe Frankfurt (l.) and Oliver P. Kuhrt, Managing Director of Messe Essen, look forward to the cooperation of the world's leading exhibitions. From 11 to 15 September 2018, REIFEN will be held for the first time in Frankfurt at the same time as Automechanika in the new Hall 12.

→ Detlef Braun, Managing Director of Messe Frankfurt, stresses: "REIFEN ideally supplements the portfolio of Automechanika, the world's leading trade fair brand. We are ensuring a single date for the industry, and are concentrating a full range of expertise and services in one location for dealers and auto workshops. The crucial difference for our customers is that as a valuable addition to the product area Accessories & Customizing, where wheels and rims have always found their place, we are also making tires a well-rounded topic."

In the future, REIFEN visitors can also gain comprehensive information on automotive services in a single place, including instrumentation, systems and

special tools, as well as consulting and diagnostic expertise for auto repair workers. In so doing, Messe Essen is answering the needs of many tire dealers. Their business model is changing – overall, tire sales per outlet have already been declining significantly for several years. In terms of unique variety and depth, the automotive service presented by Automechanika represents an added future business segment. "We are tapping into new themes and target groups in the tire industry," emphasises Frank Mertz, Sales Division Manager at Messe Essen. "The consolidation of a range of market participants is in full swing. Our aim is to be one step ahead of upcoming changes – for the benefit of our customers."



Two guaranteed hits are setting the tone together. Watch the trailer for the new co-located show.

### GLOBAL COMPETENCE

Facts and figures on the new partnership

**15** EVENTS IN 14 COUNTRIES  
**500,000** VISITORS  
**5,290** EXHIBITORS

[www.reifen-goes-automechanika.de](http://www.reifen-goes-automechanika.de)





# » NOW IT'S TIME TO PUT THE IDEAS INTO PRACTICE «

**How can the green industry benefit from social trends? This is a central question being examined by the new trade fair format hortivation by IPM ESSEN. Three experts provide answers – and reveal the types of momentum they personally expect the exhibition to create.**



Frank Zeiler, Executive Director, Association of German Flower Wholesalers and Import Trade (BGI)

I'd like to mention two trends by way of example. "Garden living" turns balconies into green oases, and social life includes casual barbecues in the garden, for example. From garden planning and maintenance through matching garden furniture to a colour-coordinated selection of easy-care plants, there is a good deal of consulting and sales potential here. The same goes for "urban gardening". This has moved into mainstream society, and consumers are increasingly demanding activities and concepts to increase their skills with ornamental and cultivated plants. BGI has conducted innovation workshops on both trends. The results of these efforts will be shown at hortivation. I'm curious to see how this momentum will be taken up commercially. There are enough good ideas out there – now it's time to put them into practice.



Theo Grünewald, CEO, Grünewald GmbH

We are already trying to set our own trends and reach a younger clientele with our concepts, thereby encouraging them to spend more. hortivation offers a good opportunity to do this, and our industry should take advantage of it. The June date and the venue location are good reasons to invite visitors to the FlowerTrials show in Holland, where our latest creations will be on display. Together, both events give us an ideal opportunity to present the entire bandwidth of our product range.



Sebastian Heinje, CEO, Heinje Baumschulen GmbH & Co. KG

In my opinion, the green industry can benefit directly from two trends. One is the movement towards "purist gardens", and the other is the return of many people to a romantic rural lifestyle. We have already used the latter issue as inspiration for our "country feel" concept. The challenge involved in both of these trends is implementing the concept at the point of sale, not supplying the relevant plants. Personally, my hope for hortivation is that it encourages the retail sector to open up to new approaches that involve tree nurseries (outdoor applications). If one can stand out from the competition with a differentiated presentation, a more conscious utilisation of space and a unique variety of products, this will likely lead to revenue gains!



## Premiere of the hortivation by IPM ESSEN |

The green industry is unanimous: Sales of green products must be boosted. New ideas, new approaches and new opportunities are needed. hortivation by IPM ESSEN responds to the desire of cultivators, gardeners and dealers for just such a platform. The latest spin-off of the global horticultural trade fair focuses on concepts for the point of sale and thinking outside the green industry box. Those involved in the distribution of plants will converge from 13 to 15 June at the exhibition grounds in Kalkar, at the heart of

one of the most important horticultural regions of Europe. Additional synergy effects will be created by the concurrent FlowerTrials, with 52 companies from different locations in the border region between North Rhine-Westphalia and the Netherlands presenting their new plant varieties.



MESSE  
ESSENCONGRESS  
CENTER  
ESSENGRUGA  
HALLE

## EVENTS UNTIL DECEMBER 2016

## TRADE FAIRS IN ESSEN

**24.–27.05.2016****REIFEN\***

No. 1 in tires and more

**24.–27.05.2016****RUBBERTECH EUROPE\***2nd International Trade Fair for Tyre  
Manufacturing Experts**13.–15.06.2016****HORTIVATION**The New Innovation Experience for the  
Green Industry (Kalkar)**13.–16.09.2016****71ST GERMAN JURISTS'  
CONFERENCE****27.–30.09.2016****SECURITY ESSEN**

The world market for security and fire prevention\*

**08./09.10.2016****EURO TEDDY**

International teddy bear and stuffed animal expo

**13.–16.10.2016****SPIEL**

International gaming days with Comic Action

**23.–25.10.2016****GASTROTAGEWEST**

The industry meeting place for professionals\*

**05.–13.11.2016****MODE HEIM HANDWERK**

The big consumer fair for the whole family

**05./06.11.2016****GESUND.LEBEN**

The health exhibition for the Ruhr Metropolis

**05.–06.11.2016****SCHULFORUM**

The school landscape at a glance

**10.–13.11.2016****NRW – DAS BESTE AUS DER REGION**

Exhibition for regional products from NRW

**26.11.–04.12.2016****ESSEN MOTOR SHOW**For drivers and dreams  
(Preview Day: 25.11.2016)

## TRADE FAIRS ABROAD

**17.–20.05.2016****SVARKA/WELDING**

International Welding Exhibition (St Petersburg)

**14.–17.06.2016****BEIJING ESSEN WELDING & CUTTING**International trade fair joining, cutting,  
surfacing (Beijing)**05.–07.10.2016****INDIA ESSEN WELDING & CUTTING**International trade fair joining, cutting, surfacing  
(Mumbai)**13.–15.11.2016****IPM DUBAI**

Dubai International Plants Expo Middle East

**13.–15.11.2016****WOP DUBAI**

Dubai International Perishables Expo Middle East

**01.–03.12.2016****REIFEN CHINA**

Asian Essen Tire Show (Shanghai)

## CONGRESS CENTER ESSEN

**11.05.2016****HOCHTIEF AG**

Annual general meeting

**03.06.2016****GRADUATE CONFERENCE RUHR REGION****14./15.06.2016****D.VELOC FORUM 2016**

The largest ECM conference of the year

**18.06.2016****RING DEUTSCHER BERGINGENIEURE E.V.**

Delegate conference

**25.06.2016****SPD DISTRICT PARTY CONFERENCE****06./07.09.2016****FVW KONGRESS & FVW TRAVEL EXPO**The specialist conference with accompanying trade  
fair for the travel and mobility sector**15.09.2016****DATEV CONGRESS****02.10.2016****WESTDEUTSCHE LOTTERIE****GMBH & CO. OHG**

Trade fair for lottery sales outlets

**28.10.2016****ISA E.V.**

New paths – Family centres in NRW

**04./05.11.2016****LP(A)-UPDATE**

## GRUGAHALLE

**18.05.2016****EVONIK INDUSTRIES AG**

Annual general meeting

**22.05.2016****PAUL PANZER**

"Invasion of the crazies"

**08.06.2016****E.ON SE**

Annual general meeting

**25.06.2016****SPRING BREAK FESTIVAL**

The legendary party from the USA

**15.–24.07.2016****SUMMER FESTIVAL**

at the Grugahalle

**08.09.2016****MARIO BARTH**

"Men are daft, but sexy!"

**01.10.2016****OVER-30S PARTY**

"More than just a party"

**06.10.2016****KITA ZWECKVERBAND**

Employee meeting

**15.10.2016****THE LEGEND OF ZELDA**

"Symphony of the Goddesses"

**19.10.2016****CAROLIN KEBEKUS**

"Alpha Pussy"

**21.10.2016****LORD OF THE DANCE**

"Dangerous Games"

**23.10.2016****LAURA PAUSINI**

Simili European Tour 2016

**29.10.2016****SNIPES**

Battle of the Year

**06.11.2016****RECORD & CD EXCHANGE****10.11.2016****BÜLENT CEYLAN**

"Kronk"

**12.11.2016****KONCERT GWIAZD**

Stars from Poland 2016

**19.11.2016****NOWEDA EG**

General assembly

**26.11.2016****OVER-30S PARTY**

"More than just a party"

**05.–07.12.2016****CDU FEDERAL PARTY CONFERENCE****11.12.2016****WISE GUYS**

The best of 25 years – Farewell tour

**17.12.2016****KAYA YANAR**

Planet Deutschland





# OUT OF RESPONSIBILITY FOR THE LAW

The German Jurists Forum is not only the largest, but also the most important legal symposium in Europe. Now it is returning to the city where legal history was written 50 years ago.



Also expected in September at Messe Essen are German Federal Minister of the Interior Thomas de Maizière (left) and German Federal Minister of Justice Heiko Maas.

— The uproar almost never occurred. Prior to it happening, the State Justice Administration had urged the speech be cancelled, and prominent lawyers had even intervened behind the scenes. But then on 27 September 1966, Prof. Dr Ernst Friesenhahn, President of the 46th German Jurists Forum, stepped up to the microphone. Facing him were 800 colleagues in an overcrowded hall. The theme of his welcoming speech, the problems involved in prosecuting and punishing Nazi war crimes, sounded almost technical in nature. But Friesenhahn wrote legal history with his speech. He urgently warned the guild to finally face an obvious truth. “A new beginning can only occur if amends are made for the terrible deeds of the past. We cannot reject responsibility for what happened.”

Almost precisely 50 years later, on 13 September, the responsibility of legal representatives for the law will once again play a central role in the Grugahalle. In a panel discussion marking the opening of the 71st German Jurists Forum in Essen, former Hamburg Mayor Klaus von Dohnányi, whose father was executed as a conspirator in the 20 July plot to kill Hitler, and Prof. Richard Schröder, Chairman of the SPD fraction in the last People’s Chamber of the GDR, will personally elucidate what role lawyers play in changing political systems. The discussion marks the prelude to an event that will put Essen right in the centre of German political life for four days. From 13 to 16 September, 3,000 legal practitioners will discuss key issues of the German legal system here.

A major challenge of our time, which is also legal in nature, namely the refugee crisis, was the subject of a



lecture by Angelika Nussberger, Judge at the European Court of Human Rights, at the opening press conference on 8 April. On the final day of the German Jurists Forum, the issue will be showcased in a panel discussion with German Federal Minister of the Interior Thomas de Maizière, among others. The German Federal and State Ministers of Justice, Heiko Maas and Thomas Kutschaty, respectively, are also expected to sit on the panel in Essen.

The conference is a must for the most important stakeholders in German jurisprudence. After all, this has been the central forum for discussing major legal issues for 156 years – and the place to ask where the law needs to be updated. How do laws governing analogue topics mesh with the digitisation of the →

Angelika Nussberger, Judge at the European Court of Human Rights, spoke on the European dimension of refugee issues in the run-up to the 71st German Jurists Forum (page opposite). Audience members at the Evonik headquarters in Essen also included NRW Justice Minister Thomas Kutschaty (pictured above, centre) and Essen’s Mayor Thomas Kufen (right).





→ economy and the labour market? Can criminal proceedings be organised in such a way that the public's wish for transparency can occur in parallel to the protection of the parties involved? Does German partnership law need to be fundamentally reformed? Given the current variety of patchwork families, is new family legislation necessary? Legal scholars, judges, prosecutors and lawyers will face a total of six fundamental issues together in Essen. "The Jurists Forum is not a lobbying event," explains Andreas Nadler, Executive Director of the Association of German Jurists, referring the special composition of the participants.

## SOME 3,000 LAWYERS WILL DISCUSS CENTRAL ISSUES OF THE GERMAN LEGAL SYSTEM IN ESSEN.

The German Jurists Forum is also well known for its extremely varied supporting programme. Its organisation is in the hands of Essen's local committee, made up of 24 eminent persons – including Essen's Mayor Thomas Kufen, Ruhr Bishop Franz Overbeck, Klaus Engel, CEO of Evonik AG, and Messe Essen boss Oliver P. Kuhrt. The chairman of the local committee is Dr Monika Anders, Essen District Court President. "We want the issues raised at the German Jurists Forum to be carried over into society – and for legal practitioners to experience the present legislative climate of the Ruhr region," says Anders, outlining the motivation of the local committee.

during the Ruhr Piano Festival on 14 September at the Philharmonie, featuring the Cuban-Canadian pianist Hilario Durán with the WDR Big Band. The concert will benefit support programmes for refugee and migrant children. The next day, ThyssenKrupp Quarter will be transformed into a pop arena for Wolf Codera's "Session Possible". And to top everything off, the legendary Jurists' Night will be celebrated in one of Germany's most exciting party locations: The Zollverein Coal Mine Industrial Complex.

The Messe Essen team made a good impression on the organisers in the run-up to the event. "Our contacts are always there to provide support and the collaboration is well organised, right down to the smallest detail," says Lars Theissen, Regional Court Chief Judge and Managing Director of the 71st German Jurists Forum. A high level of professionalism is required, as the forum has reserved more than 50 conference rooms in the Grugahalle, Congress Center East and eastern exhibition grounds. A secretarial staff of 30, supported by aspiring lawyers, will record every spoken word, in order to complete the documentation by the end of the conference. And perhaps in 50 years, one might find a historical phrase or two in the records again.



Thanks to generous sponsors, over 40 individual events are planned. For instance, a benefit concert will be held

## SOULFUL

**23.10.2016** | She has sold over 45 million records, has worked with Kylie Minogue and James Blunt and was the first Italian woman ever to win a Grammy. Laura Pausini is a superstar, and not just in Italy. The new album "Simili" collects 15 new and very personal songs from this exceptional artist. The Grugahalle is one of three German venues in which Laura Pausini will be giving a guest performance on her European tour.



Simply beautiful: Watch the video of Laura Pausini's current hit "Simili".



# HOT AUTUMN

**Top-class step dancing from Ireland, an exceptional Italian singer and a live concert celebrating the most successful video game series of all time – the Grugahalle will once again be living up to its slogan "Everything is possible" in the coming months.**



## DANGEROUS

**21.10.2016** | "Dangerous Games" is the new subtitle, and that's not the only change to "Lord of the Dance". After 20 years of triumphant success around the world and over 80 million tickets sold, step-dance superstar Michael Flatley has given his production a new look. With slightly varied costumes and a backdrop of giant LED screens, the show presents itself as a kind of "best of". Fans can expect a brilliant reunion with up to 40 outstanding dancers who led the *New York Times* to rightly claim: "The world lies at their feet."



[www.lordofthedance.com](http://www.lordofthedance.com)

## DIVINE

**15.10.2016** | With over 60 million units sold, "The Legend of Zelda" is the world's most successful action video game series. Now the soundtrack can finally be experienced live in concert again. In a live broadcast, an orchestra with 56 musicians, accompanied by a 20-strong choir, will musically showcase 25 years of Zelda history, while a fascinating retrospective featuring stunning images of various games will delight the audience on a big screen. The "Symphony of the Goddesses" portrays the classic stories of the famous series in four movements. A true experience – and not just for fans of the global trade fair SPIEL (13 to 16 October 2016).



<https://goo.gl/w1vZ6S>





# BLUE WONDER, BACK IN THE BLACK

In 2017, Essen will be the European Green Capital. The title is the next milestone in the city's path of transition. Prelude to a year that will resonate for quite some time.



## » THE TITLE HONOURS ESSEN'S TRANSFORMATION INTO THE GREENEST CITY OF NORTH RHINE-WESTPHALIA «

Simone Raskob, Head of the Environment and Construction Department of the City of Essen

Starting in 2010, the European Commission has awarded the title “European Green Capital” every year. The competition looks both ahead and back. Cities are honoured that have already reached “high environmental standards”, have committed themselves to “ongoing and ambitious targets for further environmental improvement and sustainable development” and can therefore “inspire other cities” as models. The background is the urbanisation megatrend: Already, two out of three Europeans live in cities – a number which is rising continually.

Midway through the Capital of Culture year 2010, Simone Raskob, Head of the Environment and Construction Department of the City of Essen, and her colleagues from Bochum and Dortmund were already preparing the next major regional project. In February 2011, the cities publicised their plans for a joint application. This was followed in October 2012 by the “low point”, as Simone Raskob recalls. Suddenly and quite surprisingly, the EU Commission declared that only individual cities could participate in the competition – not metropolitan regions.

Nearly two years of planning threatened to go down the drain. But a sense of optimism developed again very quickly in Essen. The city decided to pursue the application alone, and that autumn, the 200-page application was submitted. The second attempt was successful. Essen reached the final round in Bristol. Metropolitan cities such as Istanbul and Lisbon also had high hopes at the time, but didn't even make it to the final round. The European Green Capital 2017 was announced in June 2015: Essen. “The title honours Essen's transformation from a coal and steel city into the greenest city in North Rhine-Westphalia – and supports us in our goals for the coming years and decades,” says Raskob.

“The Green Capital is not a marketing gimmick,” stresses the organisational project head Ralph Kindel.

Rather, the team identified twelve thematic areas and five programme items where demonstrable improvements can be achieved over the coming years and decades, in order to increase the quality of life – and to stay in the black through green economic momentum.

“My Paths in the City” is the programme item that is meant to change the public's mobility behaviour. While cars are responsible for almost half of the traffic volume today, by 2035 all four transport modes will each make up a quarter. Some 150 kilometres of bicycle paths have been built since 2005, and the current focus is the 101-kilometer-long “bicycle freeway” across the Ruhr area. The first section between Mülheim and Essen opened in November. Now the planners are looking further west toward Duisburg. “Students from the University of Duisburg-Essen will be able to commute between the two campuses,” explains Simone Raskob. A family excursion to the Rhine from Essen, 21 kilometres away, will soon no longer be unrealistic.

The same applies to a subject that is emotional like no other in the Green Capital. Throwing a swimsuit in a bag, heading off to Baldeysee lake or going to the Ruhr and jumping in the water – this is something older Essen residents can still recall from their childhoods. But due to health and safety concerns, this has been forbidden for decades. After the research project “Safe Ruhr” gave the green light for 20 to 30 bathing days per year, a pier will be opened in summer 2017 at Seaside Beach. This has the potential to outshine even a mega-project such as the reconstruction of the Emscher River and its tributaries, which through a gigantic waste-water treatment system with underground channels will ensure a fluvial topography throughout the region by 2020.



Ready to go: Simone Raskob, Head of the Environment and Construction Department of the City of Essen (right) and Ralph Kindel, Organisational Project Director of the European Green Capital 2017.



**MAJOR GOALS**

What Essen is planning  
as European Green  
Capital (selection)

**20,000 GREEN JOBS**

Already today, Essen has the most employees in the green sector of any area in the Ruhr metropolis. By 2025, there will be 20,000 green jobs.

**95 PER CENT LESS CO<sub>2</sub>**

By 2020, Essen would like to reduce CO<sub>2</sub> emissions by 40 per cent compared to 1990. In accordance with the German Federal Government's climate protection targets, the emissions should be reduced by 95 per cent by 2050.

**65 PER CENT RECYCLING RATE**

The recycling rate will increase from today's 40 per cent to 65 per cent by 2020.

**BICYCLE PATHS WITHIN A 500-METRE RADIUS**

By 2020, every citizen in the city shall have access to high-quality, upgraded, citywide and regionally connected bike paths along green spaces and waterways within a radius of less than 500 metres.

**25 PER CENT MODAL SPLIT**

By 2035, the traffic volume in the city is to be equally distributed between the transport modes car, public transport, bicycle and pedestrian traffic. Today, cars make up just under 50 per cent and bicycles 6 per cent.



→ The programme items “My Green” and “My Shopping” show another feature of the Essen concept. “We are the first Green Capital to consistently support its citizens in their own projects,” explains Ralph Kindel. He expects as many as 200 ideas to emerge, and the best ones will be financially supported by the project. Whether this involves the promotion of community gardens, beautifying

restricted traffic zones or establishing a “repair café”, moralising is kept to a minimum, but the message is always the same: “Change isn’t that hard!” The fascinating history of transformation runs like a red thread through the fifth programme item. “My Future – Green Jobs” stands for employment forms and training opportunities in the environmental sector, innovative developments and various fields of environmental education – not to mention the ways in which Essen-based energy companies like RWE, E.ON and RAG are reinventing themselves. It is hoped that there will be 20,000 green jobs in the city in 2025.

In the short term, the Green Capital itself will become an employment engine. Project directors are already estimating 500,000 additional visitors, including many conference and convention attendees. Congress Center Essen, the Grugahalle and Messe Essen offer them top possibilities – and not least a fitting ambience due to the nearby Grugapark. “Messe Essen is a very important partner for us, because it carries our message out into the world and many of the most important trade shows highlight our subject matter,” says Simone Raskob.

One only has to think of E-world energy & water or IPM ESSEN, as the world’s largest horticultural trade show.

The International Building Exhibition at Emscher Park from 1989 to 1999 and initiatives of the European Capital of Culture 2010 are the most prominent milestones of structural change. The Green Capital sees itself operating in this tradition. Looking ahead is even more important to the project directors. In 2018, shortly after the Green Capital celebrates its conclusion in the foyer of the new Messe Essen, the era of coal will finally come to end in the Ruhr region – an epochal turning point. In 2022, the Ruhr climate metropolis will present the concentrated innovative power of the region at KlimaExpo.NRW. According to a recently published feasibility study, a joint application for the International Garden Show (IGA) stands good chances in 2027.

The planning horizons of the European Green Capital project directors are accordingly long-term. “I hope that we will usher in new forms of mobility and a different approach to public spaces over the next few years – while showcasing Essen as an attractive city with creative people,” says Simone Raskob. Also a native of Essen, Ralph Kindel considers the city to be a “hidden champion” with outstanding potential in terms of both self perception and external perception. “If we can say at some point that we have brought the image of reality closer to the public, then I would be very proud.”



The most powerful symbol of change in Essen: From 2017, bathing will be officially allowed in the Ruhr once again.



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... **the contents / the topics?**

☐ excellent ☐ good ☐ satisfactory ☐ poor

... **the optics / the layout?**

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**How much do you read, roughly, in one issue?**

☐ I read (nearly) everything ☐ more than half  
☐ less than half ☐ I only leaf through it

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☐ more than 30 minutes ☐ 30 minutes at the most

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