

# ESSEN AFFAIRS

MESSE  
ESSEN

THE MAGAZINE FROM MESSE ESSEN

ISSUE 1.2017

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

## ALL AT THE PUSH OF A BUTTON?

Joining technology in  
Industry 4.0

### FOR EXPERTS

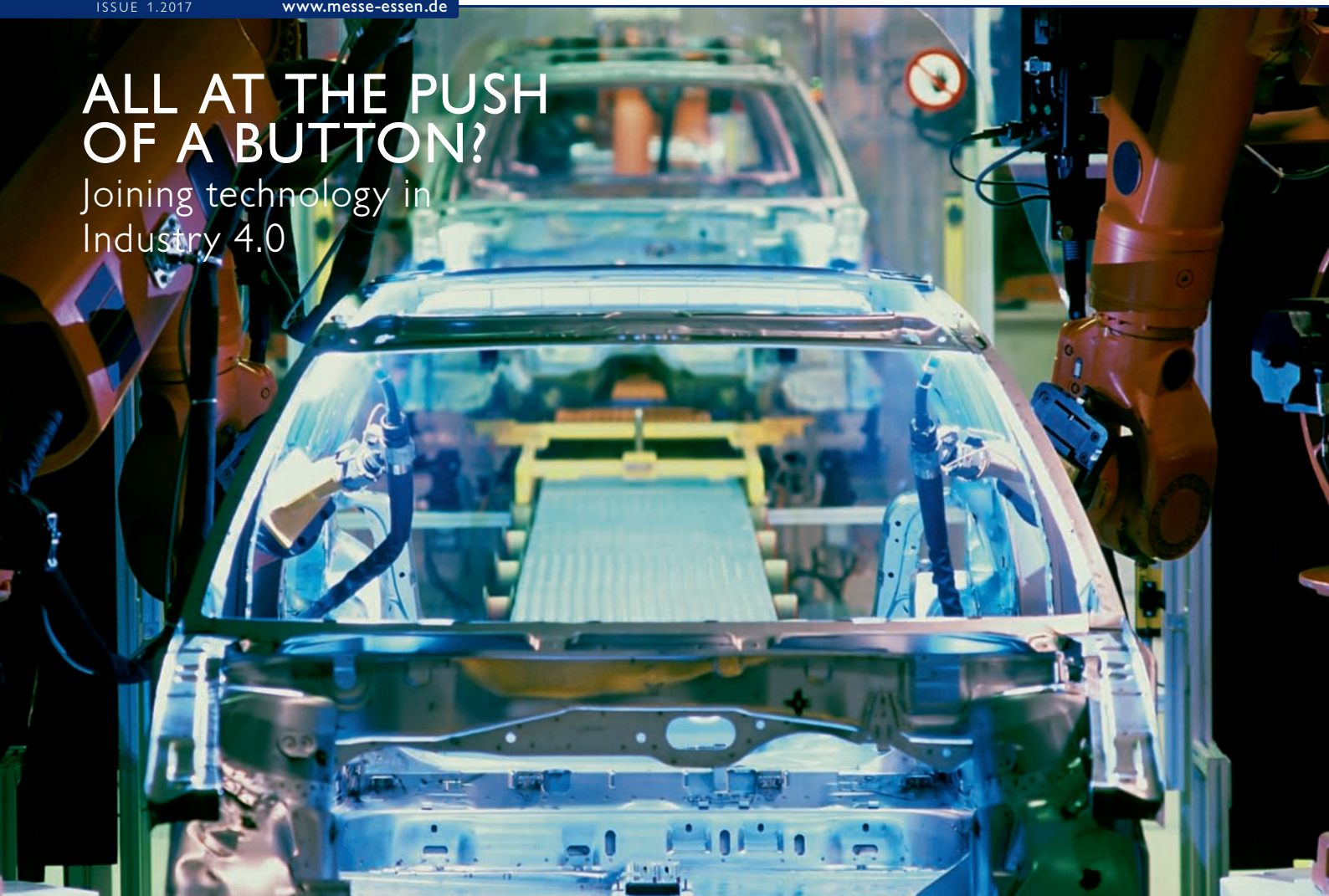
Why forecasts are so  
complicated

### FOR FANS

The Ruhr area gets its  
own literature festival

### ON COURSE FOR SUCCESS

Messe Essen's modernisation is already  
bearing fruit



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Oliver P. Kuhrt

### Dear Readers,

The catchword “movement” is a recurring theme that runs through all the topics covered in this issue. On the one hand, massive economic changes are transforming entire industries under the motto “Industry 4.0”. Our cover story on the world’s leading trade fair for welding technology, SCHWEISSEN & SCHNEIDEN, shows why it is worthwhile for companies to approach one another and form networks. Read more about this topic on page 8.

It is obvious that a wide range of things have been set in motion on the Messe Essen exhibition grounds. Parallel to

the structural modernisation, we have successfully reorganised the company – especially in the sales area – as new trade fairs can illustrate, whose organisers are banking on the Essen location (page 20). The new lit.RUHR, an offshoot of the largest European literary festival lit.COLOGNE, promises to be a highly unusual event on the trade fair calendar. We met Rainer Osnowski, one of the creators of the festival (page 22).

The theme of movement can also be understood quite literally in this issue. In July, one of the most important sport conferences will be held in the Congress Center Essen ahead of the SOCCERDAYS football fair premiere (page 26). And particularly in the summer months, Essen – as the European Green Capital – invites visitors on a range of excursions, explorations and participatory activities (page 32).

I hope you enjoy reading this issue of Essen Affairs.

Kind regards,

Oliver P. Kuhrt, CEO of Messe Essen GmbH



Discover the new ESSEN AFFAIRS, now also as an app for your tablet or iPad – with videos, photo galleries and many other extras.





Surprising, poetic, optimistic: the opening ceremony of the European Green Capital 2017 provided a magnificent start to a special year for Essen. Learn more starting on page 32 – and on our app.



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» WE ARE VERY SATISFIED WITH MESSE ESSEN AS A TRADE FAIR LOCATION: AFTER THE MODERNISATION, IT WILL BE JUST THE RIGHT SPOT FOR EQUITANA « Hans-Joachim Erbel, CEO Reed Exhibitions Germany



## EQUITANA

### CELEBRATION OF HORSES REMAINS ON-SITE



With 208,000 visitors, including 32,000 spectators at the seven evening shows, EQUITANA has underscored its role as a global fair for equestrian sport. "It was an absolute bull's-eye. We matched the previous event's result right down to the final decimal point," said a visibly satisfied Hans-Joachim Erbel, CEO of the event organiser Reed Exhibitions. With 750 exhibitors from 30 nations, the 15 EQUITANA exhibition halls were once again completely booked. There was a palpable motivation to buy and invest on the part of many visitors. Numerous exhibitors spoke of a "real boom" and were very satisfied with the outcome of the trade fair.

In the run-up to the fair, Reed Exhibitions and Messe Essen had already announced a contract extension until 2021. "We are highly satisfied with the way Messe Essen is developing: after the modernisation, it will be just the right spot for EQUITANA. The modernisation will open up new perspectives, both for our exhibitors and for us," Hans-Joachim Erbel commented on the contract extension. Oliver P. Kuhrt, CEO of Messe Essen, also emphasised the benefits of modernisation. "We are delighted to have an important trade fair such as EQUITANA over the long term, and it wouldn't have been possible without the conversion of the fairgrounds."



## WATER PROTECTION

### MESSE ESSEN RECEIVES SEAL OF APPROVAL

Water and flood protection are an issue for Messe Essen, and not just at acqua alta, a trade fair that is held every two years. The company itself supports active water protection. Instead of directing rainwater collected on the roofs of the halls and on the exhibition grounds into the sewage system, it conducts the water into Margarethensee Lake via its own duct system. That way, clean water is added to the natural water cycle, while the capacities of the duct system and sewage treatment plants are freed up. For this exemplary handling of rainwater, Messe Essen has been honoured with the "Wasserzeichen". Awarded by the water management association Emschergenossenschaft, the seal of approval for near-natural rainwater management recognises ecological commitment to intact water circulation.



Ecologically committed: Dr Emanuel Grün, Chief Technical Officer of Emschergenossenschaft, awarded the "Wasserzeichen" to Oliver P. Kuhrt, CEO of Messe Essen.



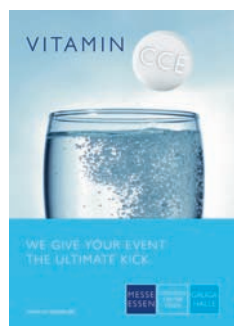


Albert Ritter, President of the German Showmen's Union (left), and CEO Oliver P. Kuhrt are looking forward to three joint events at Messe Essen.

## NEW EVENTS

### SHOWMEN'S TRILOGY

Messe Essen has added three new dates to the early 2019 event calendar. From 30 January to 1 February 2019, the European amusement park industry will meet up in Essen. For the 65th anniversary year of the European Showmen's Union, the trade fair Interschau and the delegate conference of the German Showmen's Union (DSB), two of the industry's must-attend events, will be held in Essen. The Essen/Ruhr Valley Showmen's Association, which on the occasion of its 100th anniversary also successfully applied to organise DSB's 70th delegate conference, will direct Interschau. The showmen's trilogy is being rounded off by a highlight for the entire family. The Essen/Ruhr Valley Showmen's Association will be taking visitors both young and old on a journey through time. One exhibition hall will be transformed into a historical funfair from 30 January to 3 February 2019.



## CONGRESS CENTER ESSEN THE KICK FOR YOUR EVENT

"We give your event the necessary kick": with this slogan, the Congress Center Essen presents itself in its new image campaign. That extra portion of "vitamin CCE" is ensured by flexible spaces with state-of-the-art presentation and sound technology, ideal

accessibility and infrastructure, as well as planning competence from a single source. Last but not least, the campaign presents the seven new rooms and new glass foyer, opening new opportunities for clients in the Congress Center East from the end of 2017. The campaign includes print and online advertising, target group mailings, megalights, roll-ups and a presence at the IMEX trade fair.



# 185,000

visitors have shown once again that Techno-Classica Essen is the No. 1 exhibition among the classic auto shows. Some 2,700 valuable cars were available for purchase at the 29th edition of the global exhibition for prestige automobiles, with more than 40 per cent of these actually sold from 5 to 9 April 2017.



## SERVICE

### "Messe Essen 4.0 – how can digitalisation be used for trade fair success?"



**SEBASTIAN STEMANN**  
Head of Press & Digital Media  
at Messe Essen

"Actively co-design digitalisation!" In line with this motto, we are making your trade fair presentation more efficient. Take advantage of our new digital tools and expand your reach beyond your own stand – for example, by publishing information on your innovations in our closed exhibitor area to generate awareness before the trade fair begins. In just one click, journalists, bloggers, Instagrammers, YouTubers and, of course, potential customers can also find your trade fair highlights in our new Media Center, the main hub for image and video content. Our technical innovations bring you into contact with relevant B2B and B2C influencers while ensuring optimal awareness.

Would you like to know which customised digital solutions we can use to support your trade fair presence? **SIMPLY WRITE TO US!**

sebastian.stemann @ messe-essen.de





# IN THE FLOW OF DATA



 **KEMPPPI**



**New networks, new processes, new job profiles: in an age of networked manufacturing, the world of welding technology is also changing rapidly. In September, the industry will gather at the global trade fair SCHWEISSEN & SCHNEIDEN.**

More popular than ever: the German labour market is currently desperate for welders. If one believes industry experts, the profession will not disappear in the automation era.

—— The topic was literally hot and the spark was lit. So now, in spring 2016, it was all the more important to stay cool. And where better to do so than 100 kilometres north of Helsinki? It was here, and more precisely, in Lahti, that Frederic Lanz invited his colleagues Björn Kemper and Igor Mikulina to visit. At the headquarters of the welding machine manufacturer Kemppi, they developed a concept with the potential to bring welding technology in sheet metal production to an unprecedented level.

“We all had the impression that a lot of buzzwords are currently circulating in our industry, like the ‘Internet of Things’ and ‘Industry 4.0’, but that their implementation is lagging,” recalls Lanz, Managing Director of Kemppi Germany. The challenge, especially for small and medium-sized enterprises, was obvious: if the future was all about ensuring the industrial networking of systems and components, one had to allow these components to speak, i.e. harmonise with common standards.

The protagonists were already well positioned in their domains. Kemper, Managing Director of the German smoke extraction pioneer, had just launched Air Watch, the first fully automated air monitoring and control system. Mikulina, Managing Director of MicroStep Europe, brought on board the competence of one of the world’s market leaders in the field of CNC-controlled cutting systems. And with the cloud-based Weldeye welding management system, Kemppi ushered in →

**5.2 billion euros: the added value from the production of equipment, systems and complementary goods in the field of welding technology in the EU recently.**

**60 billion euros: the value added by the application.**

Source: "Macroeconomic and sectoral value added from the production and application of welding technology in Germany and Europe in 2013"

→ the possibility of obtaining welding information in real time. "Thanks to our collaboration, we are now playing in a completely different league," says Frederic Lanz.

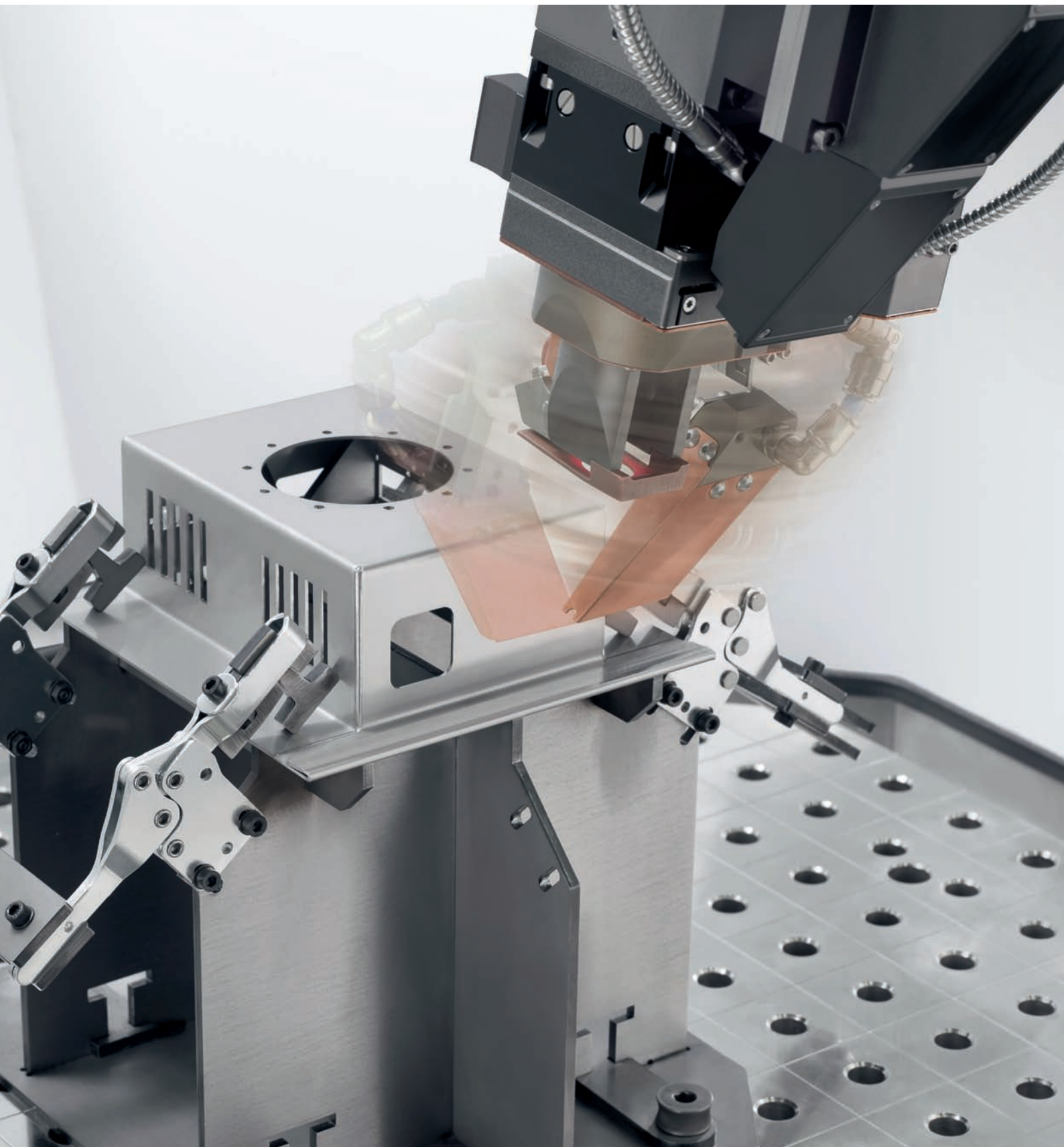
With the new laser welding cell TruLaser Weld 5000, TRUMPF plans to bring laser welding to the field of sheet metal production. Our photo shows the rotary module for the shielding gas guide.

In September 2016, the Industry Business Network 4.0 was officially founded with a total of seven member companies, all representing the field of sheet metal processing. TÜV Süd is a partner in the area of safety and security. The project is being supervised by Prof. Dr Johannes Schilp of the Fraunhofer Research Institution for Casting, Composite and Processing Technology IGCV and the University of Augsburg. The demand from other medium-sized companies has been very high from the outset, but the network is not about size. Instead, it's all about speed. When the industry gathers at the global SCHWEISSEN & SCHNEIDEN trade fair from 25 to 29 September, the network already plans to present its first joint applications: live, suitable for everyday use and based on existing standards.

Igor Mikulina, who has assumed chairmanship of the network, explains where the journey is heading, using the example of maintenance. Until now, this has entailed a high level of administrative and coordinative effort for the customer. "In the future, networked production systems will automatically send a message when they require maintenance. Then, in dialogue with a production management system, for example, the time at which this maintenance can be carried out will be coordinated with pending orders. If a →











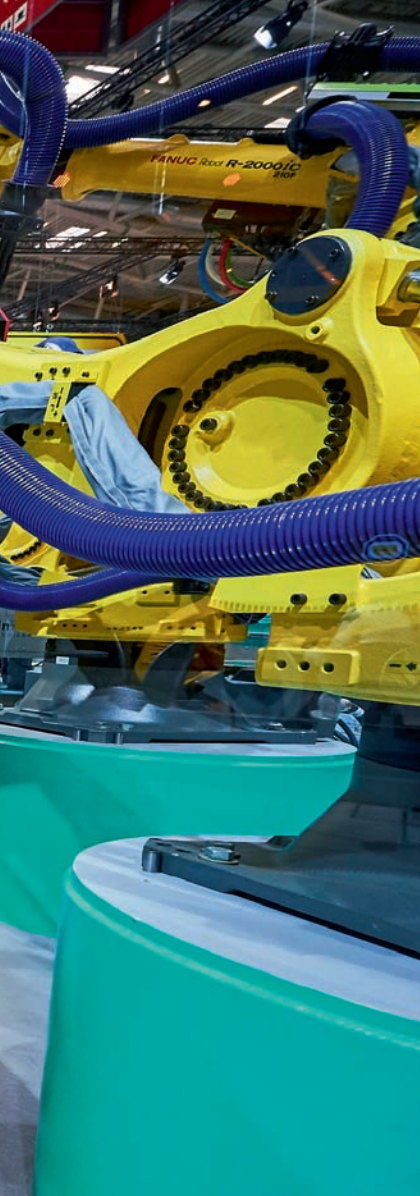
→ framework contract exists with the maintenance firm, maintenance schedules can be agreed upon automatically. “Ideally, the customer will merely receive a status report in the end. Similar effects are also possible with regard to energy efficiency and occupational safety.”

But the truth is more multifaceted. Development cooperation such as the Industry Business Network 4.0 is not yet the rule, and many smaller and medium-sized companies still have a hard time changing. In 2016, the Germany Welding Society DVS surveyed its members and confirmed this assessment. “The study showed major shortcomings when it came to capacity levels, expertise and the overall use of intelligent monitoring and decision-making processes, especially in small and medium-sized enterprises,” says Dr Roland Boecking, Executive Director of DVS. There are also

other challenges in terms of standards, IT architecture, IT security and qualification. Boecking’s conclusion: “Interdisciplinary research and development structures are indispensable to further secure and enhance international competitiveness in Germany.”

Investments would certainly be worthwhile; after all, welding technology is cross-sector technology par excellence. According to a joint study conducted a few years ago by DVS and EWF, the European Federation for Welding, Joining and Cutting, an added value of 5.2 billion euros was attained for every 60 billion euros earned from the production of equipment, systems and complementary goods in the EU – a value creation ratio of nearly 1:12. Currently, the demand for joining technology in the shipbuilding, automotive and aerospace sectors is high, while the demand for equipment and machinery as well as automation →





**In 2016, investments in robots topped 91.5 billion US dollars. The assembly, welding and painting sectors accounted for 24 per cent of this investment volume. By 2020, forecasts show this figure growing to 188 billion US dollars.**

Source: IDC / Statista

The automotive industry is currently one of the sectors which ensure that robot manufacturers such as FANUC have full order books.

view to demanding processes such as arc welding in a horizontal position. The use of collaborative robots is currently only useful for parts' handling in manual joining processes.

If the profession of classical welder should die out anyway, the reason will be different – namely, a lack of specialists. “We are desperately looking for qualified welders in many areas,” said Siemens HR Director Janina Kugel in the Frankfurter Allgemeine Zeitung newspaper in February. Moschner-Schweder adds matter-of-factly: “Welding tasks are becoming automated because no welders can be found to carry them out.”

→ technology in joining technology continues at a very high rate.

FANUC, the Japanese global market leader for automation solutions and industrial robots, is one of the largest profiteers from the automation megatrend. “The order situation is good and this is unlikely to change,” reports Oliver Moschner-Schweder, Product Manager Arc Welding Automotive Center. According to analysts at the Boston Consulting Group, the global robot market is expected to grow by an average of 10 to 15 per cent each year by 2025.

So are welders set to become superfluous? The clear answer is no. “Robots are capable of a lot these days, but they are, in essence, the mechanical arm of a computer. Responding quickly to dynamic changes remains the domain of humans,” says Moschner-Schweder with a

At the same time, new professions are emerging: advanced operators, for example, are operators with welding competency. Then there are programmers for welding robots – for whom there are still no advanced training pathways. However, the Robot Welding Competition will be held this year in the context of SCHWEISSEN & SCHNEIDEN. Candidates will be asked to produce a workpiece based on the entire automated welding process chain.

For the time being, these types of hybrid forms are the future, similar to more than 250 different welding methods. “The more complex materials become, the more we will have to network technologies,” predicts Roland Boecking, with a view to combinations of welding and bonding technology in car body construction or hybrid methods of arc and laser welding. →

# » IT WILL BE CHARMING «

**DVS Executive Director Dr Roland Boecking on perspectives in times of shortages of skilled labour – and for the new Messe Essen**



Dr Roland Boecking, 56, has been the Executive Director of the Germany Welding Society DVS since 2014.

**ESSEN AFFAIRS:** Dr Boecking, what is the current status of German joining technology?

**Roland Boecking:** In terms of the order situation, it is good. As for the specialists, it is moderate. The job of welder has not been one of the training professions in Germany for many years now. As a result, apprentices do not come into direct contact with welding as an occupational profile. Moreover, we still suffer from the

old image that welding is “dusty, dirty and dangerous”. This is where the industry and our association need to comprehensively clarify the issue and promote joining technology.

**What else can the association do to counteract the shortage of skilled welders?**

Three years ago, we were able to create the new occupational profile “specialist for metal technology”, which essentially absorbed the welding technology area. We also see great opportunities in the field of additive manufacturing. For example, additional training programmes were implemented for the first time in 2016, and our subsidiary GSI SLV approved the first exams for “specialist for additive manufacturing”. The Robot Welding Competition and the Young Welders’ Competition at SCHWEISSEN & SCHNEIDEN also promote specialists and young talent.

**Are you also contributing to refugee integration in the labour market?**

At some locations with a high percentage of refugees, we are already successfully implementing the programme “Learn Welding – Learn German”, which combines the “International Welder” training course with German language courses. As a welder, you can earn enough to feed a family after completing one year of training – a fact that is still far too little known. This course is also interesting for people who return to their homelands, as the certificate is recognised in 65 nations.

**After this year’s edition in Düsseldorf, the next SCHWEISSEN & SCHNEIDEN will be held in the completely modernised Messe Essen.**

**What are you looking forward to most?**

The breathtaking entrance area, of course, and the large, bright and technically state-of-the-art exhibition halls with the Grugapark right next door. High-tech inside, green nature outside – it will be charming. We are looking forward to it.



## » AS A WELDER, YOU CAN EARN ENOUGH TO FEED A FAMILY AFTER COMPLETING ONE YEAR OF TRAINING – A FACT THAT IS STILL FAR TOO LITTLE KNOWN. «

Dr Roland Boecking, DVS Executive Director

→ The German manufacturing specialist TRUMPF believes it's time for a changing of the guard. "Laser cutting is now the established technology used in sheet metal production. Similarly, laser welding will become the established joining method over the next few years," says Thomas Rupp, Director of Laser Welding for Sheet Metal Production at TRUMPF.

The new laser welding unit TruLaser Weld 5000 has been designed to reduce any entry barriers. The unit's special feature is that it compensates for inaccuracies in components during the welding process and can even close gaps up to one millimetre wide. Additionally, specialists from the company support new users on-site during the start of production.

And what about additive manufacturing solutions introduced a decade ago – then still referred to as 3-D printing, the next big thing in the production field? For a long time, the buzz surrounding the process has remained low-key, but an industrial breakthrough is now underway. Here too, all signs point to networking. "We shouldn't consider 3-D printing as the Holy Grail – as something that will completely change production methods overnight," stresses Daniel Lichtenstein, Head of Sales and Market Trends, Additive Manufacturing at TRUMPF. "It is just as important to keep the upstream and downstream processes in mind." Once this lesson is understood, everything could go very fast. In the USA, the entire hearing aid industry has converted to 3-D printing – and this happened within 500 days.

## THEMATIC FOCAL AREAS FOR A BETTER OVERVIEW



When SCHWEISSEN & SCHNEIDEN opens its doors from 25 to 29 September 2017, international trade visitors can expect an appealing programme at the world's leading trade fair for joining, cutting and surfacing

technologies. Exhibitors from around the world will present the complete value chain for joining, cutting and surfacing – with products and services ranging from shaping, pre-treatment and post-treatment to the inspection of plants.

The most important new feature: for the first time, the Messe Essen team has reorganised the halls for SCHWEISSEN & SCHNEIDEN 2017. They will now be structured on thematic focal areas, which will make it easier for trade visitors from all over the world to find their way around.

SCHWEISSEN & SCHNEIDEN is also the world's most important industry meeting point due to its numerous conferences, seminars and competitions. For example, the Robot Welding Competition is held for the first time at the exhibition.

Due to modernisation work at Messe Essen, SCHWEISSEN & SCHNEIDEN will have a one-time guest run at Messe Düsseldorf this year.

# RIGHT ON COURSE

**The first construction phase of Messe Essen's modernisation is running smoothly. The new glass foyer will be officially opened in November 2017.**

— One year after the groundbreaking ceremony, work at the new Messe Essen is right on track – in both timing and financial terms. The steel structure at Messehaus Ost has been equipped with the roof for the new foyer since February. The roofing work for the northern part of the new Hall 6 was completed in parallel, so that the technical installations can now begin.

“The smooth construction is the result of a highly detailed planning process that all the project participants have invested in,” explained Jörg Kinzelmann, who as project director heads construction for the general contractor Bilfinger Hochbau. A meticulous definition of the individual construction process steps and their coordination with the event calendar was the basic prerequisite for implementing modernisation work during ongoing trade fair operations. “I am very pleased that we are not only seeing construction progress every day at the new Messe Essen, but that our budget for the first construction phase was correct,” said Oliver P. Kuhrt, CEO of Messe Essen. “In addition, the modernisation effects are already noticeable on the market.”

Would you like to know more about the construction site and the modernisation of Messe Essen? Our Media Library is available online, along with many stories from behind the scenes. We look forward to your visit!

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

The target for the first construction phase is the completion of the new entrance area at the eastern section of the fairgrounds and the technical infrastructure for the northern part of Hall 6 by late autumn 2017. The expansion of Messehaus Ost and the new conference rooms in the Congress Center East are also on the agenda. The grand opening of the new foyer in November 2017 will mark the celebratory completion of the first construction phase.

## THE CONSTRUCTION PHASES FOR THE NEW EXHIBITION CENTRE

### Phase 1 | May 2016–October 2017

The new, 2,000 square metre glass foyer with projecting roof will be created in the east building. Halls 9.0 and 9.1 will be removed. The northern half of the future hall 6 is also being erected here.

### Phase 2 | October 2017–April 2018

Halls 4, 4A and 5 will be removed entirely to make room for the southern half of hall 6 with the exhibition lounge and service centre, as well as a new logistics space adjacent to the Galeria.

### Phase 3 | April 2018–August 2018

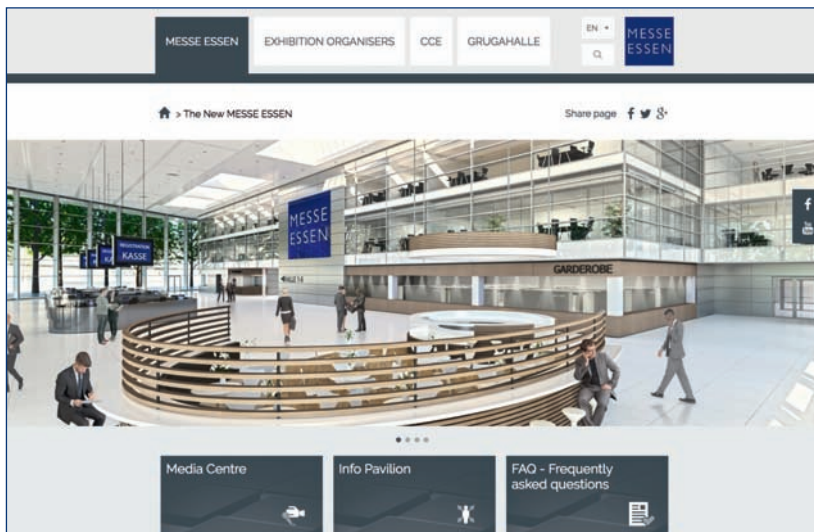
Halls 7.1, 8.0, 8.1 and the remains of halls 9.0 and 9.1 will be cleared away. The modernised hall 4 will be constructed here, as well as a new building as a northern addition to the future hall 5.

### Phase 4 | September 2018–October 2019

From the summer of 2018, the new and clearly structured hall numbering system will be in place. During the final phase of construction, the newly constructed hall 5 will be completed. Once this happens, the new Messe Essen will also show a clear and architecturally convincing aesthetic along the Grugapark. Window openings in the facade will create a direct line of sight to the adjacent Grugapark.

### The new exhibition centre | From November 2019

At the completion of construction, the northern exhibition complex will have five halls numbered 4 to 8, which are significantly larger, better connected and more clearly structured than the halls are today. The new Messe Essen boasts more space, better pathways and a uniform appearance.







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

The 2,000 sq m glass facade of the new Messe Essen has been covered since February. The lower photo shows the northern section of the future Hall 6.





# » A LOCATION WITH A FUTURE «

**With modernisation investments, the city of Essen is showing it believes in the trade fair location. A guest article by Mayor Thomas Kufen.**

Essen is Germany's energy capital, a shopping city and also a university city. Having been the European Capital of Culture in 2010, this year we became the European Green Capital. With some 590,000 inhabitants, Essen is the centre of the Ruhr district. But Essen is also a trade fair city. Messe Essen is an important employer in the region and our gateway to the world. With its leading national and international trade fairs, it provides an important platform to exhibitors from various sectors and attracts over 1.4 million guests annually. A city like Essen, the ninth largest in Germany, needs a strong and future-oriented exhibition centre.



On course: Essen Mayor Thomas Kufen (pictured here with Messe Essen CEO Oliver P. Kuhrt at a visit to this year's Techno-Classica) feels that Messe Essen is on a very promising path.

That is why Messe Essen's modernisation was officially launched on 2 May 2016. Its halls and grounds will be transformed in a total of four construction phases, making it one of the most technically state-of-the-art exhibition centres in Germany. The first impression is always the most important one – which is why the first construction phase will already be completed by the end of this year. By then, a glass foyer measuring 2,000 square metres will be created with an imposing canopy roof at the entrance to Messehaus Ost. Subsequent modernisation measures include completion of the new Hall 6, the technological upgrading of the rest of the grounds and the construction of both an international guest club and a new service centre. Thanks to the planning, which showcases an open, contemporary and functional design, visitors and exhibitors from around the world will be able to enjoy a new trade fair experience.

With these investments in our state-of-the-art exhibition grounds, we show that we as a city believe in the future viability of Essen as a trade fair location. The

city and the worlds of business, science, education and politics are all working hard to create optimal conditions in Essen. This will allow Messe Essen to hold its own in a highly competitive field and continue to defend its top ten position. New developments on the trade fair market, along with new events such as Essen's Health Forum, are changing the demands placed on the trade fair structure. We are fully addressing these needs, setting our course for the future through larger, brighter and more modern exhibition halls.

But Essen not only welcomes the world – the exhibition grounds are our window on the world. With Messe Essen, we present

ourselves as a high-performance location, both nationally and internationally. The exhibition grounds also serve as an invitation to the world to come to Essen. And once you've been to Essen, you'll go home with a very different picture of the city and the region.

Messe Essen already offers outstanding transport options: Düsseldorf Airport can be reached in 20 minutes by car, and the city centre by underground in about six minutes. The motorway entrance and underground station are both in the immediate vicinity. Numerous restaurants and shops are just a few minutes' walk away on Rüttenscheider Straße. Rüttenscheid is a pearl among Essen's districts. Everything you need can be found here – along with "that certain something" extra. I am confident that the construction work will continue on its smooth and steady course. I will be a frequent guest here over the coming years and will take the opportunity to form my own impressions of the progress. The info pavilion at Messehaus Ost provides visitors with a range of updated information on the modernisation phases. Be sure to stop by – it's worth a look!



# » EVEN MORE EFFICIENT «

**METPACK will be celebrating its 25th anniversary. Three protagonists look ahead: what will be the trends in the metal packaging industry over the coming years?**



Flavio Marchi, Director Global Marketing, Valspar Packaging

Coatings for metal packaging protect the integrity of the package and the product inside. Valspar is the industry leader in packaging coatings, providing safety and performance to can makers and brand owners. Future trends in the industry concern meeting evolving consumer preferences and the ever-changing global regulatory environment. The industry challenge is to develop coatings that meet these needs while preserving customers' efficiency and standards. Innovations such as Valspar's valPure® line of sustainable, next-generation technologies address these challenges by using our Safety by Design pharmaceutical-like product development protocol. METPACK provides us the opportunity to listen to our customers to continue meeting their technology needs now and in the future.



Andrew Truelove, General Manager, CarnaudMetalbox (CMB) Engineering

In the area of two-piece beverage cans, we see three challenges at CMB: meeting differential can size demands, achieving ever greater efficiency and following emerging markets. And this is exactly what we are working on – greater flexibility of machinery, improved energy efficiency, ease of use and the application of smart technologies. The development of the industry as a whole can be seen first-hand every three years at METPACK. It is the industry show par excellence for the metal packaging world.



Christian Pürschel, Head of Communications + Market Development, thyssenkrupp Rasselstein

Packaging steel is the “new modern”. Thanks to the material's durability and its unlimited recycling potential, we have become a pioneer in the field of recycling. The challenge here is to communicate this competitive advantage and promote the benefits for the sector. At thyssenkrupp, we attach great importance to enhancing our steel grade expertise. We are expanding our range through high-strength yet formable products that can improve our clients' competitiveness. METPACK allows us to not only show products, but also take home new market impetus. This makes the exhibition a key date for us to further sharpen our focus on the customer and the market.



## A RECORD METPACK

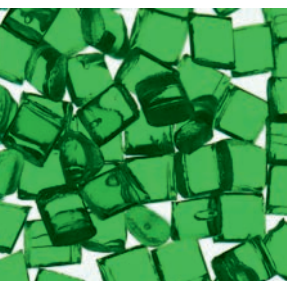
METPACK is the most important meeting place for the international metal packaging industry. The 9th edition has already set new records even before the start of the fair on 2 May. More than 300 exhibitors registered, including more than 60 new names. METPACK also increased its marketed area this year. By February, Messe Essen had already leased 20 per cent more space than it had at the previous event in 2014.

For the first time this year, Hall 2 will be opened for the METPACK in addition to Halls 1 and 3. Traditionally, METPACK is one of the most international trade fairs in Germany. More than 80 per cent of the exhibitors come from foreign countries.



# BROAD, DEEP – AND RIGHT IN THE MIDST OF THINGS

**New trade fairs are increasingly focusing on highly specialised niche markets and a mix of production and knowledge transfer. From the organisers' point of view, Essen offers locational advantages.**



The Compounding World Expo is dedicated to the processing and treatment of plastics – and will be held for the first time in June 2018.

When Andy Beevers sets off from his Bristol office in June 2018, it won't be the first time that Germany has been his destination. But his anticipation seems even bigger this time. In any case, Beevers becomes quite enthusiastic when talking about the first Compounding World Expo. "The market feedback was extremely positive," says the Director of Events and Magazines at the trade fair organiser Applied Market Information (AMI), and then mentions some of the German exhibitors who have already booked stands months in advance. Companies such as Coperion, KraussMaffei Berstorff and Leistritz will all take part in the premiere of the plastics processing trade fair: "It's almost as if we were launching an automobile fair with the support of Mercedes, BMW and VW."

The Compounding World Expo is a good example of a modern trade fair concept. On the one hand, it offers a combination of exhibition and knowledge transfer. After all, the Compounding World Expo emerged from an industry congress in Germany that AMI has held for three decades. Seminars and technical presentations are part of the programme, bringing together "an extremely broad" range of exhibitors. The latest plastic additives, processing plants and related products and services will all be on display – in short, anything needed to modify the properties of plastic. Until now, exhibitors have been distributed between several major, much more general trade fairs. In Essen, they are meeting under one roof, bringing time and cost-efficiency advantages to exhibitors and visitors alike – especially since the two-day event is free of charge for trade visitors.

It was only reasonable that the new trade fair would be held in Europe's largest plastics market – Germany. But why did Messe Essen win the pitch? One decisive factor was the location, Beevers explains: "Essen is located in the Ruhr industrial heartland and can be reached easily, both from the Benelux countries and from France. These countries also have a high concentration of potential exhibitors and visitors." →



The biologically effective Luctra LED lighting system from Durable stands for rapid change in the lighting sector. Its new gathering place will be "lighting technology" in October 2017.



→ The nearby Düsseldorf Airport also represents a big plus when addressing the global target group. “What’s more, we were very impressed by Messe Essen’s exhibition halls and the infrastructure, which ideally suit our requirements,” says Beevers.

It was a similar scenario for the second new entry in Messe Essen’s trade fair portfolio, which will be launched in October 2017: “lighting technology”. “The lighting and illumination industry is changing rapidly and we are only at the start of this development,” says Udo Weller, Managing Partner of untitled exhibitions. Whether the triumph of LED technology or intelligent lighting that adapts to a person’s biorhythms and provides nearly daylight quality: “Suddenly, applications are possible that were previously unthinkable, and every new development is generating new concepts.”

But this is not only a blessing for the sector. Until now, lighting manufacturers had to visit five or six different trade fairs to obtain an overview of all components used. “From our briefings, we knew the industry wanted a central platform,” says Weller. The Stuttgart-based organisers are also relying on the combination of in-depth knowledge transfer and a wide range of technological solutions being presented. Under the technical management of Prof. Dr.-Ing. Ulrich Kuipers from the South Westphalia University of Applied Sciences, the trade fair will be accompanied by a workshop series. “The bond with the trade visitors is crucial here,” stresses Weller.

“lighting technology” has an international focus, but untitled exhibitions is expecting the premiere to have a large contingent of German exhibitors and visitors. This is likely, as the organisers are targeting, amongst others, lighting manufacturers as likely visitors, and South Westphalia, which is about an hour’s car drive from Essen, is known as the “Silicon Valley of the lighting industry”.



Untitled exhibitions is well known in the Ruhr region. In 2016, the first “all about automation essen” took place here, whose concept differs from other trade fair innovations in one crucial point, as Tanja Waglöhner of untitled exhibitions explains: “There are leading international trade fairs in the area of industrial automation technology. But companies needed additional ‘shop windows’ in attractive regions, where they can present eye-catching concepts without great expense or effort.” The Stuttgart-based trade fair organiser chose Essen as one of four locations throughout Germany, “because we feel right at home here in the midst of the federal state with the most machinery manufacturers”.

Shop window in an attractive region: since 2016, Essen has been one of four locations for “all about automation”.

This year’s supporting programme is highly regional. The “automation meets wireless” congress, which will be held in parallel to the trade fair on 21 and 22 June, with substantial support from Dipl.-Ing. Gerhard Pohlmann, Managing Director of EMC, a test laboratory for electromagnetic compatibility, and the wireless expert Prof. Dr Jörg Wollert from the Aachen University of Applied Sciences. So here as well, a visit is doubly worthwhile.

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

[www.lighting-technology.com](http://www.lighting-technology.com)

[www.automation-essen.com](http://www.automation-essen.com)



# BOOKS AS ADVENTURES

**Together with his team, Rainer Osnowski has made lit.COLOGNE the largest literary festival in Europe. Now the red carpet is being rolled out in the Ruhr area for authors. One venue is Messe Essen.**

— In one fell swoop, the theatre hall has become a haunted house. Now it's quiet and dark; only the LED bands of the eleven and twelve-year-old attendees are lit. On stage, author Frank M. Reifenberg reads from his book "House of Ghosts". One father is sitting somewhere in the back rows, gleeful that his plan has once again come to fruition. The father's name: Rainer Osnowski. His plan: "to show how cool literature is". The place: lit.COLOGNE.

Bestselling author Frank Schätzing once described the Cologne book event as "one of the most progressive and daring literary festivals in the world". It is now the largest – at least in Europe. The 17th edition in March counted 110,000 visitors at 200 events. Nearly half of these were for children – as was the case that morning, as Rainer Osnowski observed his son and his classmates from the 5th grade listening before taking off for a meeting in the midst of the festival hustle and bustle.

To measure how unusual lit.COLOGNE is, one has to realise how readings function in many places: "From a wobbly table in a corner bookshop, with a microphone that often doesn't work. Afterwards, it's off to a bad Greek restaurant," publisher Helge Malchow recently got to the heart of the matter. "But we want to treat authors like stars. Our goal was to create a kind of Berlinale for books," says Rainer Osnowski. "We" were initially Werner Köhler, then Managing Director of the largest Cologne bookstore, and Osnowski, who after co-owning a publishing house and working as an editor for Kiepenheuer & Witsch in the 1990s, primarily worked as a documentary filmmaker. Over ice cream, they came up with the crazy idea of conveying their enthusiasm for books in a different way. An initial attempt with celebrities and their favourite books seemed promising and, together with Edmund Labonté, former assistant to the publisher at Dumont, the event was launched in 2001. During the first few years, the →



→ joint publishing house had to compensate for losses. From the fifth year onwards, they were in the black, and this year, ticket sales were higher than the sponsoring revenue.

How did the three literary men and their 300 associates accomplish this? “One secret to our success is certainly the subjective selection,” Rainer Osnowski suspects. “Increasingly, we focus on little-known authors and experimental formats, and the audience trusts us.” Some 1,600 visitors will come to a reading of texts about literary ego-tips (“I am so cool”). Secondly, the authors get the red carpet treatment – and not just superstars like U.S. author Paul Auster. This starts with a shuttle service from the airport and extends to accommodation in the exquisite Hotel im Wasserturm, which also serves as a festival venue. Thirdly, there is no fear of a huge stage. In 2006, Bastian Sick appeared in the Lanxess Arena in front of nearly 15,000 spectators; in 2013, 5,000 people arrived at Cologne Cathedral to hear texts of St. Francis of Assisi and the current Pope Francis. Finally, the organisers are not afraid of raising money. To date, lit.COLOGNE is an absolute exception as a privately organised literary festival, and Rainer Osnowski is proud that they are able to manage it without state subsidies. “I wouldn’t do it in any other constellation.”

Because even a crowd-puller like lit.COLOGNE would be unthinkable without sponsors, close contacts with the business community are all the more important. This is one of the reasons why lit.COLOGNE isn’t holding its first spin-off in Vienna, Hamburg or Berlin, but in the Ruhr area. From 4 to 8 October, lit.RUHR will celebrate its premiere with Essen at its centre. The seed for this was planted during a conversation between Traudl Büniger, Team Leader of the lit.COLOGNE programme, and the Essen-based doctor Dr Anneliese Rauhut, Chairwoman of the “Society of Friends and Sponsors of the Foundation Zollverein” – and, as

**lit.RUHR** | The first lit.RUHR ever will be held from 4 to 8 October 2017. A total of 40 events for adults and 35 for children and young people are being planned. The Zollverein Industrial Complex will be the main venue of the festival. Other venues include Messe Essen. Further events will take place in Bochum, Dortmund and Duisburg. The lit.RUHR programme will be presented on 31 August 2017, and advance ticket sales will start that same day. “The programme won’t be a carbon copy of lit.COLOGNE,” promises Rainer Osnowski. “We want to include topics that delve into the Ruhr area, but with a new viewpoint – while showing what a popular festival is all about.”



Osnowski would soon experience, “an insanely good networker”. Rauhut opened many doors; others were already open – Ruhr.2010 Director Fritz Pleitgen’s, for example, or Messe Essen CEO Oliver P. Kuhrt’s, whom Osnowski has known since his time in Cologne.

The only crucial question left for the managing committee to answer was “Do we really dare to start out on a new adventure?” Labonté and Kohler, both over 60 years old, made a proposal to Osnowski, the spring chicken of the group at 57: “If you raise the necessary sum, we’re in.” “It was all a bit reckless,” says a grinning Osnowski. With Traudl Büniger’s support, he collected “much more than I thought possible”, namely upwards of half a million euros. That way, it was possible for the first time to convince all five major Essen foundations of the merits of a joint project. Many other sponsors supported lit.Ruhr, including Messe Essen, which will be one of the venues. The programme will only be announced at the end of August, but as Rainer Osnowski muses, “Naturally, an exhibition centre is an unusual place for a literary event. Something interesting might happen.” We have no trouble believing it will.



Literature fan and festival organiser: Rainer Osnowski is one of three Executive Directors of lit.COLOGNE. The book festival, which attracted 110,000 visitors in March, is organised entirely by the private sector and is thus an absolute exception for festivals of its kind. “I wouldn’t do it in any other constellation,” says Rainer Osnowski.

# FULL PROGRAMME

Skipping ahead: four highlights from Messe Essen's 2017 calendar



## MARKT MOBIL

**17./18.09.2017** | A longer run, a broader offer, a new name: "Mein Wochenmarkt" is now "Markt Mobil". The second new feature: for the first time, the fair will take place on two days this year instead of on a single day. What's more, Markt Mobil will be a platform for Christmas markets, fun fairs and street food markets, adding to the previous focus on weekly farmers' markets. Germany's only trade fair for mobile commerce is thus a comprehensive information and trade event. Marketing pros will also bring visitors up to date at the accompanying specialist forum.



## GASTROTAGEWEST

**15.-17.10.2017** | Following its successful premiere, GastroTageWest once again gathers ingredients for business success in the western German restaurant trade in its exhibition areas: Kitchen Technology, Home and Operating Technology, Furnishings, Equipment and IT Organisation, and Food and Beverages. Visitors will also find inspiring ideas at the focal points Food Truck Business, the BBQ Area, Snaxx Deli, Roastery and the Liquid Area. At GastroNovum, start-ups and newcomers will present innovations for the restaurant and hotel industry.



## SPIEL

**26.-29.10.2017** | Games are more popular than ever before – and this autumn, Messe Essen will once again be the centre of it all at the international gaming fair SPIEL '17. At the world's largest trade fair for family, board and card games, fans can browse and test the latest games for four days before taking fair bargains home with them. Authors and publishers present their latest ideas here, licences are negotiated, deals are made. After last year's record 174,000 visitors, an additional third entrance to the Galeria will be opened, enabling visitor flows to be steered even better.



## ESSEN MOTOR SHOW

**02.-10.12.2017, 01.12.2017 Preview Day**

It's show time – for the 50th time! ESSEN MOTOR SHOW stands for pure automotive passion. Whether sporty series cars, motor sport, design, classic cars or future visions: no other car fair makes the fascination of individual mobility more emotional and tangible than the ESSEN MOTOR SHOW. For its 50th anniversary, the celebration of horsepower will be pushing the accelerator pedal to the metal. In addition to a supporting programme with the tuningXPerience and other special shows, along with live tuning and live action in the Motorsport Arena,



ESSEN MOTOR SHOW will be the first trade fair to showcase Messe Essen's new glass foyer.





MESSE  
ESSENCONGRESS  
CENTER  
ESSENGRUGA  
HALLE

## EVENTS UNTIL DECEMBER 2017

## TRADE FAIRS IN ESSEN

11.–13.05.2017

**INTERNATIONAL STAMP FAIR**

The world of philately

07.–09.06.2017

**ITSC**

International Thermal Spray Conference &amp; Exposition (Düsseldorf)

21./22.06.2017

**ALL ABOUT AUTOMATION ESSEN\***

Regional trade fair for industrial automation

14.–16.07.2017

**SOCCERDAYS**

The new football exhibition for amateurs, pros, fans, e-athletes and junior players

17./18.09.2017

**MARKT MOBIL\***

The trade fair for farmers', Christmas, street food markets and fun fairs

25.–29.09.2017

**SCHWEISSEN & SCHNEIDEN\***

(One-time guest run in Düsseldorf) The global fair for joining, cutting and surfacing

10.–12.10.2017

**LIGHTING TECHNOLOGY\***

Special interest exhibition for systems, components and modules of modern lighting technologies

14./15.10.2017

**EURO TEDDY**

International teddy bear and stuffed animal expo

15.–17.10.2017

**GASTROTAGEWEST\***

The industry meeting place for professionals

26.–29.10.2017

**SPIEL**

International gaming days with Comic Action

11.–19.11.2017

**MODE HEIM HANDWERK**

The shopping experience for the whole family

11./12.11.2017

**KREATIV.ESSEN**

Exploring the trendy topic do-it-yourself

16.–19.11.2017

**NRW – DAS BESTE AUS DER REGION**

The exhibition for the NRW food industry

02.–10.12.2017

(Preview day: 01.12.2017)

**ESSEN MOTOR SHOW**

For drivers and dreams

## TRADE FAIRS ABROAD

10.–12.05.2017

**HORTIFLOREXPO IPM SHANGHAI**

International plants expo Asia (Shanghai)

06.–08.06.2017

**REIFEN UK**

Co-located show parallel to Automechanika No. 1 in tires and more (Birmingham)

14.–16.06.2017

**REIFEN MEXICO**

Co-located show parallel to Automechanika No. 1 in tires and more (Mexico City)

27.–30.06.2017

**BEIJING ESSEN WELDING & CUTTING**

Int. trade fair joining, cutting, surfacing (Shanghai)

26.–28.07.2017

**REIFEN USA**

Co-located show parallel to Automechanika No. 1 in tires and more (Chicago)

21.–24.08.2017

**REIFEN RUSSIA**

Co-located show parallel to Automechanika No. 1 in tires and more (Moscow)

12.–14.09.2017

**FLOWERSEXPO MOSCOW**

International plants expo Russia (Moscow)

27.–30.09.2017

**REIFEN SOUTH AFRICA**

Co-located show parallel to Automechanika No. 1 in tires and more (Johannesburg)

29.11.–02.12.2017

**REIFEN CHINA**

Co-located show parallel to Automechanika No. 1 in tires and more (Shanghai)

05.–07.12.2017

**IPM DUBAI**

International plants expo Middle East (Dubai)

05.–07.12.2017

**WOP DUBAI**

International perishables expo Middle East (Dubai)

## CONGRESS CENTER ESSEN

10.05.2017

**HOCHTIEF AG**

Annual general meeting

24.–26.05.2017

**68TH GERMAN LAWYERS' CONFERENCE**

08./09.06.2017

**63RD CONGRESS OF THE NORTH RHINE-WESTPHALIAN ASSOCIATION OF UROLOGY**

05.–08.07.2017

**22ND ANNUAL CONGRESS OF THE EUROPEAN COLLEGE OF SPORTS SCIENCE (ECSS)**

13./14.09.2017

**VGB CONGRESS 2017**

Competitive production

28.09.2017

**ANNUAL CONFERENCE "ZUKUNFTSSCHULEN NRW"**

25.11.2017

**NOWEDA E.G.** Annual general meeting

## GRUGAHALLE

10.05.2017

**E.ON SE** Annual general meeting

23.05.2017

**EVONIK AG** Annual general meeting

08.06.2017

**UNIPER SE** Annual general meeting

22.06.2017

**GRADUATES CONGRESS**

14.–23.07.2017

**SUMMER FESTIVAL AT THE GRUGAHALLE**

30.08.2017

**GRADUATION FHÖV NRW**

14.–16.09.2017

**IGEPA GROUP** Igepa Select

21.10.2017

**SNIPES** Battle of the Year

04.11.2017

**"WITCHES WITCHES EVERYWHERE!"**

Bibi Blocksberg – the new musical

05.11.2017

**RECORD & CD EXCHANGE**

09./10.11.2017

**KEM ANNUAL CONFERENCE 2017**

17.11.2017

**HAUS & GRUND-CONGRESS**

25.11.2017

**NOWEDA E.G.** Festive evening

01.12.2017

**MANOWAR** The Final Battle World Tour

08.12.2017

**INA MÜLLER** Juhu Tour 2017

09.12.2017

**CAROLIN KEBEKUS** AlphaPussy (added date)

10.12.2017

**MARIO BARTH** "Men are daft, but sexy!"

# GOAL!

Nowhere is there such concentrated football passion as on the Rhine and the Ruhr. Now fans, players, associations and clubs are meeting up at Europe's largest football fair for end consumers: **SOCCERDAYS**. The event promises "a new dimension in football".

**At the heart of football** | Within a radius of 100 km around Essen, there are currently five first and second division teams competing for the favour of the fans – not to mention numerous traditional clubs, such as "Rot-Weiss Essen". The women of SG Essen-Schönebeck also play in the national division. Over 4,000 football clubs are active in the federal state of North-Rhine Westphalia, pictured to the right.

FC SCHALKE 04  
GELSENKIRCHEN

ESSEN

BORUSSIA  
DORTMUND

VFL BOCHUM

BORUSSIA  
MÖNCHENGLADBACH

FORTUNA DÜSSELDORF

BAYER 04  
LEVERKUSEN

1. FC KÖLN





How can a football event be shaped for the end user? The answer to this question is called SOCCERDAYS, which will celebrate its premiere from 14 to 16 July 2017 at Messe Essen. “A new dimension in football,” promises the organiser Crunchtime Events. Managing Director Frederick Straube explains what’s behind it all on the basis of the fair’s three pillars: “Pillar number one is, of course, the shots. You will be able to kick the ball everywhere, with a range of different activities in the exhibition halls and on a beach soccer field.” Designed especially for small exhibitors and start-ups, further activity areas offer visitors the chance to test products live.”

Culture is on offer in the cultural arena, where highlights from the “11 mm” film festival pertaining to the football clubs of the Rhine and Ruhr areas will be shown. “Kicker”, Germany’s top football magazine and a media partner for the event, will sponsor an exhibition entitled “Sports Photos of the Year”, and the German Football Museum has also organised an exhibit. Lectures on the topics of film, integration and inclusion supplement the offer. SOCCERDAYS ensures expertise through close cooperation with the state football federations – visitors can receive a trainer’s certificate or continuing education credits directly at the fair. With two of his colleagues, Sven Mislintat, Chief Scout at Borussia Dortmund, will also provide newcomers with an introduction to the practice of talent scouting and tips for mental work.

A special treat is the e-sports area, a market that is currently exploding, as Straube knows. Here, a special competition will take place. The game is the current version of FIFA17, the most popular console game in the world, and online qualifications for the tournament are already running. The event will be streamed live across the world from Essen.

# SPORT AND THE CITY

Located next to the Congress Center Essen, the Grugapark offers sporty researchers plenty of recreational opportunities. Our picture shows the LEDs Run, hosted by the energy group Innogy.

## First jogging, then conferencing: in July, the largest sport science congress in Europe will be held in Essen.

Sport as a preventative health measure – this is also a topic of the ECSS congress.



Lacing up the running shoes early in the morning, jogging through the park and, later on, an interesting exchange with colleagues: Bengt Saltin would have liked this idea. And so it will come to pass on 7 July, when participants of the European College of Sports Science (ECSS) meet at 7 a.m. in the Grugapark. In honour of the great Swedish sport scientist, they will go for a jog before sitting down for the actual purpose of their meeting in the Congress Center Essen. The fact that so many people will join in would have pleased Saltin, who was one of the founding fathers of the ECSS. At the premiere in Nice in 1996, he and his co-workers registered 457 participants – already a success. Last year in Vienna, 2,783 sport scientists,

coaches and other practitioners took part in one of the world's most important sport congresses.

The circle of participants is no longer purely European. "The largest visiting group behind the host country is regularly the Japanese group," says Thomas Delaveaux, Executive Director at the ECSS. Why has the congress established itself so impressively despite its relatively young age? "We're probably something like the 'perfect second society'," says Delaveaux. "All our participants have their own specific organisations and congresses. We serve as a bracket around these specialist disciplines by examining topics from at least two sides."

The structure of the congress reflects this interdisciplinary approach. In addition to parallel meetings of the various disciplines, ranging from biology to training science to social policy, a large plenary session takes place each day without a parallel event: social and physiological perspectives on individuality; the →





In school and club sports, children of different origins learn to pull together (photo left). The trend sport parkour stands for the urban lifestyle – here at the 2015 Ruhr Games on Zeche Zollverein's Track Boulevard.



→ development of football talents into world-class players; inclusion in sport; back pain in modern society – these are the topics of the ECSS in its 22nd edition.

The motto of this year's congress, inspired by the place where the event is being held, echoes these plenary themes: "Sport Science in a Metropolitan Area". "Metropolises offer a different context for movement than country settings do," says Thomas Delaveaux, a native of Bochum, who knows all about this context in the Ruhr setting. "Here, we have undergone structural change from physical work to activities that are performed while sitting down – so the health aspect of sport is in the foreground. For this immigration region, team sports also play an important role in social integration." The special nature of urban environments can also be seen in recent trends in youth culture, including activities such as parkour. Last but not least, sport in the Ruhr area is also an economic factor – from pro sports to fitness centres. But the business of movement is a research topic that will not only be examined at the ECSS. The congress will be accompanied by a specialist exhibition in which measuring devices and technology, among other things, will be on display.

The motto is apt for yet another reason. The fact that sport scientists and practitioners from all over the world are meeting in Essen this summer is also due to cooperation in the Ruhr metropolis. The initiative was led by Prof. Dr Petra Platen and Prof. Dr Alexander Ferrauti from Ruhr University Bochum. The idea of this year's congress presidents to promote the initiative within the framework of the University Alliance Ruhr was highly popular at TU Dortmund and the University of Duisburg-Essen.

Ultimately, the venue also stands for the collective links that exist within a metropolitan area. Originally, the congress organisers had planned a campus solution on the grounds of the Ruhr University, but after the ECSS 2013 in Barcelona hosted more than 3,000 participants and reached its capacity limits, it was decided not to carry out experiments in terms of infrastructure. "For this reason, Messe Essen and the Congress Center Essen were our first choice," says Thomas Delaveaux. "We are happy with the results. And naturally, it was very convenient that the route for the Bengt Saltin Run is so close."



# LEGISLATION AT THE PUSH OF A BUTTON?

**How is artificial intelligence changing the legal field? This is one of the future questions being posed at the 68th German Lawyers' Conference in Essen.**



"Innovations and legal tech" is the motto of the 68th German Lawyers' Conference, which will be held from 24 to 26 May 2017 at the Congress Center Essen and Messe Essen.



Eight months after the Association of German Jurists (dj) convened, German Federal Minister of Justice Heiko Maas will once again be a guest in Essen.

In September 2013, a study published by the University of Oxford seemed to remove any worries lawyers had about the future. According to the Oxford researchers, the legal profession would merely be threatened by computerisation at a level of 3 per cent. However, less than a year later, Jomati Consultants, a British consulting firm on legal issues, claimed that by 2030, lawyers would be replaced by "bots". Just one year later, "Ross" took up service at the US law firm Baker & Hostetler. Ross is a robo-lawyer programmed by the IBM supercomputer Watson. Since then, Ross has been assisting his colleagues in the firm's bankruptcy department with fast and error-free research.

How the advance of artificial intelligence could affect the future of legal work is one of the topics being examined at the 68th German Lawyers' Conference in the Congress Center Essen. The motto is "Innovations and legal tech". "We are currently at the beginning of the debate, and that is precisely why we have chosen this motto," explains Manfred Aranowski, Executive Director of the German Bar Association. "After the Lawyers' Conference, we will be able to better assess which scenario is most likely in which area."

German Federal Minister of Justice Heiko Maas is expected to attend the opening of the Lawyers' Conference, and the ceremonial address will be given by Prof. Dieter Kempf, President of the Federation of German Industries (BDI). It is only a coincidence that

Essen will once again be the location for a high-ranking legal congress, just a few months after the Association of German Jurists Conference (dj). The German Lawyers' Conference will welcome some 2,000 guests from 24 to 26 May. "Significant points here are outstanding accessibility and the good regional catchment area," stresses Aranowski. The combination of a high concentration of lawyers in North Rhine-Westphalia and Messe Essen's exceptional infrastructural connectivity ensure ideal conditions.

A second factor that limits the circle of possible locations is the growing importance of the Germany Lawyers' Conference as a meeting place for companies that supply products and services to law firms. Approximately 70 exhibitors will be presenting their wares on over 800 square metres of exhibition space at AdvoTec in Hall 3 of Messe Essen. In addition, three temporary venues will be set up on the exhibition grounds. Altogether, the Lawyers' Conference will be spread across eight halls and seven conference rooms, so that some 70 lectures in the training programme and up to 13 events can be held in parallel. And to ensure an appealing evening after all the networking, guests can expect a range of cultural highlights – including a performance of "Rigoletto" in the Aalto Theater.





— It was the most important German IPO of 2016. That autumn, the energy concern RWE listed its subsidiary **innogy**, which bundles its sales, grids and green electricity business, on the stock exchange. “We promised a good deal for 2016 and we kept that promise,” said Peter Terium, former CEO of RWE and now CEO of innogy, at the press conference in March. The shareholders were informed on 24 April, and the high dividend yield of about 5 per cent will ensure innogy stays attractive in the future. For 2017, the company expects a net profit of more than 1.2 billion euros.



— An easy start looks different: new **RWE** CEO Rolf Martin Schmitz will have to cope with a loss of 5.7 billion euros. “However, the loss is also a strategic adjustment for the future,” said Schmitz in the run-up to the annual general meeting on 27 April. “The causes for this are outside our sphere of influence,” said the manager with regard to high value adjustments for power stations, nuclear consensus and the sharp decline of wholesale prices for electricity. The new strategy will turn the electricity producer into a provider of secured services, which the group hopes will result in a net profit of 1.0 to 1.3 billion euros in 2017.



In row seating, the Grugahalle offers enough space for up to 6,637 visitors. This spring, two DAX and three MDAX companies will hold their annual general meetings in the multipurpose arena.

# TIME FOR FIGURES

**Each spring, the Grugahalle becomes the gathering place for large companies. This time, annual general meetings are seeing more changes than ever before.**

— CEO Johannes Teyssen described the 2016 balance sheet as a “radical break that will usher in **E.ON’s** path to the new energy market.” The loss was 16 billion euros – the price paid for the spin-off of Uniper, nuclear consensus with the federal government and the future focus on the business areas energy grids, customer solutions and renewable energies. A few steps further, in Messe Essen’s Congress Center West, Hochtief will be presenting its very gratifying balance result. In a year-on-year comparison, the construction group increased its operating profit by 37 per cent. For 2017, sales and earnings are also set to grow in the double-digit range.



— An era will come to an end on 23 May when Klaus Engel says goodbye to the **Evonik** shareholders in the Grugahalle. The company was spun off from a division of Ruhrkohle AG in 2007. Originally conceived as a conglomerate, the invented word “Evonik” is now a term associated with speciality chemicals around the world. The group, which made headlines with three new acquisitions between 2016 and 2017, generated about 80 per cent of its latest sales of 12.7 billion euros abroad. Engel’s successor will be his deputy Christian Kullmann, who wants to shape Evonik into “the best speciality chemicals company in the world”.



— After two years of preparation, E.ON SE entered the spin-off **Uniper** into the commercial register on 9 September 2016. Headed by CEO Klaus Schäfer, the 13,000 employees of Uniper, which was listed on the German MDAX in December, focus on conventional power generation in Europe and Russia, as well as the global energy trade. Though a net loss of 3.2 billion euros in 2016 will have to be communicated at the annual general meeting on 8 June, Klaus Schäfer is still convinced: “Our contribution to a secure supply of energy will be needed for a long time.”



# SUDDENLY, IT'S SPRING

In the midst of winter, European Green Capital events enabled Essen to blossom. What happened so far – and what is still to come.





## SELFIE WITH THE COMMISSIONER

It was a cold January day, but 1,200 guests in the Grugapark music pavilion had warm hearts. The official opening ceremony of the European Green Capital 2017 was a festival of images – poetic, surprising, optimistic (pictured left). EU Environment Commissioner Karmenu Vella described Essen as a “wonderful city” and laughed while taking a selfie with Essen’s Mayor Thomas Kufen (pictured below).



## SYMBOL WITH GROWTH POTENTIAL

Before the opening, Simone Raskob, Deputy Mayor for Environment and Construction of the City of Essen and European Green Capital Project Director, Thomas Hanster, Director of the Grugapark and Executive Director of the Grugapark Foundation, and Oliver P. Kuhrt, CEO of Messe Essen (top picture, from left), made an unmistakable symbolic gesture of cooperation. Together, they planted the first tree for the European Green Capital year at the entrance to the Grugapark. Messe Essen donated the American sweetgum. At a height of six metres, it is far from being a delicate little plant. One day, it will grow as high as 35 metres.

## THE VERTICAL GARDEN

An extraordinary interpretation of “Green in the City”: visual artist Jens J. Meyer turned the Essen Adult Education Centre into a vertical garden. “GRowEEN” is a monumental sculpture of six horizontal layers showcasing plants and yellow fabric installations. Behind the facade, a different colour environment has been created on each floor.



The European Green Capital film trailer and other images are worth seeing. They can be viewed in our app, which can be downloaded from the iTunes Store or Google Play Store.



## MARCH OF TREES

Say goodbye to grey on grey: in the midst of February, 53 trees, many of them already mature, lined Essen’s pedestrian zone. The Tree Parade is based on an idea by the landscape architect Andreas Kipar. Three tree nurseries donated the trees used. The symbolic handing-over took place at the global horticultural fair IPM ESSEN.



## SOWING, HARVESTING, ESSEN

**14.05.+09.07.+01.10.2017** | In line with the rhythm of the seasons, the European Green Capital invites you to become acquainted with “green” gardens, producers and pathways one day in the spring, summer and autumn – demonstrating possibilities for local production and food consumption. Participating stations are connected by specially designed bicycle routes.

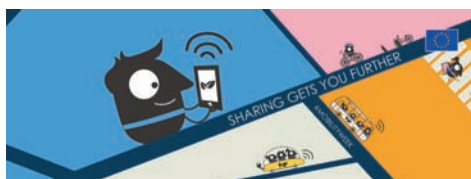


## PARADISE AND UTOPIAS

**07.–09.07.2017** | The summer concert of the state government of North Rhine-Westphalia opens on 7 July for a three-day festival in Essen's City Garden. The colourful stage programme for young and old will be complemented by mobile citizens' projects, numerous smaller creative presentation areas and a fine selection of do-it-yourself organic/up-recycling projects.

## DAY OF MOVEMENT

**02.07.2017** | On 2 July, everything will revolve around the theme “movement” – both sporty movement and movement in the head. To this end, part of the inner city ring road will be blocked for car traffic. All the topics of the European Green Capital can be experienced on the route between Hindenburgstrasse and Viehofer Platz.



## EUROPEAN MOBILITY WEEK

**16.–22.09.2017** | The motto of European Mobility Week (EMW) 2017 is “Sharing gets you further”. Topics such as car sharing, bike sharing, carpooling and the shared use of public transport are also on the European Green Capital agenda.

# »SOMETHING VERY SPECIAL«

**In late May, a dream will come true for Simone Raskob, European Green Capital Project Director, when the Ruhr will finally be open for legal swimming.**



Simone Raskob is hoping for many bathing days in Lake Baldeney, the largest of the six Ruhr lakes. To ensure water quality, an early warning system has been developed that is unique across Europe.

**ESSEN AFFAIRS:** Five years ago, would you have thought it possible to be able to swim in the Ruhr one day?

**Simone Raskob:** Bathing in the Ruhr has been forbidden for more than 40 years. That's why it is very special for our city and region that the Ruhr is now so clean that people can bathe at Seaside Beach. Over the past few years, under the auspices of the “Safe Ruhr” project, in-depth research has been carried out by Ruhrverband, the IWW Research Institute and several universities, among other organisations. This resulted in an early warning system that is unique across Europe. To be honest, five years ago, I never would have thought it possible that we'd have our first Ruhr bathing area permitted under European law this summer.

**When exactly will one be able to swim in Lake Baldeney for the first time?**

The bathing area will open in late May. Several samples will be taken weekly to ensure the quality of the water. Contamination may occur after heavy rainfall, resulting in short-term swimming bans. We look forward to the first bathing season and hope there are many bathing days this summer. To find out whether swimming is possible, guests should have a look at the European Green Capital website shortly before leaving the house.



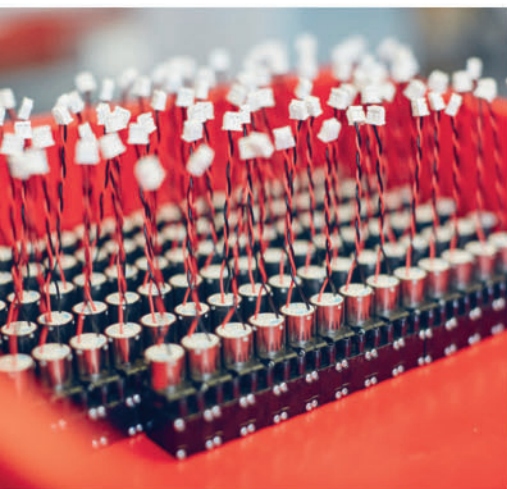


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# » EVERY INNOVATION ENDS IN A CRISIS «



Prof. Dr. Roland Döhrn heads the competence area "Growth, Business Cycles, Public Finances" at the RWI Leibniz Institute for Economic Research in Essen. Since 2009, he has also been an honorary professor at the University of Duisburg-Essen. RWI is one of the most important national centres for economic research and policy consultation. Since 2013, RWI President Prof. Dr. Christoph Schmidt has been the Chairman of the "Five Wise Men", the Council of Experts for the Assessment of Economic Development in Germany.

**Economic expert Roland Döhrn on lessons from the past, exaggerated expectations brought on by forecasts – and the difficulty of predicting the future.**

**ESSEN AFFAIRS:** Mr Döhrn, companies and the business media are saying that we live in a VUCA world. Is the world really as volatile, uncertain, complex and ambivalent as the term claims?

**Roland Döhrn:** It is volatile and complex, and the global economic framework is uncertain – but is it more uncertain than in the era of the Korean War or the Cuban Missile Crisis? Even growing nationalism isn't necessarily a new phenomenon. I have the impression that the risks are being given more attention now – possibly in response to the financial crisis. In 2007, the stock exchanges were characterised by a true party atmosphere. But the issue of what would have to happen after such a long and prosperous upswing was never broached.

**The economic sciences never broached the topic either, leading to a good deal of criticism. What have you learned from the crisis?**

I am sceptical about whether one can learn anything from past crises. Historically, every crisis has had its own cause. The tulip crisis in the 17th century was an invention of the commodity futures business; crises in France and Sweden occurred with the introduction of cash in the 18th century – errors were made in dealing with this new instrument; the world economic crisis in the late 1920s was primarily triggered by leverage products. And the recent financial crisis was a securitisation crisis, triggered by products that had been celebrated beforehand.

**Innovations increase risks of crises?**

I would formulate it even more concretely. Nearly every innovation on the financial markets ends in a crisis. Opportunities have always been overestimated and risks underestimated. It is incredibly difficult to say what will cause the next crisis. Anyone who predicts a

crash long enough beforehand is celebrated when it happens – even if the causes were quite different.

**Why do we need forecasts at all if they are so often wrong?**

On the one hand, for a highly practical reason, because users – whether finance ministers or companies – need to orient themselves on specific figures in order to plan. But what we also need is a more realistic picture of what forecasts can achieve. Let's use the economic forecast as an example. The March forecast predicted a growth rate of 1.3% in Germany for 2017. But we also say that there is an 80% probability that the expected value will lie between 0.7% and 1.9%. However, such differentiated statements hardly find widespread publicity.

**The range is quite considerable.**

But here too, more realism would be desirable. On the one hand, methodologically correct forecasts are better than simple rules of thumb. On the other hand, we are forecasting strong aggregates, such as the gross domestic product, which itself is the result of numerous estimates. For example, the German Federal Statistical Office normally corrects its data on economic growth by an average of nearly 0.5 percentage points.

**Companies often have big problems with forecasts. According to Ernst & Young, almost two-thirds of DAX companies had to correct their profit forecasts in 2016.**

The explanation is simple: profit is a balance of revenues and costs, and any disturbance on the one side affects the balance in the end. The interesting thing about this is that even if you have reasonably projected both the left-hand and right-hand side of your balance sheet, you can still be terribly wrong with the bottom line.





→ **Might it also be true that companies aren't paying attention to early warning indicators?**

They are not necessarily reckless – rather, they are confronted with a range of information that doesn't always point in the same direction. The challenge here is a psychological one: do I trust the positive or the negative indicator? There is often no logical justification. In the end, one should try all the more to remain open to those indicators that contradict one's own beliefs.

**RWI has developed two new indicators. The consumption indicator considers the frequency with which German consumers search for terms on Google that can be attributed to categories of goods relevant to private consumption. A second index measures container throughput at the 82 most important ports in the world.**

The background for the consumer indicator is that so-called consumer confidence in Germany – unlike in Italy or France – does not really provide a good explanation of consumer behaviour. What we have found, however, is that people tend to search more for consumer goods on the Internet when they are in a buying mood. The Container Throughput Index resulted from our own experiences in the financial crisis.

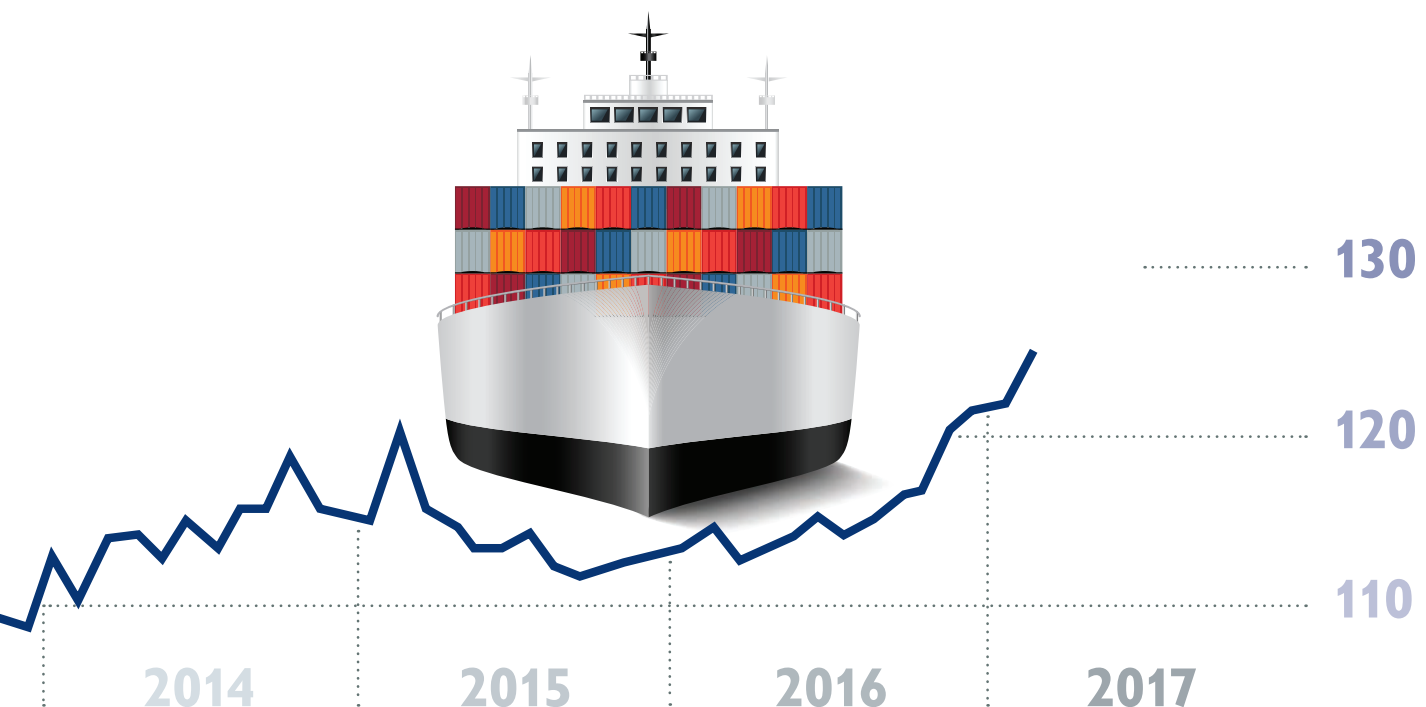
**What were they?**

At that time, in December 2008, we delivered an economic forecast without knowing that global trade had plummeted by 15% within just a few weeks as a result of the crisis – a huge problem, particularly for Germany. However, in analysing the crisis, we realised that the slump could be seen very early in the container throughput of large ports. This can be easily measured, because containers have a standard size and the ports report very quickly. The index thus sheds light in an area of statistical shadow, and is one of the few ways in which forecasts can be readily improved.



**Where does world trade stand? |** The Container Throughput Index of RWI and the Institute of Shipping Economics and Logistics (ISL) is based on data from 82 international ports concerning their monthly container handling. These ports account for about 60% of the world's container throughput. Even if the index does not reflect commercial trade in raw materials and automobiles, it provides a reliable early indicator of global economic activity. The latest figures from February 2017 confirm a positive trend that has continued since the summer of 2016. The index gained 6.0 points in a year-on-year comparison. A similarly large jump in a year-on-year comparison was last observed in 2012.

Source: RWI/ISL Container Throughput Index; all values with the exception of February 2017 are seasonally adjusted



# ESSEN IN 24 HOURS

Too many appointments? Too little time? What you definitely shouldn't miss if you visit Essen in the coming months.



## 10.00 A.M. MUSEUM FOLKWANG: RICHTER'S EDITIONS

Museum Folkwang caused a sensation with its decision to open the permanent collection for free admission. Now the museum is back in the headlines: "Gerhard Richter. The Editions" is one of the top exhibition events on the 2017 German museum calendar. For the first time ever, more than 170 editions will be on display, showing not only the most famous motifs of this internationally celebrated artist, but also a range of rare works (until 30 July 2017).

[www.museum-folkwang.de](http://www.museum-folkwang.de)



## 7.00 P.M. JAGDHAUS SCHELLENBERG: ENJOY THE EVENING

There are some beautiful beer gardens in Essen – but one of the most beautiful views can be had from the terraces of the former hunting lodge Jagdhaus Schellenberg, a ten-minute drive from Messe Essen. High above Lake Baldeney, this is the perfect place to enjoy the evening. The atmosphere becomes even more romantic on the short stroll to the ruins of Neue Isenburg, in Schellenberg Forest.



[www.jagdhaus.y-o-p.eu](http://www.jagdhaus.y-o-p.eu)



## 12.00 A.M. DISCOVER ESSEN: CARE FOR A TOUR DE RUHR?

Essen can be explored by Segway or bike, on GPS challenges, iPad rallies or on a city tour in a double-decker bus. The most recent addition to this impressive line-up is a guided tour in a canoe. The river voyage from Steele-Horst to Kupferdreh takes four hours. Detailed information is available at the Essen tourist centre (Am Hauptbahnhof 2). Our tip: the ESSEN.WelcomeCard not only covers Essen's public transport system, but also offers price advantages from 54 partners.

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



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

☐ excellent ☐ good ☐ satisfactory ☐ poor

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

☐ excellent ☐ good ☐ satisfactory ☐ poor

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

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

**How long do you spend reading an issue?**

☐ more than an hour ☐ up to one hour  
☐ more than 30 minutes ☐ 30 minutes at the most

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