ESSEN AFFAIRS





GREEN YOUR DAY

Before IPM Essen: a portrait of trend scout Romeo Sommers

»ART IS NOT A LUXURY«

A dialogue between the three artistic directors of "Theater und Philharmonie Essen"

»A STRONG SIGNAL«

Essen's Mayor Thomas Kufen and Messe Essen CEO Oliver P. Kuhrt discuss a modernisation milestone

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Oliver P. Kuhrt

Dear Reader,

A warm welcome to the new Messe Essen! Eighteen months after the start of remodelling work, the face of Messe Essen has already been fundamentally altered with the completion of the first construction phase. The new glass foyer exemplifies the values embodied by the new Messe Essen: modernity, open-mindedness and creativity.

MESSE ESSEN

At the same time, Messe Essen is sending out "a strong signal", as Essen's Mayor Thomas Kufen emphasised in the interview starting on page 8. I am particularly pleased about how thrilled our long-standing partners are about this modernisation milestone. Until the

completion of the final measures in November 2019, we will be implementing many ideas to make your visit to Messe Essen as successful and enjoyable as possible. In this issue of ESSEN AFFAIRS, we will show you how exhibitors and visitors can benefit from the new Messe Essen.

Beyond that, we have once again met some exciting personalities for you. For example, the Dutch green stylist Romeo Sommers talks about his work as a trend scout in the green industry (page 24). Albert Ritter, President of the German Showmen's Association (DSB), takes us behind the scenes of a funfair (page 28), and the three artistic directors of Essen's theatres and philharmonic orchestras explain why art is anything but a luxury (page 34).

We hope you enjoy reading our magazine,

Oliver P. Kuhrt, CEO, Messe Essen GmbH



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



Trend scout Romeo Sommers finds inspiration everywhere. Find out more about the Dutch green stylist's work on page 24 ALC: N

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Essen's Mayor Thomas Kufen and Messe Essen CEO Oliver P. Kuhrt agree: Messe Essen's new reception area is not the only new facet to be proud of. Views of the new Messe Essen can be found starting on page 8



As artistic directors of "Theater und Philharmonie Essen", Ben Van Cauwenbergh, Christian Tombeil and Hein Mulders (from left) embody high culture in the city. ESSEN AFFAIRS invited the men to a discussion – more on page 34

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In early 2019, Essen will be the prime setting for European showmen. For initiator Albert Ritter, the family meeting represents a home-town welcome

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IMPRINT

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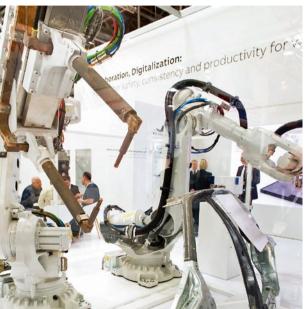
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»WE ARE MORE THAN SATISFIED WITH THE OUTSTANDING EXHIBITION RESULTS – AND ARE PROUD TO WELCOME SO MANY PEOPLE FROM ALL OVER THE WORLD TO

ESSEN EACH YEAR.« Dominique Metzler, Managing Director, Friedhelm Merz Verlag, on the attendance record at SPIEL '17



Drivers of change: under the banner of Industry 4.0, a range of topics, including automation, robotics and connectivity, are becoming increasingly important.

SCHWEISSEN & SCHNEIDEN TWO BILLION IN FIVE DAYS

Joining, cutting and coating technology is becoming increasingly important in industry. The world's leading trade fair SCHWEISSEN & SCHNEIDEN once again underscored its position as the industry's most important forum from 25 to 29 September 2017. Messe Essen and the German Welding Society (DVS) as conceptual sponsor and long-standing partner welcomed some 50,000 visitors from more than 120 countries to the exhibition, being held for one time only in Düsseldorf due to Messe Essen's modernisation. A total of 1,035 exhibitors (2013: 1,017) from 41 nations (2013: 40) generated an order volume of two billion euros within five days. Nearly 64% of the exhibitors came from abroad (2013: 61%); among the visitors, this rate was 66.3% (2013: 47.6%).

SCHWEISSEN & SCHNEIDEN's global network is also growing. Thanks to the introduction of Messe Essen's Welding & Cutting pavilion at the 14th SteelFab, the leading welding exhibition for the regions of the Middle East and North Africa, new opportunities will be offered to exhibitors to establish and intensify business relationships in the economically strong Gulf region from 2018 onwards. Steel, which gathered 342 exhibitors from 45 nations at the beginning of this year, will take place from 15 to 18 January 2018 at the Sharjah Expo Centre, in the Emirate of Sharjah.

PERSONNEL

EARLY CONFIRMATION OF OLIVER P. KUHRT AS CEO

In October 2017, the Supervisory Board of Messe Essen unanimously decided in advance to extend Executive Director Oliver P. Kuhrt's contract for a further five years. The Supervisory Board Chairman, Essen's Mayor Thomas Kufen, on the decision: "Oliver P. Kuhrt enjoys the full confidence of the Supervisory Board to continue the company's successful development. In the past three and a half years, he has succeeded in significantly improving Messe Essen's economic standing, restructuring the company and expanding its event portfolio. In this way, Messe Essen has clearly established its position as one of the top ten German trade fair locations under his leadership. We look forward to the ongoing collaboration with him."



MODE HEIM HANDWERK BRINGING THE CHRISTMAS SPIRIT

Mode Heim Handwerk has impressively underpinned its status as North Rhine-Westphalia's largest consumer fair. From 11 to 19 November, 670 exhibitors presented their products and services at Messe Essen, with some 123,800 visitors attending. The number one attraction was the Christmas Winter World with Christmas Town and a real ice rink in hall 9. The do-it-yourself exhibition kreativ.essen, which took place for the first time during the fair, was also well received by visitors.





ESSEN MOTOR SHOW A CELEBRATION OF HORSEPOWER IN CHINA

ESSEN MOTOR SHOW will also be held in China in the future. From November 2018, the China United Rubber Corporation, Guangzhou Zhanlian Exhibition Service Co., Ltd. and Messe Essen will host the major exhibition in Guangzhou, southern China, a metropolis of 14 million. The annual China Essen Motor Show will open parallel to Auto Guangzhou, one of China's top three auto shows with 838 exhibitors and 667,000 visitors. Essen's trade fair organisers presented their plans at this year's Auto Guangzhou as part of a special tuning show.



LIT.RUHR EXCITED ABOUT BOOKS

A total of 20,800 visitors arrived at the very first lit.RUHR in Essen, Bochum, Dortmund and Duisburg. "We were overwhelmed by its huge popularity and many positive comments from the audience have reached us over the past few days," said a pleased Festival Director, Rainer Osnowski, at the premiere of the literary festival. "The enthusiastic reactions to our events show that our way of showcasing literature has been particularly well received in the Ruhr area," added Artistic



Messe Essen was one of the venues of the first lit.Ruhr. Here, science journalist Ranga Yogeshwar reads from his book "Next Exit: The Future". The literature festival's second edition will be held in October 2018.

Director Traudl Bünger. From 4 to 8 October 2017, lit.RUHR gathered national and international literary greats. In addition, lit.kid.RUHR offered a colourful programme for younger visitors and school classes from the region.



182,000

A total of 182,000 visitors set a new record at the 35th international gaming fair SPIEL '17. The renewed surge in the number of exhibitors (1,100) and exhibition space (72,000 square metres) also underscore the power of the world's largest trade fair for board games, which opened it doors from 26 to 29 October 2017.

SERVICE

What services does Messe Essen offer VIP guests?



ANDREAS JOHN Head of Advertising & Protocol I Supporting Events

Attentive, appreciative and unobtrusive: we align our ceremonial activities for VIP guests from the worlds of politics, business and society along these three operating principles. With an individual approach and binding standards, we want to ensure that this special group of people feels comfortable with us from the very first moment on. The VIP treatment starts when the guests are picked up by our VIP limousine service. It continues with greetings on the red carpet and introductions to the most important decision makers and extends to the accompanying VIP exhibition tour, which is tailored to the needs of the guest. We will further improve our ceremonial activities by launching the Guest Club in the late summer of 2018.

Want to know more? SIMPLY WRITE TO US!



Photo: Alexandra

PRIZE BEST SERVICE QUALITY

For its outstanding customer service, Messe Essen received the "Best Service Quality 2017/18" prize, jointly awarded by the magazine, TESTBILD, and the statistics portal, Statista; it also ranked third in the "Exhibition Organisers" category. Testers from TESTBILD and Statista had examined the service quality of ten German exhibition companies in six categories. Messe Essen achieved top marks for its customer focus, technical expertise and recommendations.

»A STRONG SIGNAL«

Mission accomplished. Messe Essen is celebrating the on-time completion of the first phase of its modernisation. Essen's Mayor Thomas Kufen and Messe Essen CEO Oliver P. Kuhrt spoke about new spatial qualities, the market reaction – and why Essen's residents can be proud of their new calling card.





Essen Mayor Thomas Kufen, Chairman of the Supervisory Board of Messe Essen, and Messe Essen CEO Oliver P. Kuhrt, are in agreement: the new foyer is impressive.

ESSEN AFFAIRS: Mr Kufen, you visited Messe Essen's new foyer several times during the construction phase. How do you like it, now that is has been completed?

Thomas Kufen: I like Messe Essen's new entrance area very much. It is bright, spacious and transparent, making it very welcoming. As the city's mayor, I feel it is very important for Essen to send out a convincing signal as a business location. Equally, we should emphasise that with the new, high-end face of Messe Essen, we are acting as hosts for people from all over the world. The new foyer is the calling card of our city – one that we can be proud of.

Mr Kuhrt, complex remodelling in the midst of trade fair operations is certainly a logistical

challenge. How do you feel at the end of the first construction phase?

Oliver P. Kuhrt: Relieved, very satisfied with the result and also proud – after all, we have managed to keep our timeline and budget so far. Given the uncertainties that come with modernising an existing structure, this is far from self-evident. But excluding the bridge between the Grugahalle and Messehaus Ost, which requires more renovation than originally thought, we have largely been spared any unpleasant surprises. Overall, exact-to-the-day remodelling plans and professional cooperation between our Messe Essen team and external specialists have paid off. My thanks go out to all the participants, our clients and our visitors for their patience – and last but not least, also to the citizens of our city, especially here in Rüttenscheid.

Speaking of the citizens, Mr Kufen, how have the Essen residents reacted to the modernisation so far?

Thomas Kufen: I have the impression that discussions about the intent and purpose of the project, and about the ideal location of Messe Essen, are now a thing of the past. Renaming the address of the east entrance as "Messeplatz 1" is a worthy symbol of this. Messe Essen has literally found its place in the city. It was important for Messe Essen to be open to dialogue about the various measures, including on regular guided tours and in the information pavilion. The understanding among the citizens that Germany's ninth-largest city needs a strong exhibition centre has grown appreciably. So I hope all the more that Essen's residents feel a sense of pride when they visit their fairgrounds. The positive effects cannot only be felt at exhibition events. For example, if you look at the facade of the new hall 6 from the Grugapark, you will notice that a new spatial quality has also been created for Grugapark visitors.

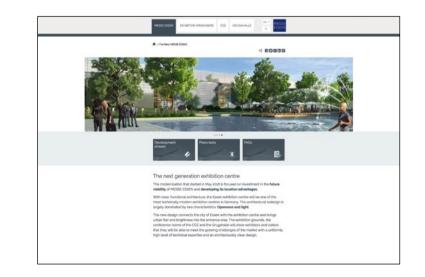
Mr Kuhrt, in the end, of course, exhibitors, visitors and event organisers will decide on the success of the new Messe Essen. What is the reaction on the market?

Oliver P. Kuhrt: The reaction has been very positive, but that did not surprise us. The market has long been aware that the exhibition grounds in Essen are highly appealing due to their outstanding location, transport connections, suitable size and our staff's highly appreciated level of commitment. With technical and visual modernisation, we are now raising Messe Essen to a truly outstanding standard in all areas. Psychologically, it was important that we deliberately started with a modernisation measure that is outwardly visible. This has sparked a new dynamic. As a first step, important partners have extended their cooperation with us. Currently, we are already introducing new events. The lighting technology trade fair recently

»THERE ARE STILL A FEW THINGS TO COME THAT OUR EXHIBITORS AND VISITORS CAN LOOK FORWARD TO. «

Oliver P. Kuhrt, CEO of Messe Essen

celebrated its premiere, and the first Cutting World and Compounding World will open their doors in the spring of 2018. We still see a lot of potential in these highly specialised trade fairs, especially in combination with conference formats. And our modernisation hasn't ended yet. There are still a few things to come that our exhibitors and visitors can look forward to.



www.messe-essen.de/essen-fairground/modernisation

The new Press Centre East is located on the first floor of the Trade Fair Centre East Gate.

»MEDIA PROS WILL FEEL RIGHT AT HOME HERE: THE NEW PRESS CENTRE EAST OFFERS OPTIMAL WORKING CONDITIONS.«

Daniela Mühlen, Senior Vice President Communication & Advertising

» For media representatives, every exhibition day in Essen now starts in the new Press Centre East. But the new centre is also ideal for breaks in between. The combination of a modern work area, bistro and lounge makes the time you spend here as pleasant as possible. And with views of the glass foyer, you can work right in the midst of things, yet in a quiet ambiance. Six new rooms with variable sizes complement the Congress Center East.

»WE HAVE THE RIGHT LOCATION FOR EVERY EVENT.«

Frank Mertz, Senior Vice President Sales

» Seminars, conferences, special events: in the expanded Congress Center East, we offer the right location for every occasion. Along with extremely short and direct paths. The six new rooms adjacent to the new glass foyer are directly connected to the exhibition halls and the Grugahalle. Flexible room sizes and stateof-the-art presentation and sound technology are also included. The northern section of hall 6 borders directly onto Grugapark.

»OUR NEW HALL 6 BRINGS HI-TECH TO A GREEN SPACE.«

Sabina Großkreuz, Senior Vice President Marketing



» Hi-tech in the midst of a green space: exhibitors and visitors can look forward to this rare combination in the new hall 6 – and also to the nice views of Grugapark. A new illumination concept complements the installed lighting around the ceiling and wall windows, providing a pleasant ambience.

The administrative offices are housed in the Trade Fair Centre East Gate.

»WE ENSURE TRANSPARENCY AND EFFICIENCY IN-HOUSE AS WELL.«

Axel Schmitz, Senior Vice President Finance & Administration

» Transparency and efficiency: we also pursue these modernisation goals when it comes to our in-house procedures. What's more, by bundling administrative activities in the Finance & Administration Division, we make sure that the operational areas keep a focus on what's most important, namely our customers.

Better perspective: the logistics flow, as seen from hall 12.

»MODERN TECHNOLOGY AND LOGISTICS MAKE YOUR PRESENTATION PERFECT.«

MILLIN

Rainer Palapies, Senior Vice President Technology

» These days, trade fairs and congresses are hi-tech events. We are creating one of Germany's most technically state-of-the-art exhibition grounds in Essen. In the future, eight large exhibition halls will simplify both orientation and logistics. The modernisation also extends to the power supply and ventilation technology.

-+ \-

LOTS OF GLASS, EVEN MORE STEEL

Facts on Messe Essen's first modernisation phase.

Approx. 40,000 m³ of soil was removed in total. In addition, more than 15,000 tonnes of demolition debris was recycled.

About 125 kilometres of cable, 35 kilometres of new pipes, some 15,000 m² of cast asphalt, 3,000 m² of tiles, 1,000 m² of parquet flooring and 3,000 m² of carpet were laid.

250 construction workers and 50 construction vehicles were deployed at the construction site.

Approx. 500 glass panels were installed in the new foyer. Each glass panel is 1.80 m high, 4 m wide, 35 mm thick and weighs about 350 kg.

The foyer's canopy has an area of approximately 2,000 m² and a height of 12 m.

In total, some 2,300 tons of steel and some 18,000 m² of concrete were installed.

The new hall 6 has a height of 15.5 m at the top edge of the bearing structure. The hall's floor-to-ceiling windows are about 9 m high and 7 m wide.

The construction site fences totalled **750** m.

OUR CONGRATULATIONS!

Prominent voices applaud the end of the first construction phase.



» North Rhine-Westphalia plays a leading role in international trade fair events. With Essen, Cologne, Düsseldorf and Dortmund, NRW is one of the largest exhibition venues in the world. More than 100 leading international trade fairs are held here in rotation, attracting some six million visitors from around the world each year. The products and services presented at these exhibitions give important momentum to technological developments and innovations. **Prof. Dr Andreas Pinkwart**, Minister for Economic Affairs, Digitisation, Innovation and Energy in the **German Federal State of North Rhine-Westphalia**



» As a native of Essen, I follow the developments at Messe Essen with particular interest. With its modernisation, it has taken an important step into the future, providing event organisers like us with an ideal framework for attractive trade fairs and events. Dr Thomas Köhl, Managing Director, Fleet Events



» As a long-term partner, we are already looking forward to the first events held at the new Messe Essen. With the innovative site concept, we can offer our exhibitors completely new possibilities in customised stand construction. The modern architecture and the spacious, clear hall structure ensure a prestigious setting and leave nothing to be desired when it comes to contemporary exhibition grounds.

Henning Könicke, Managing Director, AFAG Messen und Ausstellungen GmbH



» We are very pleased with how Essen is developing as a trade fair location. After the modernisation is -completed, we will find precisely the right premises there for EQUITANA. This opens up new perspectives, both for our exhibitors and for us.

Hans-Joachim Erbel, CEO, Reed Exhibitions Germany



» SPIEL, and especially the city of Essen, have become household names for international gamers over the past 31 years. Around the world, the catchphrase each year is "See you in Essen". This should continue to be the case. The long-standing personal support provided by the Messe Essen team is a special plus.

Dominique Metzler, Managing Director, Friedhelm Merz Verlag



» We are looking forward to our premiere in hall 12, as well as the design possibilities offered by the new area. For several years now, CarMediaWorld has been a permanent fixture at the Essen Motor Show. With its new placement, we hope it will benefit even more from the flow of trade fair visitors.

Alexander Klett, Managing Director, EMMA GmbH



» We have been active for many years organising events at Messe Essen and unequivocally welcome the modernisation. The annual E-world energy & water will be able to be held in an even more professional setting. We are delighted that as the event continues to grow, we will have the option of falling back on other ultra-modern exhibition halls that meet our exhibitors' current demands. **Dr Niels Ellwanger**, Management Board member, con|energy AG



>> Design, functionality and efficiency play a key role in the sanitation, heating and air conditioning sector. Therefore, we are pleased that SHK ESSEN will be given a state-of-the-art presentation platform following the modernisation of the exhibition grounds. Hans-Peter Sproten, Executive Director of the Sanitation, Heating and Air Conditioning Trade Association, North Rhine-Westphalia



» Beautiful and, at the same time, functional architecture ensures successful business results. Essen has been greatly enhanced as a trade fair location by the new construction of the exhibition halls. Whether the fairs held in them are for the general public or trade visitors, everyone will benefit. I'm already looking forward to Fahrrad 2018. **Peter London**, NRW Ministry of Transport



» As the organiser of the Scandinavian World at REISE + CAMPING, we have profited enormously from the remodelling work. The new access point and spacious, light-flooded foyer at the eastern entrance offer trade fair visitors a high-end and attractive point of entry to the exhibition. It is also an incentive for us to continue entertaining and informing visitors with a high-quality exhibition programme. **Jörn Backhaus**, Managing Director, Nordis Verlag GmbH



» For decades, the NRW Chamber of Architects has been a partner to leading construction fairs held in Essen. I am delighted that this important trade fair location has become even more attractive as a result of the thorough modernisation and impressive structural improvements to the central foyer by our colleagues at sop architekten in Düsseldorf. In so doing, Messe Essen is making itself fit for the future.

Dipl.-Ing. Ernst Uhing, President of the North Rhine-Westphalia Chamber of Architects



>> The modernisation of its premises not only makes Messe Essen viable for the future, but allows it to sustainably position itself among the leading conference venues in Germany. Visitors and exhibitors can look forward to a successful architectural and organisational reorientation. **Dipl.-Ing. Norbert Schaaf**, Executive Chairman, **BHE Bundesverband Sicherheitstechnik e. V.**



» A rapidly changing society and revived consumer habits require state-of-the-art technology, digital expertise and outstanding presentation options for successfully showcasing our products and services. Messe Essen is fulfilling these conditions with its skilful modernisation. We congratulate the exhibition management for the impressive feat of carrying out the remodelling work precisely and on time during ongoing business operations. **Eva Kähler-Theuerkauf**, President of the Local Horticultural Association NRW

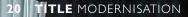


>> Messe Essen's new main entrance conveys broad-mindedness, sophistication and transparency. Together with the new modern exhibition halls, it is already sending a clear message to event organisers, exhibitors and visitors: Messe Essen has taken the spotlight! Here you can see the world – and the world will definitely see you.

Werner Weskamp, Managing Director, Haus-, Wohnungs- und Grundeigentümerverband Ruhr e.V.



» In behalf of DVS, I congratulate Messe Essen on the successful completion of the first construction phase. As a long-standing partner to the exhibition grounds, we are delighted that the modernisation is going according to plan and that we will be able to move into the new halls in 2021with our joint SCHWEISSEN & SCHNEIDEN. At that point in time, the world's leading trade fair for the international joining technology sector will truly be back at home. **Dr.-Ing. Roland Boecking**, Executive Director, DVS German Welding Society



"You did a wonderful job": Prof. Dr Andreas Pinkwart, Minister of Economy, Innovation, Digitisation and Energy of the State of North Rhine-Westphalia, offered congratulations from the state government.

A PROUD DAY

Some 500 guests celebrated the completion of the first modernisation phase together with Messe Essen. Impressions of a special moment.



Dr Stephan Holthoff-Pförtner, Minister for Federal, European and International Affairs of the State of North Rhine-Westphalia, in conversation with Messe Essen CEO, Oliver P. Kuhrt, and Essen's Mayor, Thomas Kufen.



Messe Essen has a new address. The east entrance is no longer located on Norbertstraße, but at Messeplatz 1.





ERÖFFNUNG FOYEN MESSEHAUS OST 28. NOVEM

Ma Junhua headed the delegation which had the longest journey. The General Manager of the China United Rubber Corporation brought a vase from Beijing as a gift.





How were they able to manage it? And what will happen next? Messe Essen Communications Director Daniela Mühlen in conversation with Annette Heydorn, Director Construction Division at Messe Essen, Helmut Oberholz, Managing Partner at SOP architekten, Hans-Peter Richter, Branch Manager of the general contractor Implenia, and Dirk Fischer, Senior Project Partner at Drees & Sommer.



We have collected even more photos from the opening ceremony in the ESSEN AFFAIRS app. The app can be downloaded from the iTunes Store or Google Play Store.



Top chef Knut Hannappel and his colleagues Erika Bergheim and Marc Wimper took guests on a culinary journey through the region.



COMING SOON

The further construction phases of the New Messe Essen.

PHASE 2 October 2017-April 2018 Halls 4, 4A and 5 will be demolished and the southern half of hall 6 will be built here with guest club and service centre, along

with a new logistics space adjacent to the Galeria. **PHASE 3 | April 2018 – August 2018** Halls 7.1, 8.0 and 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.





PHASE 4 | September 2018-October 2019

From summer 2018 onwards, the new, clearly defined hall numbering system will be introduced. In the last phase of construction, the addition to hall 5 will be completed. With it, the new Messe Essen will also display clean architectural lines to the Grugapark. Window openings in the facade will create a direct visual connection with the neighbouring Grugapark.

New exhibition grounds | From November 2019

At the end of the construction work, the northern grounds will have five halls numbered 4 to 8 that will be significantly larger, better connected and more clearly structured. More space, better connections and a uniform appearance will be the hallmarks of the new Messe Essen.

USING THE OPPORTUNITIES OF CHANGE

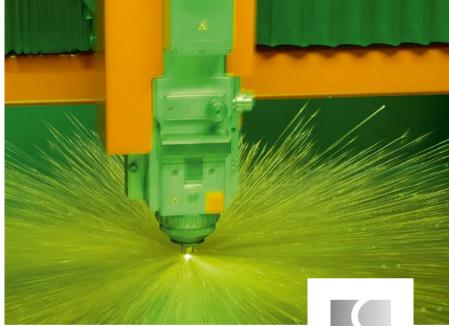
Messe Essen's high-tech portfolio continues to grow. CUTTING WORLD[®] will be launched in 2018, showcasing the entire world of cutting technology together with two top congresses.

_____ The news hit the headlines in the autumn of 2017, and not just in the German financial media. ThyssenKrupp, the venerable group headquartered in Essen, had merged its steel business with its Indian competitor Tata. Experts know that the multi-billion-euro deal is just part of a radical change in one high-tech sector that involves many products at the start of the value chain, namely metal cutting.

To date, however, no trade fair has reflected the entire process chain of this highly automated and highly developed field. Messe Essen intends to fill this gap with a new format: CUTTING WORLD[®]. But that's not all. The first and only trade fair for cutting technology will be just one part of a contemporary hybrid format featuring two top industry congresses.

For Gerhard Hoffmann, who with his team at Schneidforum Consulting set up the congresses "Deutschen Schneidkongress®" and "Deutscher Brennschneidtag®", which have become fixed dates in the industry, CUTTING WORLD® perfectly suits the needs of a rapidly changing market. It also offers new opportunities. "Nearly half of the cutting machines used today were installed more than seven years ago. But the composites processing industry increasingly demands modern methods," says Hoffmann, referring to technologies such as 3D generation and additive processes.

Generational changes that are currently underway in many owner-managed companies and the challenges posed to the steel trade by Industry 4.0 will provide further topics of discussion at the two congresses. These were previously held at changing locations, and will now be bundled for the first time as a trio with CUTTING WORLD® from 17 to 19 April 2018. Oliver P. Kuhrt, CEO of Messe Essen, promises exhibitors and conference participants "plenty of practical



information, networking opportunities and investment prospects".

The innovative concept offers several obvious advantages to both target groups: short distances between Congress Center South and exhibition hall 1A enable a close interlinking of theory and practice. And now, for the first time, the ever-growing number of industry professionals attending the congresses will be able to examine innovative machinery on the spot.



CUTTING WORLD[®] is the new exhibition for the world of cutting technology. The trade fair will celebrate its premiere from 17 to 19 April 2018.



GREEN YOUR DAY

As a trend scout, Romeo Sommers is constantly on the lookout for inspiration. As Creative Director of the special presentation "hortivation" at IPM ESSEN 2018, he will be presenting green industry products in an entirely new way. His goal: proud vendors – and proud customers.

> _____ If you want to know how a trend scout works, you need comfortable footwear. And you need to be fit. A lady in London recently experienced this. She wanted to accompany Romeo Sommers and his team doing research in the British capital. She arrived raring to go in the morning, complete with fancy running shoes. All started out well. A couple of hours and roughly 100 shops later, however, a team member asked Sommers to slow his tempo a bit, as the lady was trailing ten metres behind them. "Going out and about with me can be very exhausting," says Romeo Sommers with a grin.

> When Romeo Sommers seeks inspiration for the green industry, he forgets about everything else: food, drink, breaks. And every single facet of life is exciting for him, whether it's the outfits of passers-by, shops or restaurants, or whether it's home furnishings or front

gardens, fashion magazines or the Internet – his computer is full of photos. "And in my head I have lots of small drawers, into which I add pictures that pop up automatically when I need ideas." This tremendous overview and his resourcefulness have made Sommers a much sought-after trend scout. But something else qualifies him as the Creative Director of hortivation. From his own professional experience, he is highly familiar with most of the value chain being presented at the world's leading horticultural trade fair.

The 47-year-old began his career as a teenager. Neighbours had a wholesale business which sold floral decorations. Sommers earned some pocket money working for them, and quickly realised that colours are his passion. "The only question remaining was fashion or plants?" In the Netherlands, a flower Mecca, plants promised more professional secur-

→ ity. Romeo Sommers learned everything he possibly could here, completing his vocational training as a florist and gardener, and working in garden centres and wholesale businesses as a buyer and collector. He also had his own programme on Dutch television, and in the meantime German TV viewers have also become acquainted with him. What sounds like a professional plan was only a by-product of his passion: "I've always only done what I wanted to do."

At home in nature: Romeo Sommers at the ESSEN AFFAIRS photo shoot in the Arcen palace gardens, not far from the Dutch-German border town of Venlo.

This included a stint as a buyer of Christmas and seasonal items. But after seven years with more than 200 days of annual travel, Romeo Sommers had had enough - and decided to take a sabbatical. For an entire year, he worked for one day in a German garden centre every two weeks. "I immediately felt how much fun and love greenery can give me," he says enthusiastically. If you follow Sommers' Twitter account - photos from exhibition halls and seminar rooms, selfies taken in airports and airplanes - you might begin worrying again about his work-life balance. But no, Sommers assures us, it is only important that his private environment is "very cosy and green". One can certainly say that. On his rooftop terrace with a view of the old harbour of 's-Hertogenbosch, many visitors feel like they are in a city park.

Professionally, many people increasingly seek Sommers' advice when it comes to retail concepts – something that doesn't surprise him. After all, demo-



Blossoming perspectives: IPM ESSEN

Plants, technology, floristry and garden features: IPM ESSEN is the only trade fair covering a full range

of product areas in the green sector. In 2017, 1,577 exhibitors from 45 nations and 57,338 visitors took part in the world's leading horticulture trade fair. The 36th edition opens its doors from 23 to 26 January 2018. For the first time, IPM ESSEN will showcase parts of the new Messe Essen, as well as the new glass foyer – and for the first time ever, "hortivation" will be a hotspot integrated into IPM ESSEN.



www.byromeo.nl

graphic change is also an issue in the horticulture sector, and new players have also entered the scene. It hasn't escaped Sommers' notice on his expeditions through the metropolises of the world that fashion stores increasingly offer plants in addition to coffee and chocolate, thereby attracting interesting target groups.

"Let's take the hipster, for example," explains Sommers. "He can afford to travel spontaneously when he likes, and he doesn't want to always ask the neighbours to water his plants. So one has to offer him technical solutions – and plants that are still alive when he returns home." The customer's viewpoint is also decisive when it comes to Sommers' presentations. "Make your styling instagrammable" is one of his favourite pieces of advice. In other words, make sure that the style is so appealing, especially to young people, that they will post photos of it on Instagram. Many people look for inspiration here when it comes to interiors.

Customer focus and innovative sales concepts – Romeo Sommers also wants to address these two aspects as the Creative Director of the special presentation hortivation at the upcoming IPM ESSEN. Together with his compatriot Karel de Graaf, an award-winning designer of garden centres, he will curate a unique trend hotspot: hortivation. For this purpose, the two experts will be transforming exhibition hall 13 into perhaps the most beautiful garden centre in the world, showing exhibitors' products in forward-looking POS situations. "IPM ESSEN, with its unique range of products, offers a great opportunity to develop comprehensive concepts for the point of sale," says Romeo Sommers.

The megatrend of environmental protection will also be showcased under the motto "Family Garden". "There are outstanding technical solutions, and plant breeders are doing a lot to produce in a climate-neutral way. We have every reason to be proud of this and communicate it," says Sommers. After all, he is convinced that proud exhibitors also have proud customers.

FULL PROGRAMME

From building to baking: trade fair highlights over the coming months

BAUFACHTAGE WEST

A premiere for exhibitions throughout Germany – under the umbrella "Baufachtage West", four highly specialised industry trade fairs will be held simultaneously: **CONSTRUCT IT, INDUSTRIAL BUILDING, InfraTech** and **acqua alta**.

Thanks to the support of leading associations, the response from exhibitors has also been very positive. They are convinced of the advantages of the innovative concept. The spatial proximity of thematically connected economic sectors guarantees exhibitors a high volume of visitors – including new target groups. Trade visitors can extend the boundaries of their discipline and benefit from the related themes of the specialist exhibitions. For its part, InfraTech will build a bridge with its infrastructural topics. Another connecting element is the field of construction software, which is becoming increasingly important in all areas of the building sector. It is also the main subject of **CONSTRUCT IT**.

All four trade fairs will be accompanied by highcalibre specialist congresses. The International Architecture Congress with representatives from the prominent offices Massimiliano Fuksas Architetto (Rome) and Zaha Hadid Architects (London) will kick off the event.





CONSTRUCT IT | 10.-12.01.2018 INDUSTRIAL BUILDING | 10.-12.01.2018 INFRATECH | 10.-12.01.2018 ACQUA ALTA | 10.-12.01.2018



www.industrial-building.de



SHK ESSEN | 06.-09.03.2018

A total of 560 exhibitors, with a 91 per cent satisfaction rate, and 48,000 specialist visitors at Messe Essen: these figures from the last **SHK ESSEN** underscore its reputation as the best-visited national platform for sanitation, heating, air conditioning and renewable energies. SHK ESSEN's high profile can also be seen in the numerous new exhibitors who will be taking part in the next edition from 6 to 9 March. For the first time ever, SHK ESSEN 2018 will take place during the week, from Tuesday to Friday.



E-WORLD ENERGY & WATER

06.–08.02.2018 | E-world energy & water is consistently becoming more digitalised. Last year, the leading trade fair for the European energy industry broke records with 710 exhibitors



and 25,000 visitors. E-world 2018 will have a main topic area for the first time: "Smart City". Its focus is on the integration of electricity and heating, energy-efficient buildings and electrical transport into an optimised

overall system that is both intelligent and flexible. The Digital Energy Award reflects the importance of digital solutions as innovation drivers in the power sector. It replaces the previous Energy App Award, expanding the field of vision with highly exciting and disruptive digital solutions in the categories "Customer Engagement", "New Business Models" and "Lean Operations".





REISE + CAMPING | 21.-25.02.2018 **FAHRRAD ESSEN** | 22.-25.02.2018

The camping boom continues unabated – a trend recognised by more and more tourism operators. These include TUI travel agencies, which are among the new exhibitors at Reise + Camping, to be held from 21 to 25 February 2018. NRW's largest holiday and leisure fair attracts 90,000 visitors to the Ruhr metropolis every year, connecting the automotive and the tourism industries. In addition, the unique Scandinavian World presents exhibitors from Sweden, Norway, Denmark and Finland. One day later, Fahrrad Essen will get underway, bringing cyclists who enjoy sporty activities on their holidays to the exhibition. What's more, numerous manufacturers will be showing exclusive new products and innovations in the Trend Arena.



CAKE & BAKE | 05./06.05.2018

Germany's largest cake fair will be held in Essen beginning in 2018. Mike lffert, Managing Director of the event organiser Cake XL UG, is looking forward to the change of scene.

ESSEN AFFAIRS: Mr Iffert, where has this trend for baking and decorating cakes come from, and how did Cake & Bake develop?

Mike Iffert: In the US and the UK, the baking trend has been going strong for more than a decade. In Germany, the topic still hasn't taken on such a high significance, and before Cake & Bake there were only scattered events that were more like flea markets. We decided to offer a much more professional event. At the premiere in 2015, we were so overrun with visitors that we had to close the entrances at 11:00 a.m. Meanwhile, with some 15,000 visitors and around 10,000 square metres of exhibition space, we are nipping at the heels of the world's largest cake fair in Birmingham.

Why is the fair changing locations from Dortmund's Westfalenhallen to Messe Essen?

Primarily, the exhibition halls in Essen are more modern. With the combination of hall 1 and the glass foyer, we will be able to create a uniform look and feel in Essen, which is important for our audience that happens to be 90 per cent female. With the fresh ambiance, we also plan to bring the exhibition to a new level. In addition, the proximity to Düsseldorf Airport is a big plus for us, as we will be flying in many international artists. Overall, Essen enjoys a central location, giving us even better prospects with visitors from the Cologne/Düsseldorf metropolitan area.

What can visitors expect at Messe Essen's first Cake & Bake?

Our main focus is still on cake decorations. This ranges from figure modelling to cake floristics – all demonstrated live by our artists in workshops and presentations on three stages. In addition, 400 to 500 pastry chefs will participate in the nation's largest cake bake-off. What's more, there is a large area where pastry equipment and machinery will be sold. Incidentally, Cake & Bake is also a B2B meeting place. Professional pastry chefs can gain further skills here, and many companies also network with dealers and distributors.







»A UNIQUE EXHIBITION «

A meeting point for motor sports enthusiasts, a forum for decision makers, a cult among tuning fans: at the 50th ESSEN MOTOR SHOW, three protagonists congratulate key partners – and reveal what they hope for the exhibition in the future.



Harald Schmidtke, Managing Director, VDAT Association of German Automobile Tuners

_ The 50th ESSEN MOTOR SHOW is personally my 27th. In 1989, I became Sales Director at Zender. From that point on – with the exception of 2007 - I have been an exhibitor every year, including since 2008 as VDAT's Managing Director. Even though the tuning market is strongly oriented on exports, ESSEN MOTOR SHOW has maintained its momentum with stable attendance figures. This is a huge success. For its anniversary, I would like to see an eclectic and interesting audience arriving in Essen, calmly indulging in their passion for automobiles. For the future, I would like to see lasting enthusiasm for the cars themselves and their personalisation. I'm sure we will also be celebrating a 60th ESSEN MOTOR SHOW together.



ESSEN MOTOR SHOW has always been a permanent fixture in the DSK calendar. Both for us and our members, the exhibition is the fitting conclusion to a long season of motor sports. And it is motor sports that have made this unique fair in the heart of the Ruhr region such a key event. At the same time, ESSEN MOTOR SHOW has steadily developed over the years since its premiere. It has established itself as one of the most important car shows in Europe through great attention to detail, meticulousness and diligence. I would like to wish the entire team - also in the name of my board colleagues - a keen instinct for future mobility and automotive trends, so that ESSEN MOTOR SHOW stays in the fast lane.



Personally, I look forward to meeting many drivers, team managers and decision makers every year. We are happy to use the ESSEN MOTOR SHOW platform to present new racing series and to allow insights into our classic and motor sport programme for the coming season. Incidentally, ADAC is also looking forward to a special anniversary this year. For 30 years now, it has been the conceptual partner of the ESSEN MOTOR SHOW. The exhibition has been a contact point for motor sports enthusiasts for half a century. My hope for the future is that this will continue to be the case over the next 50 years. I wish it all the best for the future.



A STAGE FOR STRONG BRANDS

Until 10 December, Essen will be the Mecca for all horsepower fans. The ESSEN MOTOR SHOW will be opening its doors for the 50th time, filling the halls with some 500 exhibitors and more than 300,000 expected visitors.

www.essen-motorshow.de



www.facebook.com/essenmotorshow

Europe's leading trade fair for sporty cars combines passions related to every aspect of the automobile, whether sporty production vehicles, tuning, motor sports or classic cars. Numerous top brands use Messe Essen to showcase their products and services. Highlights including the Motorsport Arena, tuningXperience and other special shows also get the visitors' adrenaline pumping.



EVENTS UNTIL MAY 2018

TRADE FAIRS IN ESSEN

02.-10.12.2017 (Preview Day: 01.12.2017) ESSEN MOTOR SHOW For drivers and dreams

06./07.01.2018 HOCHZEITSMESSE The wedding fair with consulting and sales

10.-12.01.2018 INFRATECH* The trade fair for road construction and civil engineering

10.-12.01.2018 ACQUA ALTA* The trade fair and congress for flood protection, climate impacts and catastrophe management

10.-12.01.2018 INDUSTRIAL BUILDING* The trade fair for construction materials, systems and technology for industrially and commercially used buildings

10.-12.01.2018 CONSTRUCT IT* The trade fair for intelligent IT solutions for the planning, construction and operation of buildings

23.–26.01.2018 IPM ESSEN* The world's leading horticultural fair

06.-08.02.2018 E-WORLD ENERGY & WATER* International trade fair and congress

21.–25.02.2018 REISE + CAMPING International travel & tourism fair, camping & caravanning

22.–25.02.2018 FAHRRAD ESSEN Trade fair for bicycles, cycling, accessories and bike tourism

06.-09.03.2018 SHK ESSEN* Trade fair for sanitation, heating, air conditioning and renewable energies

21.-25.03.2018 TECHNO-CLASSICA ESSEN The global fair for vintage, classic & prestige automobiles

14.-16.04.2018 EUROPEAN BRIDAL WEEK* The trade fair for the entire bridal wear industry

17.-19.04.2018 CUTTING WORLD* The new trade fair for professional cutting technology 20.-22.04.2018 BABYWELT Everything connected to your child

03.-05.05.2018 INTERNATIONAL STAMP FAIR The world of philately

05./06.05.2018 CAKE & BAKE GERMANY International cake fair

FOREIGN TRADE FAIRS

05.-07.12.2017 IPM DUBAI International plants expo Middle East (Dubai)

05.-07.12.2017 WOP DUBAI International Perishables Expo Middle East (Dubai)

24.–27.04.2018 SVARKA/WELDING International Welding Exhibition (St. Petersburg)

10.–12.05.2018 HORTIFLOREXPO IPM BEIJING International Plants Expo Asia (Beijing)

08.-11.05.2018 BEIJING ESSEN WELDING & CUTTING International trade fair joining, cutting, surfacing (Dongguan)

CONGRESS CENTER ESSEN

17./18.01.2018 DCONex* Trade fair + congress for waste management and remediation

21.01.2018 ESSENER SPORTBUND E.V. New Year reception

13.03.2018 MALL GMBH Conference "Handling Rainwater"

14.–16.03.2018 51ST CONFERENCE ON WATER AND WASTE MANAGEMENT

17.–19.04.2018 GERMAN CUTTING CONGRESS

15.05.2018 KVD SPOTLIGHT 2018 KVD Kundendienst-Verband Deutschland e.V.

16./17.05.2018 CLINIC CONGRESS RUHR

GRUGAHALLE

08.12.2017 INA MÜLLER "It's Me" Tour 2017

09.12.2017 CAROLIN KEBEKUS "AlphaPussy"

17.12.2017 "LET'S SING CHRISTMAS SONGS!" Children's songs to sing along

29.12.2017-02.02.2018 HOLIDAY ON ICE "Atlantis"

11.01.2018 ATZE SCHRÖDER "Turbo"

12.01.2018 DÚLAMÁN "Voice of the Celts"

14.02.2018 THE SIXX PAXX SEXXY CIRCUS TOUR

16.02.2018 LUKE MOCKRIDGE "Lucky Man"

17.02.2018 DIETER NUHR "Only Here, Only Today"

18.02.2018 MÄDCHEN KLAMOTTE Girls' clothing flea market in the foyer

23.02.2018 PAUL PANZER "Soldier of Fortune... Dogged by Bad Luck!"

24.02.2018 EHRLICH BROTHERS "Fascination – The new show"

02.03.2018 KAYA YANAR "Flipping Out for Beginners"

10.03.2018 CONNI – THE SCHOOL MUSICAL

14.03.2018 STADT ESSEN Employee Meeting

12.04.2018 MARIO BARTH "Women Say Men are Lazy"

13.04.2018 ALEXANDER HERRMANN "The Cooking Late Night Show"

24.04.2018 INNOGY SE General Meeting

26.04.2018 RWE AG General Meeting

09.05.2018 E.ON SE General Meeting

23.05.2018 EVONIK AG General Meeting 0.010

A SENSE OE TOGETHERNESS

In early 2019, Essen will be the prime setting for European showmen. Parallel to the Interschau trade fair, several national and international associations will celebrate anniversaries. For the initiator Albert Ritter, the family meeting represents a hometown welcome.

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ACTROS

"Local festivals stir childhood memories," says Albert Ritter. The 64-year-old is President of the German Showmen's Association (DSB) and the European Showmen's Union. His father was co-founder of the Grugahalle Summer Festival. Actually, the lively funfair atmosphere can be found outside in the car park in front of the Grugahalle. But those listening to Albert Ritter in the Atlantic Congress Hotel Essen lounge are right in the thick of things. It would be difficult to receive more insights into the life of a showman than in this single hour. It's all about a 1,200-year-old tradition, the travails of lobbying and absurd regulations. It's about the horror of a Berlin night – and the fact that for showmen, the talk of being one big family isn't just talk. Albert Ritter, President of the German Showmen's Association (DSB – Deutscher Schaustellerbund) and the European Showmen's Union, is inviting one and all to a very special family reunion in Essen in early 2019. At that point in time, Interschau, Europe's largest showmen's trade fair, the 70th delegate meeting of DSB, the 65th anniversary of the European association and the 40th anniversary of the working group of the NRW Showmen's Association will all be held in parallel. What's more, the Essen Ruhr Showmen's Association will turn 100. And a separate exhibition hall will become the setting for a historical funfair. It can't get any better than that.

For Albert Ritter, it will be a hometown welcome, even if the 64-year-old was actually born in Hanover, "because a shooting fair happened to be taking place there". His father, Albert senior, was co-founder of the Grugahalle Summer Festival 46 years ago. He was the first to make mulled wine, then unknown in the Ruhr area, at Essen's Christmas market. Albert junior later introduced reusable glasses. And there is no fear that this chain will be broken after the seventh generation, typical in an industry whose sense of togetherness is so pronounced that it leads to a special recruitment problem: too many applicants for too few places.

The life of the showman is undergoing structural change: 2,500 small local festivals have disappeared across Germany over the past twelve years. "People like huge events," says Ritter. Conversely, many of DSB's 5,000 showmen, who employ some 40,000 full-time workers, have discovered a new source of revenue: booming Christmas markets. In London and Chicago, the "old German Christmas market" has become a lucrative concept. "Local festivals and Christmas markets stir childhood memories. They are like travelling back in time, and this longing is deeply embedded in all of us," says Albert Ritter.

Traditions play a major role in this profession. The German term for funfair is related to the word for church fair. Inauguration ceremonies for places of worship were held as far back as 1,200 years ago. For Ritter, the mark of a successful funfair isn't rides which are "higher, faster and mightier", but the "sense of togetherness". At the Grugahalle Summer Festival, this facet can be seen in the form of a huge flea market; at Ritter's favourite festival, the "Cranger Kirmes" in Wanne-Eickel, 8,000 people are involved in the procession and 180,000 can be found in the streets. It is said there are even people who take out loans to cover the ten days of merriment.

But the legal labyrinth that showmen struggle with isn't always so amusing. "The idea that bureaucracy can be reduced is a joke to us," says Ritter, who often puts in hard hours lobbying. There are laws regulating obscure things, such as the tubes used for drinking water. These need to have a different colour in Baden-Württemberg than in North Rhine-Westphalia. Other laws govern overpressure systems, environmental

Highlight in a unique market

With more than 400 million visitors each year, Germany's local festivals, Christmas markets and open-air events form a sales market that is unique around the world. Interschau, which will be held from 30 January to 1 February 2019 at Messe Essen, exploits this potential. Well over 1,000 participants are expected to attend the accompanying national and international congresses. The historic funfair in a separate exhibition hall rounds off the programme at the industry highpoint.



protection zones and many other facets. At least one regulation that was on the books until 1974 is now just a whimsical anecdote. To prevent "immoral behaviour", canopies over caterpillar rides could only be closed for ten seconds – and some priests were known to check this with a stopwatch.

It could all be a wonderful comedy. But unfortunately, safety is no laughing matter in times when even smaller local festivals are protected by concrete pillars. Ritter was involved in reopening the crime scene after the terrorist attack on Berlin's Christmas market at Breitscheidplatz in 2016. Here, the showmen gave victims first aid. When talking about the terrorist attack, even the voice of this triumphant storyteller falters for a moment. "Such festivals are places of integration. This was an attack on freedom, democracy and our vibrant way of life," he says. But he also pleads for prudence and a sense of proportion. "We showmen have always promoted safety. But we shouldn't turn a festival into a fortress, especially since everyone knows there can never be absolute security. We need to guard against hysteria."

Strong appeals to Berlin and Brussels will surely be heard in early 2019, when Essen becomes the capital of the European showmen sector for three days. Procurement agents at amusement parks, operators of event gastronomy, mobile merchants and caterers are also expected to visit Interschau, and the historic funfair will be open to the broad public. But first and foremost, Messe Essen and the Grugahalle will be the setting for a huge family reunion. The association has received applications from as far away as Australia. And it won't be a problem if Albert Ritter doesn't know every face: "You can recognise a showman from the way he walks."

A PLATFORM FOR NETWORKERS

The success story of the district's health sector is closely linked to MedEcon Ruhr. The network's Klinikkongress Ruhr will bring together all the relevant stakeholders in the region – for the first time in the new Congress Center Essen.



"Messe Essen impressed us with an outstanding offer," says Leif Grundmann, Managing Director of MedEcon Ruhr e. V. ——— Thirteen years ago, Josef Hilbert, Managing Director of the Institute for Labour and Technology, described the Ruhr region's healthcare industry as the "secret hero of structural change". The word "secret" can now be deleted – with more than 300,000 employees, 9,000 registered physicians, 1,100 nursing homes and outpatient services, and not least thanks to 100 hospitals, which are organised in strong associations, the Ruhr healthcare metropolis is a European leader.

This success story is closely linked to that of MedEcon Ruhr. Founded ten years ago with 13 members, the association now brings together over 150 institutions from various medical sub-areas. Fourteen full-time employees dedicate their time to a single task: networking all relevant stakeholders – in the process promoting much-vaunted synergies. "The network is probably unique across Germany in terms of its concentration," says Leif Grundmann, Managing Director of MedEcon Ruhr e. V. The network connects researchers, developers and companies with healthcare providers in order to export products worldwide from the "Ruhr reference market". More than a few start-ups have become market leaders with the network's help – including Visus, still a young company but already now Germany's No. 1 in image management software for hospitals.

From the region, for the region: this motto also applies to Klinikkongress Ruhr, which will be held for the seventh time next May. There was a conscious decision not to book speakers; instead, the Ruhr area's accumulated medical expertise gathers here. The concept has been well received. MedEcon Ruhr estimates that 500 participants – from managing directors to doctors, and nurses to HR representatives – will attend the next edition, which happens to take place in Essen. "Messe Essen impressed us with an outstanding offer," says Leif Grundmann. "This included not only the very central location, but also the beautiful Congress Center East."

Klinikkongress Ruhr will be one of the first large-scale events held at the new Congress Center with its new glass foyer, which Klinikkongress Ruhr intends to use "very extensively". "While the specialist forums will take place in the six conference rooms, the glass foyer will serve as a central space for communication – and the accompanying exhibition will also take place here," explains Leif Grundmann. In this way, networking has also become spatially integrated.





UNDER A MAGICAL SPELL

24.02.2018 An eight-ton monster truck emerges out of nowhere, people are teleported from one spot to another, like on the *Starship Enterprise*, a magician who suddenly shrinks... Nothing is impossible in the world of the Ehrlich Brothers. The brothers were the first magicians ever to fill a football stadium for their own show in 2016. They have already won the "Magician of the Year" prize three times in Germany. Their current show "Fascination" marks the next milestone in their career.



SHOWTIME

Magic and music, comedy and cooking: a selection of upcoming highlights in the Grugahalle

STEP ON THE GAS

11.01.2018 | Turbocharger or naturally aspirated? For Atze Schröder, this is no longer just a question for motor sports fans. The loudmouth with the curly hair sees the lines of division everywhere. Here are the rich, more or less languidly worshipping turbocapitalism, turbosex and turbocommunication in social networks. And there are the rest, aspirating the arguments of those with concerns and discussing everything to death: from self-help groups to solar power. For his part, Atze Schröder simply declares: "Stop complaining! We're doing fine!"





IN PARADISE

29.12.2017–02.01.2018 It was probably the most magnificent of all legendary islands: Atlantis, which sank into the sea with all its inhabitants over the course of just one day and one night. The myth of Atlantis has fired our imaginations to the present day. The production team at Holiday on Ice has staged the legend for the first time as a show on ice. A cast of 35 international pro skaters, trained in ice and aerial acrobatics, showcase moments of life and love in "Atlantis" in scenarios which take place both on ice and below water.

AT THE STOVE

13.04.2018 No time to cook? In his new programme "A Quick, Healthy Bite to Eat – The Late-night Cooking Show", star chef Alexander Herrmann shows that a stressful day at work is no reason to forgo freshness and flavour. Revealing secrets from his award-winning cuisine, Herrmann is accompanied by a DJ with music and performances throughout the evening. All of Hermann's movements are transmitted live onto a big screen – so viewers at the back won't miss out on any of his fine tricks.







» ART IS NOT ALUXURY«

Stage people: Essen's artistic directors Christian Tombeil, Hein Mulders and Ben Van Cauwenbergh (from the left) on stage at the Aalto Theatre. Five artistic categories, three houses, three directors: Essen is also a city of the arts. ESSEN AFFAIRS invited the local artistic directors to a summit meeting – on the balancing act between aspiration and public taste, the issue of money and the value of culture.

ESSEN AFFAIRS: Mr Tombeil, before becoming artistic director at the Grillo Theatre, you already worked in Essen in the 1990s. How did you perceive the city and the region at that point in time in terms of culture, and how do you perceive it today?

Christian Tombeil: There is probably no region that has undergone such rapid transformation and therefore also experienced such rapid changes in the cultural sphere – from sport to religion to high culture. A project like the Emscher Landscape Park embodies structural change shaped by industrial heritage. It has initiated many art projects, the likes of which cannot be found elsewhere in the world. The Krupp Foundation has backed the new construction of the Museum Folkwang in Essen. And do you know which is Germany's most recently constructed major opera house? The Aalto Theatre. The Ruhr area actually invented the Bilbao model, even if the Spaniards were cleverer, because they understood the reinvestment opportunities earlier. We could be much more self-assured in Essen about creating value through culture. We had eight per cent more overnight stays in the Capital of Culture Year 2010, and since then every year has seen an increase of five per cent. These figures should be discussed more.

What do you think of Essen audiences? And how do you deal with the balancing act between artistic ambition and the desire to fill the house?

Ben Van Cauwenbergh: Essen has a long tradition as a dancing city – also thanks to the Folkwang University of the Arts. Because we are all very different, we have good and healthy competition with the companies of neighbouring cities. People come to us to see full-length works. The attendance figures are very good – but of course, not everything is a success. What's important to me is finding the right balance between classical and modern works. The dancers also expect this from me. **Tombeil:** The audience is certainly able to distinguish between what is relevant and what isn't. Those who go to an operetta want to see an operetta. Any experiments I want to do in this realm must be carefully considered. My experience in Essen is that if I succeed in capturing the audience's imagination, then it will also remain loyal. However, we are experiencing major changes across all artistic categories. Ten years ago, we performed works and one knew that the audience would still be packed, even on the eighth night. Today, if the "Magic Flute" or "My Fair Lady" or "Romeo and Juliet" are not well received, the house will remain empty. This has to do with cultural density in the region, but also with the fact that you can gain first impressions on YouTube of what to expect.

Theater und Philharmonie Essen (TUP)

Five artistic categories – Aalto-Musiktheater, Aalto Ballett Essen, Essener Philharmoniker, Schauspiel Essen and Philharmonie Essen – form one of the largest German theatre operations under the umbrella of Theater und Philharmonie Essen (TUP) – and it is the only one in the country with an associated concert hall. Some 350,000 people attend 1,000 TUP events each year. Operations have been headed by Executive Director Berger Bergmann since 2008. In the 2013/2014 season, Hein Mulders took over the directorship of Aalto-Musiktheater, Essen Philharmoniker and Philharmonie Essen. Aalto Ballett Essen has been led by Ben Van Cauwenbergh since 2008. Christian Tombeil has been at the head of Schauspiel Essen since the 2010/2011 season.

www.theater-essen.de



"We could be much more self-assured in Essen," says atistic director manager Tombeil. He knows his colleagues Van Cauwenbergh (ballet) and Mulders (Aalto Theatre and Philharmonie) feel the same way. → Hein Mulders: I was grateful to my predecessor, Stefan Soltesz, who put many major opera works in the repertoire. This allowed me to breathe fresh air into the opera house with some new pieces. But I learned that these rushes of air shouldn't be too strong. We had some successes, but in some places the transition was too rapid, so I made adjustments. You have to get to know your audience. What worries me is that Essen has a great reputation, and justifiably so. Our orchestra is very good, and the Aalto Theatre stage offers many possibilities. I would like to stage ten productions per season at this level. But we can only afford five. The constant struggle for money and the current budget restrictions always stand in our way.

The Grillo Theatre, built 125 years ago by the industrialist Friedrich Grillo, has turned this issue into its anniversary motto: "Who foots the bill?" Is it still part of the bourgeois self-image to promote works, even if one doesn't necessarily want to see them?

Mulders: It used to be more of a given.

Tombeil: In addition to the City of Essen, the foundations and, in some cases, private individuals are the ones who support us – although corporations are also glad that there is such a cultural offering for their employees. There are still too few SMEs in Essen who have realised that we can offer major social events that they themselves could never get off the ground. And of course, politics also plays a role. This is changing in North Rhine-Westphalia, but when you see that we have a total of 130 orchestras in Germany, but only 1.7 per cent of public expenditure is spent on culture, it really is quite astonishing. What can culture do, and how valuable is it to us? We must ask ourselves these questions.

Cauwenbergh: Art is not a luxury.

But why not?

Cauwenbergh: Because art touches people. It enables education to be experienced. Every city needs cultural places that enable this.

Mulders: This should be a matter of course for any rationally thinking person – especially in Germany, the country of high culture par excellence.

But this high culture is regarded as the domain of a dwindling educated middle class...

Tombeil: Between Duisburg and Dortmund, this social class was always comparatively small. It is interesting, however, that interest in our projects for children and teenagers is huge, especially from the lower social strata. Tickets for the Essen Philharmonie baby concerts are being traded on the black market as we speak (everyone laughs).

Cauwenbergh: For our "Dance Tribute to Queen" in 2015, we launched the project "Queeny", in which we worked with Essen primary school students and a youth orchestra. In the end, more than 150 children were on the stage – and four family members came for every child involved. This shows that it is possible to draw people to the theatre who normally wouldn't be familiar with it.

Tombeil: It is not only a question of how we see ourselves, but also of money. We see this in the Museum Folkwang, which offers free entrance and is thus mainly visited by people from migrant backgrounds. And we can see it in our project "The Donated Seat", in which you can purchase a ticket for 6.60 euros that we then pass on to a network of needy families. Last year, more than 10,000 euros was raised in this way. But there are a number of projects we would like to get off the ground that we can't due to capacity constraints. Policymakers need to solve participation problems.

Another joint project between your houses are the TUP Festive Days, which will take place for the third time in February. Under the title "Homeland as Utopia", you are asking what role art and culture

can play in a new "Ruhr Homeland". What do you think?

Tombeil: In a migration region like the Ruhr, art has always helped bring people together. We still believe that. And it continues to shape change. By the way, TUP archivists have produced some impressive figures: we have had 29,700 performances and around 12 million visitors to the Grillo Theatre since it opened 125 years ago. Including Essen Philharmonie and the Aalto Theatre, all the houses together have drawn well over 20 million people since 1988. Obviously, what we do is important to people. So it would be wrong to see everything merely from an economic point of view. A city is not a corporation; it is there for its citizens.

Mulders: We also want to explore the topic of "homeland" directly through artists. Our artist-in-residence this season is Daniel Hope, who is not only an outstanding violinist, but also someone with a special family history. His maternal grandparents were Jews who were able to flee Nazi Germany to South Africa just in time. There, their story repeated itself to a certain extent, as Daniel's father is a journalist and novelist who wrote about apartheid. The family emigrated to London without a cent – and the mother became the secretary of Yehudi Menuhin. Thanks to this incredible coincidence, Daniel had one of the best mentors in the world as a child. Among other things, he performs the works of exiled composers and artists killed in the concentration camps. I told his story to our subscribers in presenting our programme, and you could have heard a pin drop in the auditorium. There are always messages to be found, even in concert music.

Cauwenbergh: I think the quality we offer here is good. And quality always wins out in the end.

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Exciting insights, committed citizens, innovative concepts: the European Green Capital has changed the face of Essen – and is a model for metropolises of the future.

Over **410,000** kilometres have been cycled by participants of the City Cycling project in Essen this year – a record which also saved nearly 58 tonnes of CO_2 . To significantly increase the share of bicycles in the overall circulation of traffic, 53 bicycle lanes will be built in Essen by the end of the year. More than **50** patrons, partners and sponsors – including Messe Essen – have contributed to the success of the European Green Capital.

35,000 visitors attended the Ruhr Museum's official Green Capital exhibition entitled "Green in the City of Essen. More than Parks and Gardens" at the Zollverein Coal Mine Industrial Complex.

The excursion ship "MS innogy", which has been operating on Lake Baldeney since August, is the first ship in Germany to be powered by an environmentally friendly methanol fuel cell. The power it runs on comes exclusively from regenerative sources. Environmental burden:



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100,000 flower bulbs, 50,000 perennials and more than 1,100 trees will be planted in the urban area by the end of the year.

2017 marks the start of a green decade for the Ruhr region. The reconstruction of the Emscher river system, one of the largest infrastructure projects in Europe with an investment volume of five billion euros, will be completed in 2020. The results of Klima-Expo.NRW will be presented in 2022. And finally, in 2027, the region will host the International Garden Exhibition.



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