

# ESSEN AFFAIRS

THE MAGAZINE FROM MESSE ESSEN

MESSE  
ESSEN

ISSUE 1.2018

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

## A REASSURING FEELING

How the desire for security  
shapes our lives



## IN THE THICK OF IT

How Messe Essen's modernisation  
is progressing

## ON THE PITCH

Why Essen's female footballers  
are so successful

## AROUND THE BOARD

Why board games are booming  
worldwide



# DISCOVER NEW WORLDS

WELCOME TO THE NEW MESSE ESSEN

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





Oliver P. Kuhrt

### Dear Reader,

In the age of digitisation, networking is no longer a vision of the future. It has increasingly become an obligation – also when it comes to security. The leading trade fair for civil security, security essen, is also changing. Learn more about these changes in our cover story, for which we've taken a tour through the world of security – based on key themes from the Essen trade fair calendar (from page 8).

Megatrends such as digitisation always lead to counter-trends. You will find some examples in this issue. Baking, to which Cake & Bake dedicates itself

as Germany's largest cake fair, has been experiencing a boom in the UK for some time. Find out more about the special career of the star cake designer Emma Jayne on page 18. We look at the equally astonishing success of board games in an industry report starting on page 24. Even insiders have been surprised by this phenomenon, which grabs the attention of the general public each year when SPIEL is held in Essen.

Women's football certainly deserves greater attention. We've played our part with a portrait of SGS Essen-Schönebeck. With modest means, compensated for by team spirit and strategic vision, the club has become a breeding ground for new talent. Currently, four national players are on the team – a tremendous achievement which Messe Essen gladly supports as a sponsoring partner (from page 32).

We hope you enjoy reading this issue of Essen Affairs!

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.





## TITLE

### 8 A REASSURING FEELING

The world is changing – and the leading trade fair security essen is changing with it. But what does security actually mean in different industries and spheres of life? A tour through various themes of Messe Essen's trade fair calendar

### 14 THE NEW SECURITY ESSEN

The key topics, the most important innovations – and what the industry is saying about them

## TRADE FAIR

### 16 IN THE HEART OF THE FAIRGROUNDS

In the third construction phase, the remodelling of Messe Essen is still on schedule and on budget

### 18 SWEET DREAMS

Cake designer Emma Jayne's story is almost like a fairy tale. At Cake & Bake, she presented her art for the first time to the German public

### 20 »THEY COMPLEMENT EACH OTHER PERFECTLY«

Double strike in June: British organiser AMI celebrates the premiere of Compounding World Expo and Plastics Recycling World Exhibition

### 21 DIGITAL ADDED VALUE

Messe Essen is systematically developing new digital offers for exhibitors

### 22 FROM DONGGUAN OUT INTO THE WORLD

BEIJING ESSEN WELDING & CUTTING has a new location – in the heart of the “workbench of the world”



— More and more digital natives are discovering the world of board games, bringing in new visitor records at SPIEL. We investigate the phenomenon on page 24.



Photo: Alexandra Roth

— Linda Dallmann is one of four national team players at SGS Essen-Schönebeck. We met the key player. Our portrait of an unusual club can be read from page 32.

### 23 »TRULY A GREAT IDEA«

Three partners comment on Mode Heim Handwerk and its supporting special fairs

### 24 YOUTH GIVES THAT EXTRA KICK

Board games are booming and undergoing a generational change. Even the experts are astounded

### 26 PREVIEW

An overview: events of the coming months

### 27 »THE LANGUAGE OF DECISION MAKERS«

How much digitisation do mid-sized companies need? The DIGITAL FUTUREcongress offers answers for executive managers

### 28 »I DO« LIKE THE LOCATION

From now on, the Wedding Fair will take place twice annually: at Messe Essen and in the Grugahalle

### 29 »GIVING NURSES A VOICE«

The West German Care Congress seeks ways out of the nursing crisis

## ESSEN

### 32 FAMILY TIES

Lower budget, but all the more team spirit: Bundesliga club SGS Essen has developed into a breeding ground for talented women's football players

### 36 NEW NEIGHBOURS

Across from Messe Essen is the Ruhr district's top office location – one of the densest accumulations of corporate headquarters in Germany

### 38 ESSEN IN 24 HOURS

What you shouldn't miss during your visit to Essen

## STANDARDS

### 3 EDITORIAL

by Oliver P. Kuhrt

### 4 IMPRINT

### 6 NEWS & SERVICE

### 30 CALENDAR

## IMPRINT

Publisher: Messe Essen GmbH,  
P.O. Box 10 01 65, 45001 Essen, [www.messe-essen.de](http://www.messe-essen.de)  
Editorial responsibility: Daniela Mühlen, Senior Vice President  
Communication & Advertising, [daniela.muehlen@messe-essen.de](mailto:daniela.muehlen@messe-essen.de)  
Overall coordination and advertising management: Andreas John,  
[andreas.john@messe-essen.de](mailto:andreas.john@messe-essen.de)  
Managing editor: Jens Poggenpohl  
Art director: Tamara Bobanac  
Editorial team: Dirk Maertens (Maenken Kommunikation)  
Image processing: Lothar Kempkes

Photo credits: Rainer Schimm, Messe Essen; Schacht 2 –  
Studio für Werbefotografie (unless otherwise credited)  
Cover image: shutterstock ©fokke baarsen;  
strandperle ©Tom Merton Hoxton; montage: Lothar Kempkes  
Realisation: Maenken Kommunikation GmbH,  
Von-der-Wettern-Str. 25, 51149 Cologne, [www.maenken.com](http://www.maenken.com)  
Print: Woeste Druck + Verlag GmbH & Co. KG,  
Im Teelbruch 108, 45219 Essen-Kettwig, [www.woeste.de](http://www.woeste.de)  
Print run: 17,000 copies  
Publication date: 18 May 2018

"Let flowers speak!": With these words, Her Royal Highness Princess Benedikte of Denmark opened the 36th IPM ESSEN. Denmark was the partner country of the International Plant Fair IPM from 23 to 26 January. Even after the royal kick-off, the exhibition exuded an international flair: 38% of the 54,000 visitors travelled to Essen from abroad, and exhibitors came from 54 countries.

23 January 2018



**WILLKOMMEN  
ZUR ERÖFFNUNG**

*Welcome to the  
Opening Ceremony*



»THE CRAFT INDUSTRIES CAN LOOK BACK ON A VERY SUCCESSFUL SHK ESSEN 2018. WE ARE WELL ON OUR WAY TO ESTABLISHING THE NEW TUESDAY TO FRIDAY FORMAT.«

Hans-Peter Sproten, General Manager of the professional association SHK NRW



SHK ESSEN once again proved to be the meeting place for industry movers and shakers.

## SHK ESSEN TOP NOTES FROM PROS



From 6 to 9 March 2018, more than 44,000 visitors flocked to SHK ESSEN, the first trade fair of the year for sanitation, heating, air conditioning and renewable energies. The focal points of some 570 exhibitors from 15 nations included comfortable intergenerational bathrooms, digital heating and hybrid heating units, intelligent, energy-saving ventilation and air-conditioning systems, and new trends in installation technology.

“It was a very successful SHK ESSEN. Professionals from the entire industry, even beyond North Rhine-Westphalia, meet up here. This enables direct contact between manufacturers, the industry, architects and planners. The strength of SHK ESSEN is its compact and practical focus,” concluded Oliver P. Kuhrt, Managing Director of Messe Essen. The trade fair was also a success for its conceptual sponsor. Hans-Peter Sproten, General Manager of the professional association SHK NRW, said: “The craft industries can look back on a very successful SHK ESSEN 2018. We are well on our way to establishing the new Tuesday to Friday format.” According to a survey conducted at the trade fair, 94% of the visitors are already planning to attend the next SHK in 2020.

## MULTIMEDIA COMPETITION ANNIVERSARY VIDEO HONOURED

The “Golden City Gate” is the prestigious multimedia competition of the international tourism fair ITB Berlin. This year’s winner in the “MICE & Incentives” category was Messe Essen, which received the award for its 50th Essen Motor Show anniversary video. “Our thanks go out to the exhibitors and personalities who play the main role in our film,” said Ralf Sawatzki, Project Director, Essen Motor Show. So far, more than 700,000 people have watched the film, in which numerous exhibitors and celebrities demonstrate their connection to the horsepower showcase event of the year.



Want to watch the video too?  
Just scan the QR code!



**10,000** professional visitors gathered in January for Baufachtag West and InfraTech at Messe Essen. During the building trade associations’ New Year’s reception at InfraTech, Alexander Rychter, Association Director and Spokesperson of the Management Board of VdW Rhineland Westphalia (left), and Messe Essen Managing Director Oliver P. Kuhrt exchanged ideas.



Experts amongst themselves: the jury along with the nominees and winners of the 2018 Tackken Awards in the new foyer of Messe Essen.

## MARKETING PRIZE THAT "TACKEN" DIFFERENCE

You don't have to explain to anyone in the Ruhr area what "Tackken" means: that little bit that makes the decisive difference. And the marketing and communication professionals of the Ruhr region who took home the 2018 Marketing Club Ruhr Tackken Awards at a gala ceremony in the foyer of Messe Essen proved they were even better than the competition this year. Mülheim & Business GmbH Wirtschaftsförderung was pleased to receive the Company Tackken Award. LOOKABE was awarded for Best Marketing in a Startup. giw Gesellschaft für Informationen aus der und für die Wirtschaft mbH, which also works for Messe Essen, took home the Tackken Award for Best Agency Services. As 2018's "Creative Brain of the Year", the jury presented the award to Essen cinema operator Marianne Menze.



## CUTTING WORLD MOMENTUM FOR THE WORLD OF CUTTING

From 17 to 19 April, the traditional German Cutting Congress took place at Messe Essen for the first time. The focus included topics such as Industry 4.0, new techniques for processing metal, plastic and glass materials, and attracting skilled employees despite the shortage in skilled labour. Renowned speakers from the industry shared their knowledge. "We are pleased to have found a new home at Messe Essen," said congress organiser Gerhard Hoffmann. "For the first time ever, industry visitors and speakers could experience live what they had heard about in the lectures." The first Cutting World took place in parallel to the congress. Selected exhibitors presented their innovations here, and many companies also brought along their new machinery.



## TECHNO-CLASSICA BEAUTIES ON FOUR WHEELS

Two specialist juries of the Concours d'Élégance were spoilt for choice when it came to awarding the most beautiful vehicle at the 30th Techno-Classica Essen. Ultimately, dealer Axel Schuette's 1956 Maserati A6G 2000 Zagato was selected. Amongst other factors, the car scored high points for its rarity.



Thanks to more than 188,000 visitors, Techno-Classica was once again the world's biggest crowd-puller for classic cars. Some 2,700 collectors' vehicles, brought by exhibitors from more than 30 countries, covered the entire grounds of Messe Essen.



## SERVICE

### How does Messe Essen support my trade fair presentation technically?



**CHRISTOPH KORB**  
Technical Exhibition Planning

As technical exhibition planners, we are involved in all events – right from the start. When it comes to planning and realisation, we see ourselves as the interface between customers, stand builders and public authorities such as the fire department and the building regulatory agency. We always try to accommodate unusual wishes. Of course, the ongoing modernisation of Messe Essen represents a special challenge for us. But all the effort will be worth it. Logistics will run much more smoothly in the new exhibition halls. State-of-the-art power and water systems and room heights of up to eleven metres will ensure new and unusual requests. And we're looking forward to them!

Would you like to know more? **SIMPLY CONTACT US!**



# A REASSURING FEELING

**The world of security is changing – and security essen is changing with it.  
When the leading trade fair for security and fire protection  
opens its doors at the end of September, the focus will be on digitisation and  
networking. But what does security actually mean in different industries and spheres of life?  
A tour through various themes of Messe Essen's trade fair calendar.**







Photos: shutterstock ©fokke baarsen; strandperle © Tom Merton-Horton; montage: Lothar Kempkes

## ENERGY

— The European grid is one of the most secure power grids worldwide. But in the winter of 2016/17, the German power grid was on the verge of a major long-term blackout – at least according to the transmission system operator Amprion. When it comes to security, the increasing transnational networking of the energy sector brings both challenges and opportunities. On the one hand, a digitally networked system is more susceptible to hacker attacks – a threat that the EU intends to address by the end of 2018 with a network code for energy-related cyber security. On the other hand, there is no way around networking, as the proportion of regenerative energy, i.e. energy with fluctuating production output, is increasing, and electricity therefore has to be continually conducted.

To ensure security of supply in the future and, at the same time, continue on the path towards a low-carbon society, the European Commission's "Clean Energy for All Europeans" package includes regional operational centres in which grid operators from different federal states work together. And because the most secure energy is one that is not consumed at all, smart meters are designed to help customers reduce their power consumption and relieve the load on the grid. The intelligent grid of tomorrow is also one of the core topics at E-world energy & water, Europe's leading trade fair for the energy industry.



Photo: Shutterstock ©lembi

## ON THE MOVE

—— German wanderlust continues unabated. This could be observed in Essen at the end of February at Reise + Camping. According to a survey conducted by the Hamburg-based BAT Institute for Leisure Research, the majority of respondents only feels safe in five of the 30 countries included in the survey – even Spain is not among them. “Instead of sun, beach and sea, security has become the decisive factor when travelling,” says the study director, Ulrich Reinhardt. According to previous studies, holidaymakers are

willing to accept a larger police presence, and even a military presence, as well as video surveillance or stricter controls in hotels and tourist hotspots. Large tour operators such as TUI and Thomas Cook have long recognised the relevance of the topic. Thanks to a global crisis monitoring system, they always know where customers are and can inform them about potential issues. Companies are also increasingly turning to global travel security concepts to protect their employees when abroad.

## AT HOME

— Anyone visiting trade fairs such as SHK Essen or lighting technology knows that digital homes offer fascinating prospects in terms of comfort, energy efficiency and security – be it for a door system with video-based access control, a heating system that is aware of open windows or sophisticated lighting control. But experts do warn that anyone who only considers security an appendage to the smart home and does not protect their home automation with a high-quality, professional security system is acting recklessly.





## PRODUCTION

— Ever since a suspected South East Asian hacker group gained access to data from a German industrial group for more than two months in 2016, the malware Winnti has been well known to security managers. According to a current report by the German Federal Office for Information Security (BSI), “CEO fraud” and blackmail attacks with ransomware are just some of the numerous digital threats that commercial enterprises face. Technological expertise, as reflected

in industrial fairs such as SCHWEISSEN & SCHNEIDEN, requires higher levels of protection in the age of digitisation. But this shouldn’t detract one from the fact that traditional security issues remain relevant. According to the insurance industry, every third industrial fire causes damage of more than 500,000 euros, and a survey by Corporate Trust revealed that every fifth SME in Germany has been burglarised in the past three years.





Foto: RINSPEED ©Dingo Photos

## MOBILITY

— Around 1.2 million people worldwide are killed in road traffic accidents annually. “Vision Zero” is a road traffic safety project that aims to achieve a highway system with no traffic fatalities. It originated in Sweden, where the government already committed itself to increasing road safety in 1997. A prominent result is the roundabout, which has become popular throughout Europe. Meanwhile, supplier groups such as Bosch, Continental and ZF are developing increasingly complex assistance and protection

systems, and in the major technology nations, autonomous cars could become more and more common in the coming decade. The security level has also made significant headway with the introduction of the NCAP five-star rating system, under which nine out of ten new cars in Europe have received top marks. In the tuning area, campaigns such as “Tune it safe!” have allowed even customised cars to become much safer. The current campaign vehicle is presented each year during the Essen Motor Show.



# THE NEW SECURITY ESSEN

**“Secure your business” – under this motto, the leading trade fair for civil security is focusing more than ever on digitisation and networking. The key topics, the most important innovations – and what the industry is saying about them.**



**Axel Schmidt**, Managing Director,  
SALTO Systems GmbH

The subject of access control was already digitised when magnetic strips were introduced. We were also the first to use RFID technology in mass production. So we are not afraid of new developments. Smartphone and cloud solutions will become increasingly important in future access control applications. Therefore, it is only right and also inevitable that security essen is now also dedicated to the topic of cyber security. I also find the reorientation very successful. It will bring even more order to the halls.



**Michael von Resch**  
Managing Director, Gretsch-Unitas Group

We feel very clearly that electronic requirements are increasing. All our competitors are now offering solutions in the smart home sector. But this is a problem: there has been no single huge success. Instead, there are too many individual solutions – and too few specialist installers to professionally implement integrated systems. We feel just as clearly that for our customers, security is still strongly linked to mechanics. Some 90% of the systems we sell are mechatronic. We are very curious about security essen's new concept, and are therefore very optimistic about coming to Essen. The fact is, we need a trade fair that reflects all the facets of security – without becoming overly diversified.







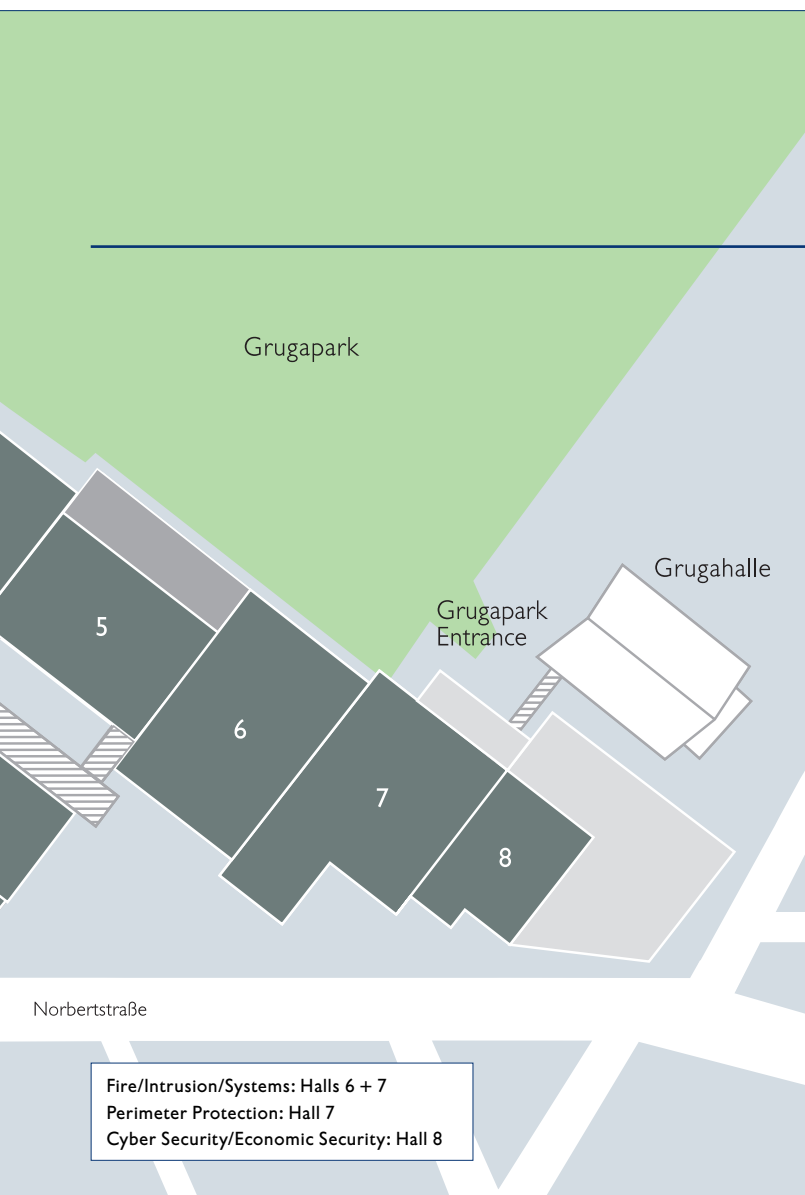
**Norbert Schaaf**, Executive Chairman, BHE Bundesverbands Sicherheitstechnik e.V.

The security industry has long been accustomed to thinking in terms of its own professions. Digitisation is forcing us to open up – especially as large new competitors are entering the market in the smart home and smart office sectors. The industry is also opening up. In my opinion, the path to networked security only leads through standardised, high-quality interfaces. This will be the biggest task of the coming years – also reflected in the security essen concept.



**Stefan Fischbach**, Chairman of the Management Board, ASSA ABLOY Sicherheitstechnik GmbH

In addition to digitisation, we consider urbanisation an important worldwide trend. It increases the demand for both security and convenience. We develop suitable products for this purpose, be it for the end consumer with smart living offers, or in the building sector with synchronised door solutions that make everyday life easier for planners, installers and users. We are pleased that security essen is focusing on digitisation and networking. The trade fair is an indispensable part of our marketing mix. Where else can we find our target group, installers, locksmiths, specialist security dealers and professional end customers, in a compact, four-day format?



## EIGHT HALLS – EVEN MORE INNOVATION

For the first time ever, **security essen** will be held from 25 to 28 September 2018 in Messe Essen's modernised halls. Reorganising the fairgrounds with eight halls has opened up the possibility of a completely new exhibition structure. **security essen** is now divided into six key topic areas, ensuring optimal orientation and placement for exhibitors and professional visitors. More than ever before, the leading trade fair for civil security is also focusing on innovative, digital topics.

The German Federal Office for Information Security and the security technology association BHE Bundesverband Sicherheitstechnik are offering a tailored cyber security conference in the new hall 8 – which can be reached conveniently and quickly during the trade fair. This new orientation is also reflected in the Security Innovation Award. The security industry "Oscars" will be awarded for the first time this year in the category Cyber Security/Economic Security.



# IN THE HEART OF THE FAIRGROUNDS

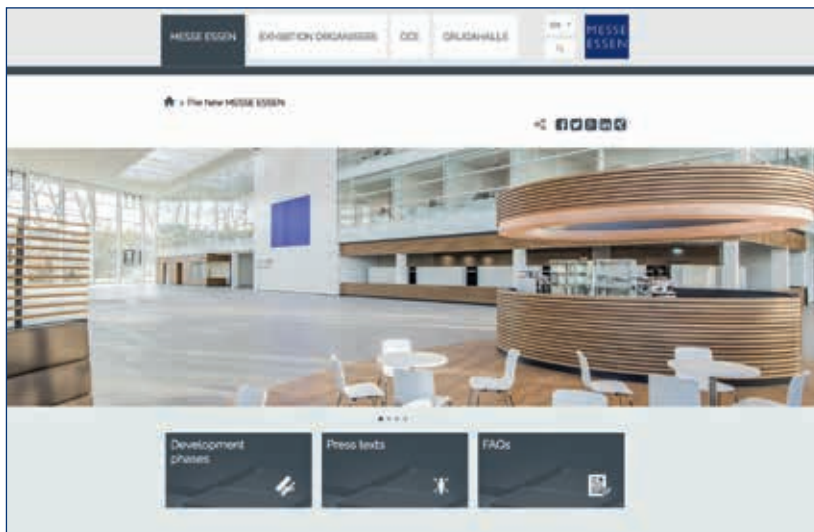
**After completion of the glass foyer, the construction site on Norbertstraße is now somewhat less prominent. But inside the fairgrounds, extensive work continues on the modernisation of Messe Essen – and the remodelling is still on schedule and on budget.**

It's true that spectacular photo opportunities from the construction site – most prominently, the completed glass foyer at the northern entrance to Messe Essen – will become rarer in the coming construction phases. Now the modernisation is increasingly moving from the outward appearance to the inner values of the new Messe Essen.

However, these new elements are also highly presentable: the second phase of construction, which ended on schedule in late April, included measures on the southern part of the new hall 6, adjacent to the Galeria (pictured top right). This work will continue throughout the summer in the third construction phase. The southern part of this new exhibition hall will be the future home of the Business Club, Messe Essen's management, the service centre and the offices of Messe Essen's service partners. Hall 6 will be inaugurated on the occasion of security essen from 25 to 28 September 2018. The event will also see the introduction of the new hall numbering system.

Want to learn more about the construction and modernisation of Messe Essen? Our online media library awaits you, along with a look behind the scenes. We're looking forward to your visit!

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



This spring, the scheduled demolition of hall 7.1 as well as the two-storey halls 8 and 8.1 will also take place. For its part, the Park Restaurant (pictured below right) has already been modernised. Quite an eye-catcher, isn't it?

## 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 erected on 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 a 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.





Go on a virtual tour through the halls of the new Messe Essen.



Heavy construction is already underway in the southern section of hall 6 (pictured above). The modernisation of the Park Restaurant has already been completed (below).





# SWEET DREAMS

**Emma Jayne's story is almost like a fairy tale: a woman in her early 40s makes a fresh start as a cake designer – and becomes a star in just a few years. At Cake & Bake, she presented her art for the first time to the German public.**

Emma Jayne created a Cambodian dancer especially for Cake & Bake, which is being held for the first time at Messe Essen on 5 and 6 May. The British cake designer, who took home the Cake Artist of the Year Award in 2017, made her first appearance in front of a German audience at the event.

It was a long journey, nearly 900 kilometres, and it was dangerous – at least for “Mali”, the Cambodian dancer in the luggage compartment of the van driving from Aberdare in south-east Wales to Messe Essen. More precisely, one would have to say it was dangerous for two sections of the dancer. For this was not a living person, but a sculpture with upper and lower parts, which were only assembled once they reached the Essen fairgrounds. But sometimes it's hard to distinguish between art and reality – often only at

second glance when it comes to the edible artworks of Emma Jayne. After all, they look amazingly lifelike.

Presenting a 1.60-metre-high apsara dancer as part of Cake & Bake, Germany's largest cake fair, was the latest stage in her fairy-tale journey. Just a few years ago, Emma Jayne Morris would never have believed she would one day be a star in the baking scene. Although she had worked creatively in the fine arts until 2012, her main task was to look after her family, →

→ especially an ill daughter. But when both children left home to study, she decided to start over again in her early 40s – as a cake designer.

“For me, it’s simply a way of expressing myself artistically,” explains Emma Jayne – although getting started proved to be anything but easy. She taught herself all the tricks of the trade. “I was so naive that I didn’t even know you don’t have to make sugar paste. You can buy it in a grocery store.” But she quickly established herself, especially in the field of wedding cakes. One of her cakes costs £600 to £700 for an average size and average degree of complexity (but such a project also keeps her busy for a week). Very soon, she also started giving workshops.

What still sounds a bit exotic in this country is a serious business in Britain.

Making homemade pastries, whether biscuits, pies or elaborately decorated cakes, is a traditional activity there. And the trend has taken on spectacular dimensions. The importance of baking in Great Britain is exemplified by the success of the TV show “The Great British Bake Off”. After the BBC 1 baking show managed to break one record after the next, the private broadcaster Channel 4 purchased the rights for a whopping £75 million. The eleven million viewers who watched the season finale in the autumn of 2017 gave the broadcaster its second-highest viewing figures ever – well ahead of Premier League football matches.

So it’s no wonder that the world’s most important trade fair in the sector is held in England: Cake International in Birmingham, which now also has a spin-off event in London. Cake International competitions turn bakers into stars, even if the sweet dreams on display aren’t always made of cake mix, but of Rice Krispies and marshmallows. Otherwise, complex life-size figures such as Emma Jayne’s “Neytiri” from the movie “Avatar”, which catapulted her to international fame in 2014, would be impossible. In June, the work will be exhibited at the Renshaw Academy in Liverpool, where



Emma Jayne teaches. Renshaw is the UK’s leading manufacturer of some of the ingredients cake designers use to decorate their creations: sugar glaze, marzipan, frosting, caramel and marshmallows.

Emma Jayne shot to international fame with her “Neytiri” figure from James Cameron’s film “Avatar”: a sculpture made of Rice Krispies and marshmallows.

But Emma Jayne’s highest honour came completely unexpectedly. She was already flattered to have been nominated for the Best Show Piece last year at the Cake Masters Awards, also known as the “Cake Oscars”. But never in her wildest dreams would she have believed what happened later that evening. When the Cake Artist of the Year was announced, one of her works suddenly appeared on the screen. “I was lost for words when I reached the stage,” recalls Emma Jayne. But the nice thing about her job is that she doesn’t have to say anything. Her art speaks for itself.



Plastics make everyday life more comfortable. However, the pressure to reuse materials is growing worldwide.

# »THEY COMPLEMENT EACH OTHER PERFECTLY«

**Double strike in June: British organiser AMI celebrates the premiere of two trade fairs, the Compounding World Expo and the Plastics Recycling World Exhibition. We talked to Marketing Director Claudia Effra-Hume shortly before the debut.**



Claudia Effra-Hume is Marketing Director at AMI, the organiser of the two trade fairs.

**ESSEN AFFAIRS:** Ms Effra-Hume, there are still a few weeks left until the premiere gets underway. How satisfied are you with the booking levels so far?

**Claudia Effra-Hume:** From the moment we launched this event over a year ago, stand bookings have been coming in at a great pace. We will be hosting over 180 exhibiting companies at the two events. The industry is excited about a focused exhibition for the compounding, masterbatch and plastics recycling industries. In terms of visitors, the invitation campaign was launched in January and as of the end of March, over 2,000 industry professionals have already registered to attend.

**What is the feedback on the Essen location?**

Very positive. Essen is located in the heartland of Germany's industrial region with many key plastics manufacturers nearby. The transport connections are quick and easy to many places around Europe. And you can connect to the wider world via nearby international airports. This will make it very easy for exhibitors and visitors to attend.

**In addition to Compounding World, the Plastics Recycling World Exhibition will be taking place. How do the two events fit together?**

They complement each other perfectly! There is increasing pressure for recycled materials to be fed back into the plastics manufacturing process. This pressure to increase and improve how we use recycled plastics is coming from governments and the public around the world, so to explore how the additives and masterbatch industry respond and use recycled materials is essential to the industry.

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

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



# DIGITAL ADDED VALUE

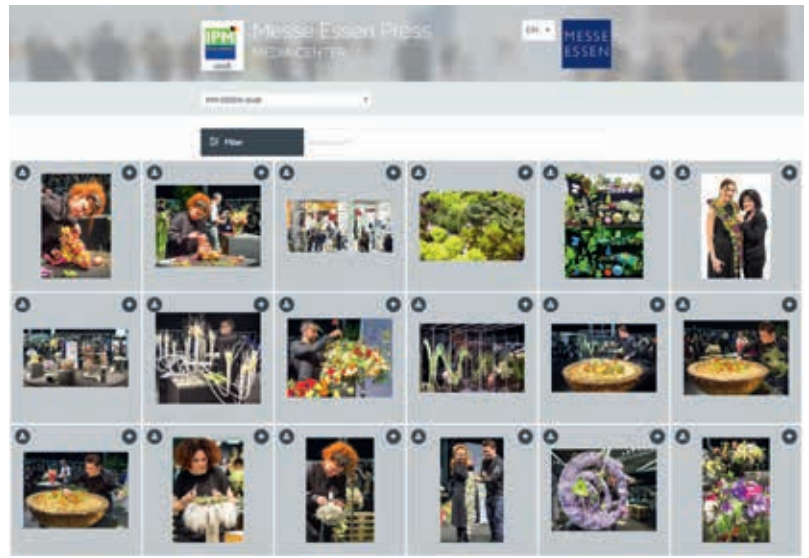
## Media Center, digital building blocks for exhibitors, social networks: Messe Essen is developing new digital offers.

Videos of presentations, radio programmes, product images: when Messe Essen organises one of its leading trade fairs, exhibitors' and multipliers' multimedia needs are now met in the new Media Center. "We are very pleased at the success of the new platform," says Sebastian Stemmann, Head of Press and Digital Media at Messe Essen. The Media Center represents something like a win-win-win situation. Exhibitors use it as an additional channel, media representatives can reduce their research overheads, and the Messe Essen Press Team can use the time gained for even more focused PR activities.

The goal of Messe Essen's digital agenda is to create short, medium and long-term added value for exhibitors and visitors alike, thereby laying the foundation for new revenue streams that are not part of the core business. Responsive websites, a social media concept and apps were the first mandatory tasks. This was followed by a digital building block system for exhibitors, as Stemmann explains. "In the community area, everyone involved can interact in advance. In the best possible case, a deal might be closed even before the fair takes place." The offer will be successively expanded.

Dedicated social networks for specific trade fairs, currently in the planning stage, are the next major step. When it comes to the Essen Motor Show, Messe Essen has impressively demonstrated how it fosters online communities. The cult event has more than 223,000 fans on Facebook, more than any other car exhibition in the world, with activities that go well beyond the trade fair. "Content is king," Stemmann comments about the winning strategy. "The stories we tell here aren't necessarily about the exhibition – the unifying element is the passion for sporty cars."

Such an approach cannot be copied arbitrarily. However, it is clear to the trade fair organisers in Essen that the outstanding advantages of digitisation – speed and customisation – still hold considerable potential in the



Some 222,850 fans can't be wrong! Visit the Essen Motor Show Facebook page.

trade fair sector. When it comes to making new contacts and addressing relevant topics through production ratings and newsfeeds, the possibilities of turning strong trade fair brands into year-round platforms are manifold.

But will this mean the end of trade fairs? Absolutely not, Stemmann believes. "Particularly when it comes to major investment decisions, people want to make an assessment on the basis of trust. And trust requires sensory impressions – the idea of supply and demand meeting in person is unbeatable in this respect."

# FROM DONGGUAN OUT INTO THE WORLD

**BEIJING ESSEN WELDING & CUTTING has a new location. In the heart of China's strongest export region, Asia's most important trade fair for joining, separating and coating technology is now even closer to the market.**



For the first time ever, the Guangdong Modern International Exhibition Center was the venue for BEIJING ESSEN WELDING & CUTTING from 8 to 11 May 2018.

opened in 2000. The offer ranged from systems for computer-aided manufacturing through technology for joining, cutting and coating processes to safety-relevant equipment for workplaces and measuring technology for precision work. Many foreign companies used the opportunity to present their products and services to a growing market at joint stands.

Guangdong is not only the most populous province in China. Known as the “workbench of the world”, it is also considered to be the most prosperous region in the People's Republic. Much of China's export goods are produced in the country's south-east, in cities and industrial areas around the Pearl River Delta. Thanks to the high level of international networking and the established infrastructure, this prosperous region offers ideal exhibition conditions. It is here, and more precisely in the metropolis of Dongguan, with eight million inhabitants, that BEIJING ESSEN WELDING & CUTTING has found its new home.

The respected spin-off of the global trade fair SCHWEISSEN & SCHNEIDEN was held for the first time in the Guangdong Modern International Exhibition Center (GDE) from 8 to 11 May. Some 750 exhibitors from 20 nations took advantage of the modern features and pleasant ambience of the exhibition centre, which

BEIJING ESSEN WELDING & CUTTING is organised by Messe Essen, the Chinese Mechanical Engineering Society, DVS – German Welding Society, the Welding Institution of CMES, the Chinese Welding Association and the Welding Equipment Committee of CWA. As other international associations are also supporting the trade fair, BEIJING ESSEN WELDING & CUTTING will serve as a platform for the exchange and transfer of knowledge as well as ongoing training in the entire Asian region.





# »TRULY A GREAT IDEA«

**Regional products, local craftsmanship, do-it-yourself fashion:  
Mode Heim Handwerk, together with its supporting special fairs, offers an ideal  
platform for today's trends – a view shared by three of our partners.**



**Dr. Johann Quatmann,**  
Executive Director, Tischler NRW,  
Mode Heim Handwerk partner

Whether kitchen, storage area, custom furniture or building security, Mode Heim Handwerk gives us an ideal platform to show consumers the diverse range of products and services offered by local carpentry firms. In particular, the exhibition of award-winning journeymen's pieces from the "Good Form" competition is ideal for showing the outstanding creativity and variety in the field. At the same time, we can use this opportunity to recruit young people for this wonderful craft. We feel there are no other events on a comparable level to Mode Heim Handwerk in North Rhine-Westphalia. That's a good reason for us to keep coming back!



**Andreas Heinz,** CEO of Ernährung-NRW e.V., conceptual sponsor of NRW – The Best from the Region

Early on, Messe Essen recognised the trend towards regionality, dedicating a special exhibition to regional food. This matches our aspiration to give producers in NRW the opportunity to talk to consumers and explain the importance and benefits of regional food. It's truly a great idea that our farmers, foresters, beekeepers, fishermen, hunters and gardeners are invited to Essen for "NRW – The Best from the Region". There, they can inform visitors about our different forms of livelihood. The infotainment programme, with lectures and cooking shows, has also been a big hit. The love for North Rhine-Westphalia can be experienced in all the food served here. That's what makes the fair's ambiance so special.



**Bea Saxe,** Managing Director Stoff & Gardinenhaus Essen, co-designer of kreativ.essen

kreativ.essen plays a very important role at our company. We are a chain store with nearly 40 locations, and are especially active in the Ruhr area and the Lower Rhine. The trade fair is an outstanding opportunity for us to present our offers when it comes to fabrics, sewing, sewing machines, creative courses and curtains. We had a lot of good conversations at the stand last year, and our campaigns and products were very well received. Young, well-educated women and even men are part of our biggest consumer group at the moment. These were also the type of consumers who came to our stores after the fair and continued to seek advice. This makes kreativ.essen a great place for all those who want to modernise the field of DIY in NRW.

Photos: PR (2), Alexandra Roth

## TRADE FAIR TRIO FOR ALL THE SENSES

With 123,800 visitors last year, **Mode Heim Handwerk** is the largest consumer fair in North Rhine-Westphalia. Each year, some 670 exhibitors present their products in experiential worlds: Fashion, Beauty, Home, Leisure & Lifestyle and Craft, Technology & Design. What's more, nine out of ten trade fair visitors make purchases at the fair. In 2017, these totalled 257 euros per visitor, on average. The special fairs – **kreativ.essen** and **NRW – The Best**

**from the Region** – are expanding this exhibition diversity by including additional hot topics. The next **Mode Heim Handwerk** will take place from 10 to 18 November 2018.



[www.mode-heim-handwerk.de](http://www.mode-heim-handwerk.de)

# YOUTH GIVES THAT EXTRA KICK

**Highly educated, passionate and fairly young: almost unnoticed by the public, the board game is not only undergoing a worldwide boom, but also a generational change. Even the experts are astounded.**



the trend of young people meeting up once a week for board games continues unabated – worldwide.

In South Korea, for example, students from the Korea Institute of Science and Technology, one of the country's elite universities, brought back a type of European game from their semester abroad in 2002 that was previously unknown in Korea. Complex strategic and tactical games offered a different kind of competition than the random, "winner takes all" principle of games like "Monopoly", and sometimes even countered a friendly spirit of togetherness. Within a year, 200 strategy board game cafes had sprung up across the country.

In the USA as well, the number of board game enthusiasts has been growing exponentially for several →

As soon as Dominique Metzler took over as head of SPIEL, she started worrying about her pension. When she let her eyes wander, she saw many older faces. Back then – 20 years ago, shortly before the Internet hype climaxed – many foresaw that in the age of computer games, fans of board games would inevitably disappear.

Rejuvenation: more and more digital natives are discovering the world of board games and contributing to new records at SPIEL. In 2017, the world's largest consumer exhibition for board games counted 182,000 visitors. The next edition of SPIEL will be held from 25 to 28 October 2018.

When the managers of Friedhelm Merz Verlag look around the Essen exhibition halls today, they are pleasantly surprised. Not only has the world's largest consumer exhibition for board games doubled its exhibition space over the past five years, the average SPIEL visitors are no longer 40 to 50-year-olds, but rather students or young parents aged about 30. "Especially the digital native generation has discovered board games," says a pleased Dominique Metzler. She also thinks she knows the reason behind it: "It's about forms of direct interaction that digital media simply cannot replicate." Even more remarkable is the fact that





→ years now. According to market analysis from the NPD Group, the US market grew by 28% in 2016. Early this year, “The Atlantic” featured the article “Invasion of the German Board Games”. It all began in the mid-1990s with “Settlers of Catan”, conceived by the German designer Klaus Teuber. “Catan” has since sold more than 22 million copies worldwide. Games like these have not only found an intellectually discriminating audience, but also changed the overall design of the board game itself. “The German influence on my designs is obvious,” confirms Phil Eklund, one of the stars of the scene, who moved to Germany from Arizona in 2012.

The fact that the constant growth of the board game industry is still barely noticed by the general public also has to do with its specific structure. Official statistics, such as figures from Euromonitor International, which showed worldwide sales of 9.6 million US dollars in 2016, only cover a portion of the market. In addition, small and micro-publishers, in particular, are seizing digital marketing opportunities – especially on the crowdfunding platform Kickstarter. Almost 38,000 projects can be found in the games field here, and a good three-quarters of them are board games. Nearly 800 million US dollars in funding has been raised,

and more than one in three projects has been successfully implemented. No other community is as active on Kickstarter as board game players.

This has also changed SPIEL’s role in marketing. The world’s most important industry get-together used to be the only chance for smaller publishing houses to reach a large audience. Today, platforms such as Kickstarter enable ideas to be tested at a relatively low risk. “Especially in the spring, there are a lot of Kickstarter campaigns,” explains Dominique Metzler. “Until SPIEL gets underway, designers try to come up with a basic edition, and a few thousand copies are produced for the trade fair. Some even manage to sell international licences. After all, the who’s who of professional buyers can always be found in Essen.”

## »THE ENTHUSIASM OF THE FANS IS MY MOTIVATION. BASICALLY, MY ENTIRE YEAR REVOLVES AROUND SPIEL«

Phil Eklund, board game designer

Phil Eklund himself has also financed three projects on Kickstarter over the past two years, collecting about 1.1 million US dollars that he funnelled into his own publishing house. In the future, however, Eklund, who has a degree in rocket science, wants to concentrate on what he does best: inventing new games – with hopes that they have a finger on the pulse. “We designers often live in a kind of bubble, and I only make games that interest me. So I was all the more surprised when I found out that I have fans,” says Eklund with a smile. “In Essen, people from countries whose names I’ve never heard of ask for autographs. This enthusiasm, especially coming from younger players, is my motivation. Basically, my entire year revolves around SPIEL.”



# FOR EXPERTS

## all about automation essen | 06./07.06.2018

all about automation essen gathers stakeholders in the field of industrial automation technology from across North Rhine-Westphalia. The focus on switchgear construction, in which about 30% of the exhibitors are active, is new this year. The Talk Lounge, a free lecture forum located directly in the exhibition hall, is dedicated to safety and security in the age of Industry 4.0 and the Industrial Internet of Things. A special topic sheds light on industrial wireless networks with a focus on electromagnetic compatibility (EMC).



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



## Euro Teddy | 06./07.10.2018

Silver anniversary for Euro Teddy: the reunion for teddy bear manufacturers and collectors will be held this year for the 25th time. Teddy bear courses will be offered to visitors. Major toy producers and renowned artists from Europe, the USA, Russia and Japan will also be there to present their autumn collections and a foretaste of the 2019 season. Euro Teddy is also well known for the rarities on display. One of the highlights last year was a white Steiff teddy bear from 1910 with an estimated value of 2,800 euros.



[www.euro-teddy.de](http://www.euro-teddy.de)

## lighting technology | 09.–11.10.2018

The second edition of lighting technology will get underway in October 2018. After the successful premiere and positive feedback, all signs point to future growth. The supplier industry relies on this developer fair for makers of light, who present technologies, components, systems, hardware and software for a full range of products and applications in the lighting industry. The focus of the workshop event being led by Prof. Ulrich Kuipers (South Westphalia University of Applied Sciences) is the digitisation of light, with lectures on networked light, wired and wireless lighting control, smart homes, the Internet of Things, bus systems and app development for lighting control.



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



## GastroTageWest | 14.–16.10.2018

Hotspot for hospitality: some 200 exhibitors are expected to attend the second edition of GastroTageWest. In the kitchen technology area, heavyweights such as UNOX, PALUX and Coldline have announced their arrival. The food segment will include "Pizza & Baguette" from Austria, a frozen foods specialist that plans to use the trade fair to springboard into the western German market. The products on display will be accompanied by various special themes, such as a roastery, LiquidArea, a street food business area and the themed world "Lower Rhine Epicurean Region".



[www.gastrotage-west.de](http://www.gastrotage-west.de)



# »THE LANGUAGE OF DECISION MAKERS«

**How much digitisation do mid-sized companies need? The DIGITAL FUTUREcongress focuses on executive managers – and will be held on 8 November for the first time in Essen. Michael Mattis, Managing Director of the organiser AMC MEDIA NETWORK, explains why he “absolutely wanted to come to the Ruhr area”.**

**ESSEN AFFAIRS:** Mr Mattis, everyone is already talking about digitisation. Why do we need another congress?

**Michael Mattis:** Because most existing congresses are not aimed at mid-sized companies. IT buzzwords are often thrown around, but the people who are really affected by digitisation tell us that the information is far too technical. It is our mission to break down these walls. Because the actual digitisation no longer takes place in IT, but in management. Our focus is on executive managers, but also on the second tier of management, such as human resources managers, sales managers and production managers. This range of management positions shows that the DIGITAL FUTUREcongress deliberately has quite a broad base. In Essen, we will be offering 40 talks on topics that managers have on their agenda – not over five days in a huge complex, but on just one day in a compact hall.

**Which topics are important to the mid-sized sector?**

Well, you may want to restructure your online marketing or increase activity in the social media area, but you have to adhere to the new General Data Protection Regulation. Or you want to clean up your IT infrastructure or introduce a document management system. Our talks address these topics in a high-quality way, but in the language of decision makers. Another important factor is that digitisation only works when you include employees in the process. So there will be a separate stage for “Work 4.0”.

**How will the knowledge transfer take place?**

All the stages will be moderated by thematic mentors, who will pose their own questions or those of the audience. In addition, all the speakers at the conference will have a stand. Our experience shows that visitors tend to go to a speaker’s stand for in-depth follow-up questions.



“The actual digitisation no longer takes place in IT, but in management,” says Michael Mattis, Managing Director of AMC MEDIA NETWORK.

**The congress was based in Frankfurt and has already made a guest appearance in Bielefeld.**

**What drew you to Essen?**

We absolutely wanted to come to the Ruhr area with its 165,000 companies – this is the right dimension for us. Our cooperation partner BVMW – the German Association for Small and Mid-sized Businesses – has more than 5,000 members in the region alone, who will enjoy free admission. Messe Essen is in the centre of things and offers the additional advantage of good parking. We feel like our congress is in good hands here.

# »I DO« LIKE THE LOCATION

**From now on, the Wedding Fair will take place twice annually: in January at Messe Essen and additionally in October in the Grugahalle – a good example of how flexibly events in Essen can grow.**

— The most beautiful day of one's life – and for many couples, it's taking place earlier and earlier. Or more accurately, it's the wedding planning that is being shifted forward. A further factor is unmistakable: for some time now, more and more people have been getting married. In 2016, some 87,000 couples said "I do" in North Rhine-Westphalia alone. A good half of these marriages took place within driving distance of the Essen Wedding Fair. The fair has been held for 25 years – and for its silver anniversary, it will be meeting the demand for the latest trends in marriages with a new highlight. In October, a second wedding fair will be added to the established date in January. The venue will be the Grugahalle.

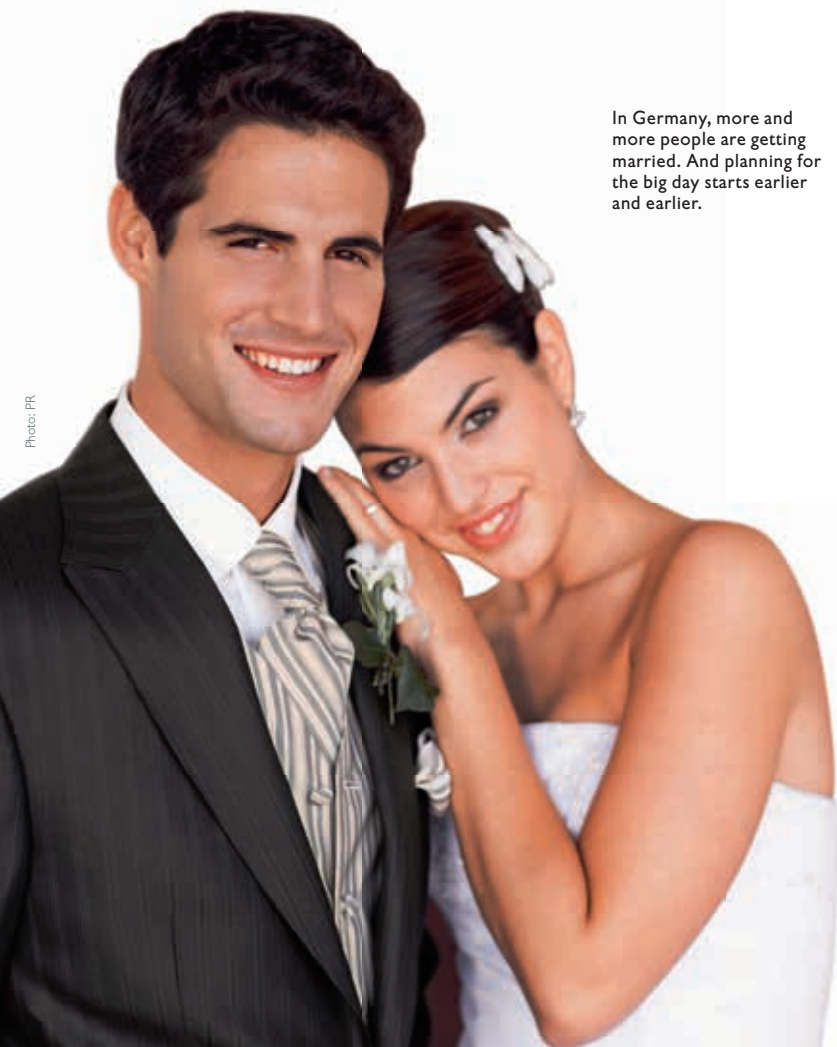
"We wanted to separate the added event spatially from the January fair," explains Iris Kleine-Möllhoff from the event organiser Brautmoden Horn. But what was to be gained by moving further afield? After all, there is "hardly a venue in the area that is so well attuned to the demands of consumer fairs as the Grugahalle – be it for catering or parking spaces," says Kleine-Möllhoff. And the Wedding Fair is also going back to its roots. Essen's first Wedding Fair was held in the Grugahalle a quarter of a century ago, before becoming established and requiring the dimensions of an exhibition hall every year, given its more than 100 exhibitors and up to 6,000 visitors.



In Germany, more and more people are getting married. And planning for the big day starts earlier and earlier.

The Wedding Fair is a good example of how flexibly events in Essen can grow – step by step. In its early years, the Grugahalle, which offers around 2,000 square metres of exhibition space including the foyer and hallways, was the perfect setting. Later, smaller parts of the northern fairgrounds were added. Today, halls 1 and 1a, used alternatively, offer more than 6,100 or 8,100 square metres of space for "dreams in white".

The event venue's legendary versatility plus the added benefit of cult factor also pays off for congresses, such as those held in the new Congress Center East. Here, the Grugahalle can play the role of the "big sister". With row seating, 6,600 guests can be accommodated here; at gala events, it comfortably fits up to 1,200 guests. To top it off, the newly restored fairground bridge between the locations allows visitors elegant cross-overs without having to get their feet wet!







**Many complain about the nursing crisis in Germany. The West German Care Congress is not content with mere grumbling; instead, practitioners are developing solutions together. And even before the premiere, they decided to close ranks with local stakeholders.**

At some point in the last federal election campaign, one phrase suddenly became part of the dialogue: “nursing crisis”. Since then, hardly a day has gone by without the media reporting on the sometimes lamentable – and anything but new – state of the German health care system. The German Nursing Association (DPV) is calling for the creation of 100,000 new jobs. But complaints and demands alone won’t help. And this is why the first West German Care Congress on April 13 at the Congress Center Essen brought together nearly 400 practitioners who are looking for ways out of the present plight.

Talking about care with local stakeholders: At the first West German Care Congress at the Congress Center Essen, practitioners set the scene – instead of lectures, there were joint workshops.

city,” says Rehag. In the run-up to the event, he had sought contact and close cooperation with local stakeholders, such as Essener Pflergetag e.V., which looks back on nearly 20 years of voluntary commitment. Unaware that the new format would take place, the association had scheduled the 10th Essen Care Day just a week after the West German Care Congress. Rehag and Simone Spangenberg, Chairperson of Essener Pflergetag e.V., agreed that this scheduling would have been “highly unproductive”. So they decided to act jointly. Their reward: FOKUS:pflege’s goal of 300 participants for the premiere was exceeded.

“There has been a good deal of talk about nursing in recent years, and now is the time to give nurses a voice,” explains Sascha Rehag from the event organiser FOKUS:pflege, which has been successfully running the Lower Rhine Nursing Care Congress for nine years. The special feature of the new format: there are very few lectures – instead, participants develop approaches in dialogue-based workshops or “world cafés” that are then presented to the plenary.

The search for a congress location for all of western Germany quickly led Rehag to Essen. “Essen is centrally located in the Ruhr area and is the region’s healthcare



The congress stakeholders then organised a forum for the future organisation of all nursing care sectors at the 3rd Essen Health Forum. This was held the next day at the Congress Center Essen at the invitation of Mayor Thomas Kufen. The use of intelligent medical technology and digital instrumentation was discussed. It is quite possible that these and similar cooperations will be further expanded in the coming years.

MESSE  
ESSENCONGRESS  
CENTER  
ESSENGRUGA  
HALLE

## EVENTS UNTIL DECEMBER 2018

## TRADE FAIRS IN ESSEN

06./07.06.2018

**all about automation\***

Regional trade fair for industrial automation

27./28.06.2018

**Compounding World Expo\***

Trade fair for plastics processing

27./28.06.2018

**plastics recycling world exhibition\***

The international exhibition for plastics recyclers

11.–15.09.2018 in Frankfurt

**REIFEN\***

No. 1 in tires and more

25.–28.09.2018

**security essen\***

The leading fair for civil security

06./07.10.2018

**Euro Teddy**

International teddy bear and stuffed animal expo

09.10.–11.10.2018

**lighting technology\***

Special interest trade fair for systems, components and assemblies using modern lighting technologies

14.10.–16.10.2018

**GastroTageWest\***

The industry meeting place for professionals

25.10.–28.10.2018

**SPIEL**

International gaming days with Comic Action

10.11.–18.11.2018

**MODE HEIM HANDWERK**

The shopping experience for the whole family

10./11.11.2018

 **kreativ.essen**

Everything related to the trend topic of DIY

15.11.–18.11.2018

**NRW – The Best from the Region**

Showcase for the NRW food industry

01.12.–09.12.2018

**(Preview Day: 30.11.)****ESSEN MOTOR SHOW**

The horsepower event of the year

## FOREIGN TRADE FAIRS

11.09.–13.09.2018

**FLOWERSEXPO powered by IPM ESSEN**

International plants expo Russia (Moscow)

01.10.–03.10.2018

**IPM DUBAI**

International plants expo Middle East (Dubai)

01.10.–03.10.2018

**WOP DUBAI**

International Perishables Expo Middle East (Dubai)

27.11.–29.11.2018

**INDIA ESSEN WELDING & CUTTING**

International trade fair joining, cutting, surfacing (Mumbai)

## CONGRESS CENTER ESSEN

16./17.05.2018

**Clinic Congress Ruhr**

12.06.2018

**11880 Internet Services AG**

Annual general meeting

16.06.2018

**Ring Deutscher Bergingenieure e.V.**

Delegate conference

21.06.2018

**STAHLGRUBER, NEIMCKE**and **PV Automotive**

Impulse evening

05.07.2018

**Staufenbiel Institut**

Graduate Congress

06./07.11.2018

**Deutsche Bahn AG**

EBL Congress

08.11.2018

**Digital FUTUREcongress 2018**

AMC Media Network GmbH &amp; Co. KG

20.11.2018

**Medion AG**

Annual general meeting

## GRUGAHALLE

23.05.2018

**Evonik AG** Annual general meeting

06.06.2018

**Uniper SE** Annual general meeting

10.06.2018

Film fair in the foyer

15.06.2018

**Sparkasse Essen** Company party

17.06.2018

**CVJM** National Brass Festival

23.06.2018

**Michael Patrick Kelly** iD Tour

01.07.2018

**Women's flea market** in the foyer

07.07.2018

**Marien Gymnasium Essen-Werden**

Graduation ball

13.–22.07.2018

**Summer festival at the Grugahalle**

30.08.2018

**FHöV Duisburg** Graduation

01./02.09.2018

**Job fair**

06.09.2018

**Sascha Gammel** I thought it was funny!

19.09.2018

**PS-Sparen** Monthly drawing

22.09.2018

**Markus Krebs** Permanent Breakdown

SOLD OUT!

06./07.10.2018

**Wedding fair**

11.10.2018

**KiTa Zweckverband**

Employee meeting &amp; festival

13.10.2018

**IGMG Students**

UniDay 18

14.10.2018

**Women's flea market** in the foyer

31.10.2018

**Oslo Gospel Choir** "Messiah"

04.11.2018

**RECORD & CD EXCHANGE**

10.11.2018

**Suberg's Over-30s Party**

"More than just a party"

16.11.2018

**Haus + Grund Kongress**

24.11.2018

**Noweda e.G.**

General assembly and festive evening

07.12.2018

**Bülent Ceylan** "LASSMALACHE"

08.12.2018

**The Bon Jovi Symphony**

Bounce and Orchestra

13.12.2018

**257ers** "Auf Basis von Live 2018"

16.12.2018

**Women's flea market** in the foyer



# Ruhr Piano Festival

The world's leading pianists give wings to the new European Metropolis

19. April – 13. July 2018

Info | Ticket: [www.klavierfestival.de](http://www.klavierfestival.de)

Book your tickets  
now online at  
[www.klavierfestival.de](http://www.klavierfestival.de)

66 shows on 33 stages in 21 cities!



... and 74 other artists!



STIFTUNG  
KLAVIER-FESTIVAL RUHR

Cultural partner  
WDR 5

Communication partner  
Deutsche Post

Media partner  
Deutschlandfunk

Distribution partner  
westticket.de



“We’re inspired by the spirit”: national player Linda Dallmann and Philipp Symanzik, general manager of SGS Essen.



# FAMILY TIES

A lower budget, but much more team spirit: thanks to a clever strategy and a focus on cohesion, Bundesliga club SGS Essen has developed into a breeding ground for talented women’s football players. Four national players are currently on the team. We paid a visit to a club that Messe Essen is proud to support.



——— What does a happy childhood look like? One possible answer to this question could be found with the Dallmann family in Hünxe. If you're lucky, you might even meet one of the seven siblings in this small town in the north-west of the Ruhr and learn first-hand how the "wild seven" ransacked the family garden at the turn of the millennium. This is because the four brothers and three sisters shared a passion for playing football. The whole day. Come rain or shine!

This continued until their mother put her foot down, given the tattered hedge and the neighbour's battered Mercedes. How nice that their grandmother lived nearby and, as befits a grandma, was extremely tolerant. It was on her lawn, which soon also exhibited signs of wear and tear, that the seed for a very special career was planted. Fast forward a few years: Linda Dallmann, now 24, became a member of the German national women's football team last year.

She is no rarity on the women's football team at Essen-Schönebeck (SGS Essen for short). Over the past few years, the club in western Essen has become a breeding ground for talented women's football players. Recently, 19-year-old Jana Feldkamp took home the Fritz Walter Medal, the highest accolade for a young player in Germany. The success also results from the special atmosphere that can be found in the sports club. Here, talk about being "one big family" isn't just a lot of hot air.

It's Monday morning, just before 11 a.m. On the ground floor of the clubhouse, idyllically situated on Ardelhütte, a gymnastics course for seniors has just ended. In the "VIP room" on the top floor, Linda Dallmann and general manager Philip Symanzik are sitting together. "We are a local club," explains the 35-year-old manager. The former mining settlement cultivates a sense of cohesion as much as it does tidy front gardens. SGS Essen has more than 4,000 members in various sports. And they are all proud of their female footballers, who have been playing in the Bundesliga since 2004.

Even those behind the success were amazed by the team's advancement. "What should we do now?" wondered then-manager Willi Wißing and his colleagues.

Their answer: employ a sophisticated strategy to foster young talent. Today, SGS Essen not only has outstanding youth coaches, but also a dense regional network. The club's goal is to give talented players a second home.

This was the case with Linda Dallmann. The attacking midfielder was just 16 when she debuted in the Bundesliga, playing for Bayer Leverkusen. Right in the first match, she faced her role model, German national player Lira Alushi. "She nutmegged me three times in five minutes," recalls Dallmann. Shortly afterwards, she switched to SGS – a stroke of luck for her career, she finds. "I probably wasn't good enough for the Bundesliga at the time, but I still got some playing experience in. And that's key for a young player." But gratitude alone wouldn't have been enough to keep her in Essen for an eighth year. In football jargon, Dallmann the playmaker is a "number 10": "We are considered 'head players' who can only play well in the right environment. And here, everything is right." ➔

### Messe Essen and competitive sport

Messe Essen has long been a supporter of competitive sport in Essen, especially in the field of team sports. In addition to the women's Bundesliga football team SGS Essen, Messe Essen sponsors the secondary-league handball team TUSEM Essen – which has a glorious history including three championship titles, the top Oberliga ice hockey team ESC Wohnbau Moskitos Essen and the venerable club Rot-Weiss Essen. The 1955 German champion is currently part of Regionalliga West.





→ It's no secret that she could earn more elsewhere as a national player. Competition within the league's "big three" is fierce. VfL Wolfsburg, which was recently defeated in the DFB Cup semi-finals, Turbine Potsdam and FC Bayern Munich, which has heavily rearmed over the past several years, have budgets of an estimated up to four and a half million euros – six times higher than SGS Essen's. But manager Symanzik isn't worried about that. Of course, he wouldn't be averse to having more

sponsors: "But I'd rather have five smaller ones than one big one," which could exert considerable influence on the club's well-being.

Symanzik also finds it "unproductive in the long term" when players discontinue their vocational training to concentrate on the sport. After all, the period in which women play at top level is even shorter than for men. So it's all the more important to get life and career →

Linda Dallmann has worn the SGS Essen jersey for nearly eight years. This year, the team made it all the way to the DFB Cup semi-finals.



→ prospects aligned for the post-football career. “We want to consciously show our social responsibility in this area,” stresses Symanzik. Here too, the club is forming networks and establishing contacts with schools, universities and companies.

It’s difficult to find a full-time pro at SGS Essen. For that reason, there’s never more than one training session on any given day and the compatibility of sports, work and private life is a major issue. “When we girls come to train in the evening, it’s a nice change for us,” says Linda Dallmann, who studies Sport at Ruhr University Bochum. At university, she has studied the negative effects of an overly one-sided lifestyle. Coaching studies show that those without a second career option are much more susceptible to burnout. Recalling that former German national player Per Mertesacker recently confessed to having suffered physically and psychologically due to overwhelming pressure, one might ask oneself: could it be possible that women are better suited to a carefree game of football in the garden than men? Quite possibly, finds Linda Dallmann. She feels women’s football is much more “honest”, at any rate.

She might even be tempted to join the English Women’s Super League one day, if even just for the cultural experience. Of course, London’s cost of living is not really comparable to Essen’s, and even at FC Chelsea or Arsenal, it’s hard to get rich as a player. According to a recent survey, nearly 90% of all female professionals in England earn less than 20,000 euros a year, and almost 60% have thought about ending their careers due to the low income level.

But in the lecture hall, Linda Dallmann sometimes encounters top athletes from other athletic disciplines, rowers or canoeists, and feels privileged in comparison. And when the national team comes calling, they offer other fringe benefits. National players fly business class, and the German Football Association (DFB), which is known for its meticulous planning, also puts a high priority on equal rights when it comes to accommodation, medical care and organisation. The 2017 European Championships in the Netherlands was Dallmann’s first big international tournament. In

terms of outcome, it was disappointing, as the German title defender lost to Denmark in the quarter-finals. But as a student, Dallmann found the media reaction to the team’s failure instructive. “Perhaps the tournament was even more exciting for me than it would have been if we’d been more successful.”

## »WE WANT TO CONSCIOUSLY SHOW OUR SOCIAL RESPONSIBILITY.«

Philipp Symanzik, general manager of SGS Essen

National coach Steffi Jones left a few months later. Transitional coach Horst Hrubesch and Linda Dallmann have one thing in common: Essen was also an important station in Hrubesch’s career. The striker signed his first professional contract with Rot-Weiss Essen in 1975. But this April, there was no time for old stories when training got underway. For the Essen players, the performance on the pitch was more important anyway – and theirs was certainly something to be proud of. Lea Schüller, just 20 years old, scored all four goals in the 4-0 win over the Czech Republic. A few days later, Linda Dallmann crowned her strong performance in the 4-0 win over Slovenia by scoring the final goal.



# NEW NEIGHBOURS

Messe Essen isn't the only place that is changing. New developments have also occurred across the way in recent years. This is the site of the Ruhr district's top office location – one of the densest accumulations of corporate headquarters in Germany. An overview.



## ISTA

At the end of 2017, the energy service provider ista moved into its new headquarters in the “Silberkuhlsturm”. With nearly 12,000 square metres, it accommodates 500 employees. As one of the global energy-efficiency leaders in the building sector, ista ensures that important resources are saved in some twelve million flats and commercial properties in 24 countries.



## E.ON

The two office towers are 63 metres high, and the building ensemble forms a distinctive landmark on the former grounds of the Grugastadion stadium. Built in 2009, the towers have been the headquarters of the energy giant E.ON since the end of 2015. The complex not only sets visual standards, but also energy efficiency and climate protection benchmarks. More than 40,000 square metres of rental area provide enough space for some 2,000 employees.



## BRENTAG

Brenntag, the global market leader in chemicals distribution, relocated its headquarters from Mülheim an der Ruhr to Essen last year. HOCHTIEF Projektentwicklung GmbH erected the “House of Elements” based on the plans of Cologne architects JSWD Architekten. The six-storey building complex was designed for around 650 employees and was built in accordance with LEED Gold sustainability criteria.



## ATOS

Some 600 employees of the IT service provider Atos work in the office building at Luxemburger Straße 3, which was completed in early 2012. The building has received silver certification in accordance with the criteria of the German Sustainable Building Council (DGNB).

## HOCHTIEF

HOCHTIEF, the Essen-based construction company, began the development of the Grugacarrée complex in 2002 with the “Gruga Office Park”. The property offers about 27,000 square metres of rental space and a casino. It has a comb structure and was based on the designs of the Cologne architectural firm Kaspar Kraemer.



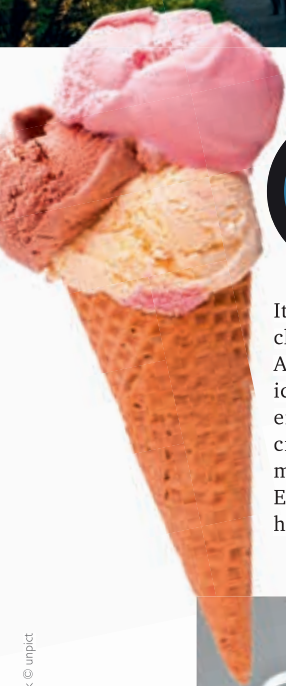
# ESSEN IN 24 HOURS

Too many appointments? Too little time? What you shouldn't miss during your visit to Essen in the coming months.



## 8 A.M. BALDENEYSTEIG: GETTING UP EARLY PAYS OFF

In late September 2017, BaldeneySteig was opened as one of the lasting achievements of Essen's year as European Green Capital. At 27 kilometres in length, it offers everything a hiker's heart could possibly desire: natural, topographically demanding trails, magnificent views like those from Korte Klippe (photo) and good signposting. Looking for a shortcut? The White Fleet, Hespertalbahn and public transport options enable a partial ascent of the climb.



## 4 P.M. "TRUST THE LOCALS" – ESPECIALLY WHEN IT COMES TO ICE CREAM

It's worth trusting the locals when it comes to choosing an ice cream parlour. In a "Westdeutsche Allgemeine Zeitung" readers' poll, the venerable ice cream parlour Casal (Mülheimer Straße 62) emerged as Essen's most popular place for ice cream with its 36 different varieties. A five-minute walk from Messehaus Ost, Sorelli's Eisbar (Rüttenscheider Str. 229) is another hot tip.



## 8 P.M. TOP-CLASS ACROBATICS: GOP VARIÉTÉ-THEATER ESSEN

Until 3 July, the GOP Variété-Theater Essen will take a peek behind the world of style in "Fashion" (photo). Right on its heels, "Elektro" pays tribute to the electronic music revolution until 13 September. An extra highlight: on Wednesdays, Thursdays and Sundays you can enjoy a delicious, seasonally varying 2 or 3-course meal at your theatre seat before the show.



## 2 P.M. "SHIFT CHANGE IN THE SHAFT" AT THE RUHR MUSEUM

In late 2018, Prosper-Haniel in Bottrop, the last active coal mine in the Ruhr district, will shut down. This ends the 200-year era of coal mining in the area, without which Europe's prosperity would have been unimaginable. And it is precisely this European history that the Ruhr Museum is presenting in "The Age of Coal".

Until 11 November 2018, the special exhibition will take visitors on a temporal journey through the historical, technical and cultural dimensions of coal – in the architecturally impressive exhibition rooms of the mixing facility at the Zollverein Coking Plant in Essen.



Watch the trailer for "Fashion" at the GOP here!



ESSEN



# ESSEN IS EXPANDING – EXPAND WITH US!

You want to locate, relocate or expand  
your company in Essen?

We offer competent, free advice and support as follows:



Finding suitable real estate, commercial  
property and office space



Assisting with official approval processes



Dealing with questions for public programme  
funding including start ups



Recruiting both skilled and professional staff



Accessing the right contacts, partnerships  
and networks

As a Private Public Partnership, we can draw on an extensive  
network encompassing industry, associations, institutions,  
politics and administration.

**Simply get in touch.**

**EWG – Essener Wirtschaftsförderungsgesellschaft mbH**  
Kennedyplatz 5, 45127 Essen, Germany

Phone: +49(0)201-82024-0

E-Mail: [info@ewg.de](mailto:info@ewg.de)

**[www.ewg.de](http://www.ewg.de)**

**EWG**  
*The right  
partner at  
your side!*





# ESSEN CONVENTION

## CONFERENCES AND CONVENTIONS

### YOUR PARTNER FOR MEETINGS | INCENTIVES | CONVENTIONS | EVENTS

Essen Marketing's Convention Bureau is your central contact point for events in Essen.

- ❑ Detailed consulting about conferences and conventions in Essen
- ❑ Planning and organisation of individual site inspections
- ❑ Hotel reservations including allotment management
- ❑ Pre and post convention tours
- ❑ Organisation and realisation of cultural and social programmes as well as incentives in the entire Ruhr
- ❑ Multi-lingual tour guides
- ❑ Ticket sales
- ❑ Coaches and transportation
- ❑ Information desk during your event
- ❑ Free brochure, text, and photo service for publications

**Contact: Kirsten Schneider | E-Mail: [schneider@emg.essen.de](mailto:schneider@emg.essen.de) | Tel.: 0201 8872041**