

# ESSEN AFFAIRS

THE MAGAZINE FROM MESSE ESSEN

MESSE  
ESSEN

ISSUE 2.2018

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

## FUTURE MAKERS

How Essen has made a name for itself



### SIMPLE

What attracts guest organisers to the Ruhr metropolis

### DELICIOUS

Messe Essen's new gastronomic concept

### BEAUTIFUL

Portrait of the artist Norbert Thomas



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Oliver P. Kuhrt

### Dear Readers,

When we discussed possible cover stories for this issue of ESSEN AFFAIRS, we did not yet know that *Testbild* magazine and the statistics portal Statista would be awarding us the distinction “Best Service Quality 2018/19” – as No. 1 in the “Trade Fair Organisers” category. This award fits in very well with our story, in which we asked guest organisers why they selected Essen as their event location. As it turns out, service quality is only one of the key reasons (page 8).

Our gastronomic offer, for example, has become a decisive factor for more

and more clients and guests. Over the course of our modernisation, we have made targeted investments with our contractual partners. Now we offer you not only outstanding food in our restaurants and the new Business Club, but also a distinctive feel-good quality. Our article on the topic starts on page 16.

Speaking of feeling good, these days trade fair visitors and conference participants not only want to feel welcome at the exhibition centre, but also throughout the city. We understand this and are working closely with Essen’s marketing and development agencies at the request of Mayor Thomas Kufen. Read more on page 34.

I hope you enjoy reading this issue of ESSEN AFFAIRS.

Kind regards,

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.





More organic isn't possible: aurochs live wild and free at the Schultenhof farm – a difference you can taste. Learn more about local gastronomy from page 16.



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## »SERVICE QUALITY THAT RAISES THE BAR IS THE KEY TO GAINING AND KEEPING CUSTOMERS.«

Oliver P. Kuhrt, CEO of Messe Essen



The board game boom gave SPIEL a new record: 190,000 visitors arrived at the world's largest games exhibition at the end of October.

### SPIEL '18 GOLDEN TIMES

SPIEL '18 ended with a new record attendance of 190,000 gaming fans, buyers and licensees from around the world. Some 8,000 more visitors than last year arrived at the world's largest trade fair for board and card games from 25 to 28 October 2018. "The fact that we can attract so many enthusiastic visitors from all over the world and present so many wonderful games shows that we live in the golden age of board games," said Dominique Metzler, Managing Director of Friedhelm Merz Verlag, which organised the event.

The continuing board game boom has given the industry exceptional sales figures. In the first eight months of the year, the interest group Spieleverlag e. V. registered a 16% increase in sales among German publishers – and expects over 50 million board games to be sold this year. With the upcoming Christmas business, annual sales of 500 million euros are being forecast for the industry. The international market continues to report rapid growth.

### SERVICE QUALITY

## NO. 1 AMONG ALL EXHIBITION CENTRES ACROSS GERMANY

For its outstanding customer service, Messe Essen has received the award "Best Service Quality 2018/19", jointly awarded by the magazine *Testbild* and the statistics portal Statista. Messe Essen also ranks first in the Trade Fair Organisers category. The service quality at ten German trade fair companies was assessed on the criteria of accessibility, customer focus, communication, professional expertise, scope of service and level of recommendation. Messe Essen received top scores in the areas of customer focus, professional expertise and level of recommendation, and scored extra points for responding to the test candidates' enquiries individually and in a solution-oriented manner.

In addition, testers certified that Messe Essen offers a high degree of technical knowledge. "We are very pleased about the award and are proud to take the leading position among exhibition centres in Germany with our service standard," said Oliver P. Kuhrt, CEO of Messe Essen. "Service quality that raises the bar is the key to gaining and keeping customers."

### LIT.RUHR

## FULL HOUSE WITH BOOKS

The second edition of the international literature festival lit.ruhr ended on 14 October 2018 with Frank Schätzing's presentation of his new bestseller *The Tyranny of the Butterfly* in the sold-out Lichtburg Essen. Some 25,000 visitors, about 4,000 more than last year, attended the 78 events, with a capacity utilisation of 78%. Some 6,000 people alone attended the school book programme for grade levels 1 to 10. Messe Essen was once again the venue for the literary festival.





## GRUGAHALLE BIG AND BEAUTIFUL

When the Grugahalle was built in 1958, the “butterfly” made of steel and glass, whose roof spans an area of 80 × 80 metres, was architecturally groundbreaking. For its 60th anniversary – which the Grugahalle celebrated on 29 October 2018 with an open day – the legendary multifunctional hall received a nice present: an award as one of the “Big Beautiful Buildings” of the Ruhr area. The eponymous project is backed by the state initiative StadtBauKultur NRW and the Technical University of Dortmund. As part of the European Year of Cultural Heritage 2018, the project honours Ruhr area architecture of the “economic miracle” boom years.



# 125

More than 36,000 trade visitors arrived at this year's Security Essen from 125 nations. Overall, foreign visitors accounted for around 40% of all guests – 8% more than in 2016.



The Mode Heim Handwerk skating rink measured 325 square metres.

## MODE HEIM HANDWERK SHOPPING AS AN EXPERIENCE

From jewellery to home décor trends to household helpers, Mode Heim Handwerk once again presented to visitors a colourful entertainment programme with a huge shopping offer. At North Rhine-Westphalia's largest consumer exhibition, from 10 to 18 November, around 700 exhibitors showed their products and services in the thematic worlds “Fashion, Beauty & Jewellery”, “Home, Leisure & Lifestyle” and “Crafts, Technology & Design”. In parallel, creative.essen opened its doors on 10 and 11 November as a forum for the DIY community. From 15 to 18 November, “NRW – Das Beste aus der Region” took guests on a culinary journey of discovery through Germany's westernmost federal state.



# ESSEN MAKES IT EASY

**Messe Essen has recently acquired five new guest events. Trade fair organisers report that our modernisation is not the only plus factor.**

— The next edition will be “unlucky” number 13, but Thomas Wolpert still looks relaxed. “We had a positive feeling back when we received the first offer and will certainly arrive in Essen in high spirits,” explains the CARAT Group’s Marketing Director. CARAT is one of the largest independent automotive parts cooperations in the German automotive market, with over 120 partner companies. Wolpert is responsible for CARAT’s biennial “achievement fair”, which is always a kind of family gathering. Nearly 21,000 visitors came to the last edition.

After twelve times in Kassel, the fair has switched to Essen. CARAT’s Managing Director Thomas Vollmar had no trouble justifying the move to his business partners. “Rapid changes in our industry connected to the spread of digitisation and technology” have made it necessary to seek “a more modern platform”. And Essen, “with its new, state-of-the-art exhibition grounds, perfectly meets our requirements in terms of transport connections, space, infrastructure and technology,” says Vollmar. If one had to previously

plan for eight halls, now there will only be four with a comparable overall size. “This makes it easier for everyone involved,” says Thomas Wolpert.

The CARAT achievement fair is not an isolated case. Over the past few months, Messe Essen has gained over 20 new events. Five guest organisers from various industries signed contracts this summer alone. But the question remains: why? ESSEN AFFAIRS asked some top decision makers.

In addition to its modern infrastructure, above all the location scored points with CARAT. “We will be one of only two trade fairs for the independent aftermarket in the Ruhr region, an area which offers the greatest automotive potential in Germany,” explains Vollmar. The same holds true for MöLo, an international trade fair for household removal companies and new furniture logistics, which will also be moving from Kassel to Essen. The relocation of the relocation pros appears to be a logical step on the path to future growth. According to the German Association of Movers and →





Out and about in repair shops: Thomas Wolpert is Marketing Director of the CARAT Group, which with over 120 partner companies is one of the largest independent automotive parts cooperations in the German automotive market. From 2019 the group's achievement fair will be held in Essen. More than 20,000 visitors are expected to attend.





“TANKSTELLE & MITTELSTAND” is the name of the trade fair that will be organised by the Einkaufsgesellschaft freier Tankstellen (eft) from 2021 in Essen. Sales Director Harald Wilhelm is pleased about the growth prospects.



## »WE LOOK FOR LOCATIONS WITH PERSONALITY«

Henning Könicke, Managing Director, AFAG Messen und Ausstellungen GmbH

→ Logistics (AMÖ), a whopping 350 member companies are located within a radius of 250 kilometres of Essen – the highest regional target group density in Germany. An added factor is the close proximity to Belgium, Holland and Luxembourg, from which the Ruhr area can be reached in a maximum of two and a half hours by car. “We plan to use these geographical aspects to convince household removal companies. Rising attendance paired with first-class fair conditions in Essen create new incentives for exhibitors,” explains Ingo Klöver, Managing Director of planetfair, the event organiser.

All signs also point to growth at “TANKSTELLE & MITTELSTAND”. Most recently, 291 exhibitors participated in the trade fair, which attracted around 5,600 visitors. “After nine editions of the SME exhibition in Münster, the enormous increase in the demand for exhibition space has necessitated a change of perspective,” explains Frank Feldmann, Managing Director of Einkaufsgesellschaft freier Tankstellen (eft), which organises the exhibition in cooperation with the National Association of Independent Filling Stations (bft).

Essen offers growth prospects beyond its 16,000 square metres of exhibition space, so that the SME exhibition doesn’t run the risk of sinking into anonymity. “Essen is an ideal location for such mid-sized fairs,” says Torben Wegner, Head of Corporate Development at Messe Essen. “They are too big for small trade fair venues, and at large exhibition centres, they get lost in

the shuffle next to 200,000-square-metre events. In Essen they enjoy visibility and acclaim.” (See interview on p. 15.)

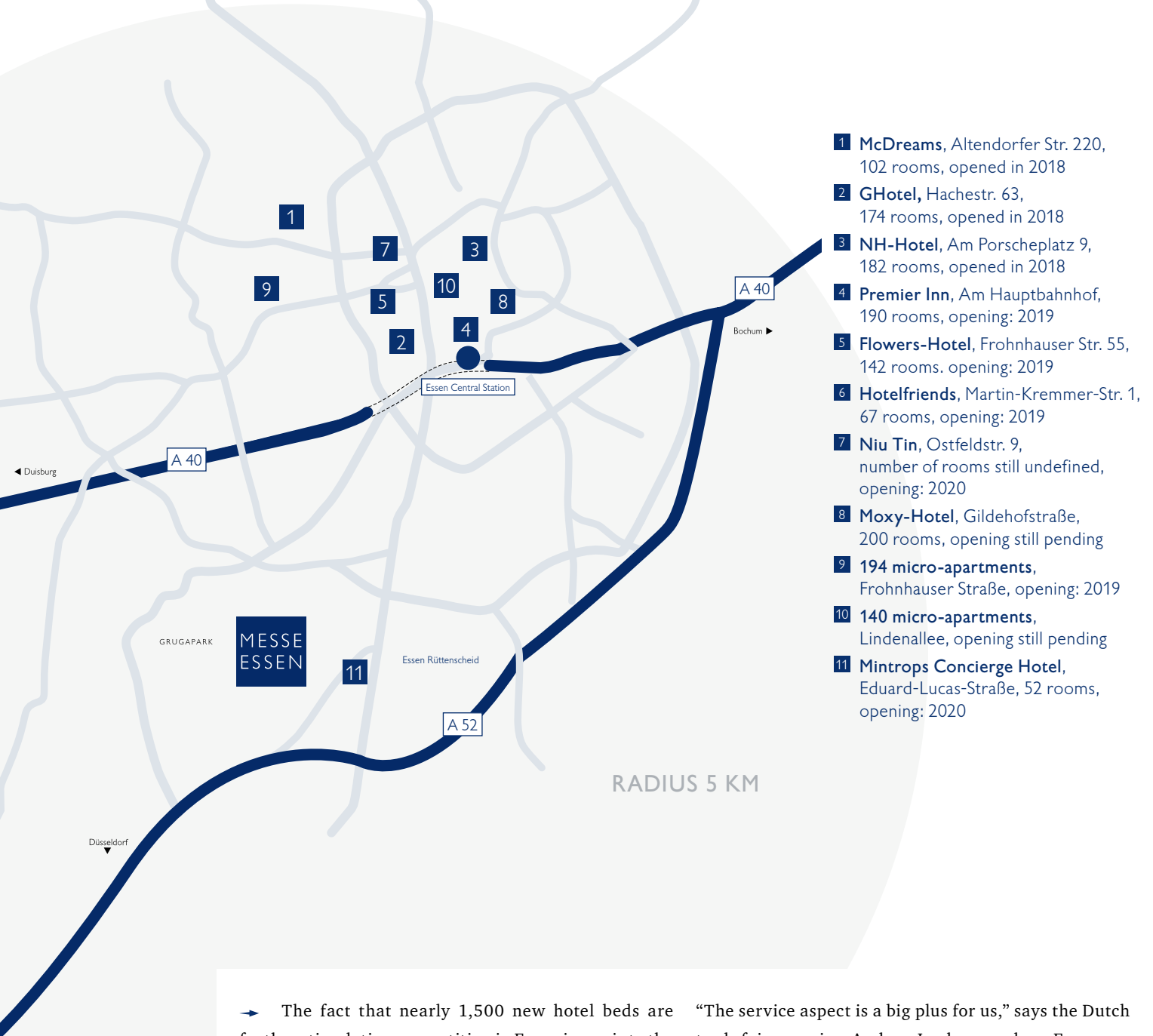
The market has reacted positively. Although the change will first take place in 2021 with the 20th edition of the fair, “exhibitors called us up immediately after receiving the press release to enquire about stands for 2021”, says a pleased Birgit Limbach, eft Marketing Director. For the purchasing association, whose customers include 2,500 independent petrol stations and additional independent filling stations throughout Germany, a crucial factor will be conserving the fair’s character. “Our guiding principle is keeping our feet on the ground,” which includes maintaining “affordability for exhibitors”.

However, best-value pricing has not only become a key factor at exhibition grounds. The rule of thumb, according to which exhibition costs are divided evenly between the stand rental, stand construction and travel and accommodation costs, is starting to shift. “A mid-sized exhibitor group is no longer willing to accept the prices at some locations,” confirms Henning Könicke, Managing Director of the Nuremberg-based trade fair organiser AFAG, currently running two events in Essen as the only venue outside Bavaria: the DCONex congress exhibition, dedicated to waste and pollution management, and Gastro Tage West, an industry get-together for the food service trade, which ran its second edition in mid-October.



# BETTER REASONS WHY

Essen's hotel landscape is expected to grow by 1,500 new rooms by 2020. Most of them are located less than five kilometres away from Messe Essen.



→ The fact that nearly 1,500 new hotel beds are further stimulating competition in Essen is music to the ears of any organiser – especially since the routes from new hotels to and from the trade fair are easily manageable (see map). “We look for locations with personality, where our guests can feel comfortable,” stresses Könicke. “That’s difficult in the countryside. With its central location and friendly staff, Messe Essen offers us what we need.”

“The service aspect is a big plus for us,” says the Dutch trade fair organiser Andrew Lookman, whose European Bridal Week has become a top trade fair among the big international wedding exhibitions within just five years. “One shouldn’t underestimate the details,” adds Manuel Kooß, Project Director at Messe Stuttgart, who has had fresh experience in the Ruhr region. TheraPro Essen, a spin-off of TheraPro Stuttgart, celebrated its premiere in September. “A smile at the ticket gate, →





Thilo and Henning Könicke (left to right) are the Managing Directors of the private trade fair organiser AFAG, from Nuremberg. Bayern's latest event in the Ruhr area is Gastro Tage West, which has just held its second edition in October.





A global star is sweating on the mat here: two-time Olympic hockey champion Moritz Fürste is co-initiator of HYROX. The world's first fitness competition will go on tour through nine German-speaking cities this year. In early November, 862 fitness enthusiasts transformed Messe Essen's hall 3 into a huge gym.

→ a friendly welcome at the entrance – these are the kinds of details that make a feel-good atmosphere,” explains Kooß. After the successful premiere, the trade fair organisers from the capital of Baden-Württemberg are optimistic that they will be able to repeat the success story of the therapeutic forum in the Ruhr metropolis.

The latest newcomer to Messe Essen, HYROX, also has big plans – and generates a lot of sweat. This event transformed hall 3 into a huge fitness centre in early November. Some 862 ambitious athletes and recreational sports enthusiasts competed against one another in the fitness competition: an 8 x 1,000 metre run with sled-pushing and rowing stations in between. “We were amazed to find that there aren’t any fitness competitions yet worldwide in this format: with time measurement, indoor, with rankings and with up to 2,500 participants,” says Moritz Fürste, Managing

Director at Upsolut, which organised the exhibition. This makes the prospects all the more appealing. By the end of next year, HYROX will be the first fitness trend ever to cross over from Europe to the USA. Fürste is even mulling over a world cup series for pros.

The first series will get underway in the German-speaking region this spring. The agency has already selected nine large cities based on a rather simple criterion: at least 12,500 square metres of space to set up six trucks full of equipment and a large running track. The Ruhr metropolitan area is “incredibly vast”, as former International Hockey Federation Player of the Year and two-time Olympic champion found out, and HYROX can be really hard. In a test run last year, the 34-year-old, then still a professional player, achieved 22nd place among the pros.



# »IT TAKES SURE INSTINCTS «

**Annegret Appel and Torben Wegner on what service means at Messe Essen.**



Annegret Appel, Director of Guest Events at Messe Essen, and Torben Wegner, Head of Corporate Development, are delighted to have gained the trust of many clients. Photo: Alexandra Roth

**ESSEN AFFAIRS:** Ms Appel, Mr Wegner, testers from the magazine *Testbild* and the statistics portal Statista recently certified that Messe Essen provides the “best service quality among ten major trade fair organisers”. Congratulations! Where does good service start for you?

**Torben Wegner:** Basically already during the acquisition phase. When pitching our services, we present more than an offer or locational advantages. Instead, we look at individual requirements. If a thematic hall layout is important to the customer, for example, our

technical team will work everything out based on the hall plans of the last event. Using video, we can even show potential clients exactly what their exhibition will look like in Essen. If desired, we can also establish contacts with local, regional or national stakeholders from the worlds of politics and business. Not everyone wants that, but most do.

**Annegret Appel:** It takes sure instincts to recognise that one organiser may want to be left alone, while another is happy to receive support.

**Ms Appel, after more than 30 years at Messe Essen, you must know how to meet guest organisers’ needs over the long term.**

**Appel:** My team not only supports guest events, but also many of our own events. So beyond knowing the requirements of the business, we also look after a guest event as if it were our own. Customers sense that – there is someone here who shares their ups and downs. Moreover, a permanent contact is always working in the background for the host organiser, proactively advising them – if they wish.

**Is this type of proactive handling and forethought more expected today?**

**Appel:** People expect it from us, because we are known for it. In general, time plays a huge role today, and reaction times need to be significantly shorter than ever before.

**Wegner:** Of course, the time factor is also important for the trade fair visit itself. Presumably, every exhibition centre claims it runs a location of short distances. But with our total package – three congress centres, restaurants in Rüttenscheid and the Essen hotel sector – we really can be proud of what we have to offer in this regard.



A paradise for wild animals: together with his daughter Christina, Alfred Schulte-Stade runs Schultenhof. The herd of aurochs is the farm's showpiece.

# A DELICIOUS BLEND

From an aurochs safari to the Business Club: Messe Essen's catering concept offers a wealth of discoveries.



Just 25 minutes away from Messe Essen, but an entirely different world: in the Ruhraue nature reserve, Schultenhof's aurochs live in complete freedom.

— Oh, to be an aurochs! On this patch of land, the view extends for miles along the flood plain below the castle ruins. Grass, trees, freedom. Nothing disturbs this idyll, which almost seems mystical in the autumn drizzle. Except for an SUV, which rumbles slowly over the fields. “In this serene atmosphere, I always have time for the animals,” says Alfred Schulte-Stade, who is driving here in – where are we, actually? We could be in Canada. Or in Poland. In fact, the safari is in Hattingen, in the midst of the Ruhr region, just 25 minutes from Messe Essen by car. Here, trade fair guests can also enjoy aurochs steaks.

The nature reserve, 120 hectares in size, is located on a Ruhr peninsula. The rare animals here move about freely. The herd once numbered 75 animals, but because the heifers are “easy to calve” in this habitat and can even give birth at the age of 23, the herd is constantly growing. By comparison, a dairy cow rarely reaches seven years. There is no need for a vet here, and except for a little hay in winter, the animals graze completely in the wild. Incidentally, the hay comes from the reserve's own stock. This is because Schultenhof farm is a closed system. Not only the feed for the animals, including Bentheim pigs and Simmental Fleckvieh cattle, is produced by the farmers – in the Schultenhof slaughterhouse only the farm's own animals are slaughtered and butchered.

Since 1986, the farm has been certified with the strict “Bioland” seal. For Alfred Schulte-Stade, it's barely strict enough. “One must never lose respect for the creature,” emphasises the 1.97-metre-tall Schulte-Stade. He once fed 21,900 people at Opel in Bochum as the kitchen manager before taking over his family's traditional farm. “The demand for ethologically sound livestock farming has grown enormously, especially among younger generations,” adds his daughter, Christina, who oversees the Bioland certification and the operational business, e.g. with Messe Essen.



Schultenhof farm is one of three long-standing gastronomic partners of Messe Essen. The regional caterer looks after the eastern part of the exhibition centre and the Grugahalle. The western and southern parts of the fairgrounds are served by Aramark, an international franchise food service company. The Essen-based caterer Imhoff, the first choice of many firms in the Ruhr region, offers mobile services with a focus on conference catering. “This spectrum allows us to meet every culinary requirement,” says Wolfgang Borowski, Director of the Grugahalle and responsible for Messe Essen's catering.

As much as Messe Essen relies on continuity among its partners, the gastronomic concept has changed with the modernisation. Together with its partners, Messe Essen has systematically invested in high-quality service. The newly cohesive coffee point signature is particularly evident in the glass foyer, which serves coffee specialities made with professional espresso machines. From kitchen technology to lighting →



A special place for special guests: Messe Essen's new Business Club features a suitably upscale appearance.



You can find further information via our ESSEN AFFAIRS app!

→ to furnishings, the Park Restaurant was also remodelled from the ground up. It has become a very pleasant place to visit, with fantastic food quality for up to 220 guests. "The feedback has been outstanding," says Wolfgang Borowski.

Messe Essen now offers three coffee points, four restaurants and five snack points. Standard culinary offerings are nowhere to be seen. "We tailor our offer to reflect different events, visitors and themes," explains Borowski. Exhibitors can receive their own menus, and set-up times are also taken into account for planning. The trade fair shop and mobile facilities help to ensure tasty snacks on breaks.

Messe Essen also recently introduced the Business Club, a special venue for guests with a special status. Suitably upscale with a separate entrance, it provides 90 seats, plus a bar and comfortable private rooms, with floor-to-ceiling glass windows providing views of the new hall 6. Flexibility is what counts in the Business Club. The offer includes breakfast, snacks and drinks until the trade fair ends and up to three daily-changing

lunch menus. State-of-the-art presentation technology also makes it ideal for separate events. Aramark put together its own team for the new Business Club; two hospitality staff members accompany the guests to their seats. The concept premiered in late September during Security Essen. "The collaboration was perfect and many revisited the club several times," reports Andreas John, Director of Protocolling, who oversees the Business Club for Messe Essen.

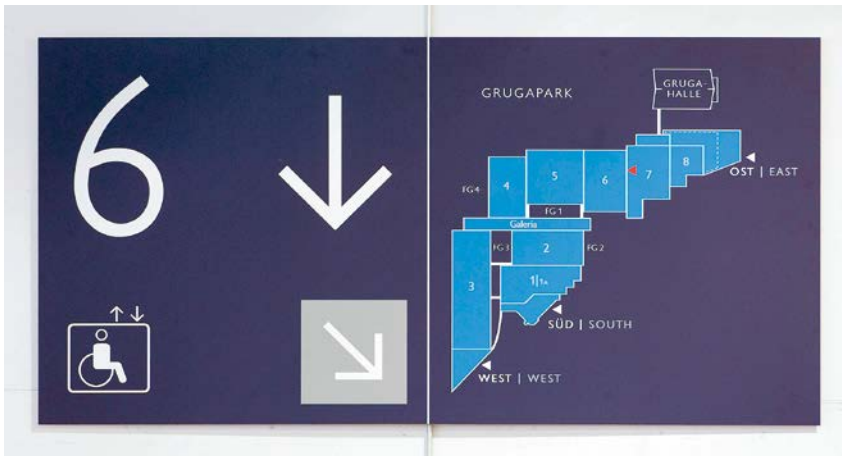
Schultenhof also looks forward to visits from the public. "Verbal descriptions can only go so far. We are happy to show our farm and personalise visits for every customer," says Christina Schulte-Stade. The aurochs safari always leaves a lasting impression and the Schulte-Stade family is never at a loss when it comes to providing culinary samples. And when, like today, guests are spontaneously served amazing steaks, they realise that the proof of the pudding is definitely in the eating.





# EASIER THAN EVER

**From 1 to 8: the new hall numbering system and updated signposting offer visitors a clear orientation. With the new building at hall 5, the modernisation of Messe Essen is now entering the home stretch.**



As part of the new hall numbering system, all interior and exterior signs, passageways, doors and stairwells have been updated. The visitor guidance now has a clear, uniform look.

## 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 **COMPLETED** in the east building. Halls 9.0 and 9.1 will be removed. The northern half of the future hall 6 is also being erected here.

### Phase 2 | October 2017–April 2018

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

### 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 and the modernised hall 4 will be constructed here, as well as a new building as a northern addition to the future hall 5. **COMPLETED**

### Phase 4 | September 2018–October 2019

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

As construction is completed, 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.

Azaleas are the leading export of Belgian flower breeders, with 30 million specimens exported every year. Azaleas can also be found everywhere in Belgium.



# THINGS ARE GETTING MORE COLOURFUL

**IPM ESSEN, the world's most important horticulture exhibition, is expanding its international network – and looking for industry heroes.**

IPM ESSEN happens to be not only the most beautiful stage in the world for the green industry, but also one of the most colourful trade fairs in existence. In 2019, the horticulture industry's most important meeting place will be more colourful than ever – with a more diverse product range as well as some exciting international splashes of colour.

The Kingdom of Belgium will be the partner country of IPM ESSEN in 2019. The similarity of their two flags

is not the only thing that unites Germany and Belgium. These European neighbours also look back on a long horticultural tradition. When IPM ESSEN was launched in 1982, a Belgian delegation was the first from outside Germany to arrive in Essen. The expertise that connects the two partner countries will be showcased from 22 to 25 January 2019 under the motto “Rooted in craftsmanship together”. “We are using the high-calibre Essen stage to reflect this slogan and strengthen the roots of our friendly and →



## »VISITORS BECOME PIONEERS IN THEIR OWN INDUSTRY.«

Oliver P. Kuhrt, CEO Messe Essen



Dutch trend watcher and green stylist Romeo Sommers is Creative Director of the IPM Discovery Center.

perts from “Technopool Floriculture”, made up of several Belgian research institutes, will ensure innovative momentum.

Innovation will also be the guiding topic at the “IPM Discovery Center”, the new name of the POS theme world, which premiered in 2016 as “hortivation by IPM ESSEN”. Along with its new name, it has also been expanded to include the category fruit and vegetables. “‘Discovery’ also stands for knowledge. Here, visitors become pioneers in their own industry and can learn about trends, purchasing behaviour and customer needs,” explains Oliver P. Kuhrt, CEO of Messe Essen.

The trend show will once again be curated by Dutch green stylist and trend watcher Romeo Sommers. “We are gathering all the stakeholders along the entire value chain – from producers of live plants and manufacturers of hardware and garden accessories to providers of horticultural machinery whose technologies are equally relevant to the end user. But we can always learn from other sectors, and they are always welcome. We want to convey the idea that only collaborative effort leads to success,” says Sommers.

→ productive partnership,” says Koen Vanswijghoven, Manager of VLAM Germany (Flanders’ Agricultural Marketing Board).

In addition to VLAM, the Belgian Nurserymen and Growers Federation AVBS also stands behind the cooperation. Azaleas will play a prominent role at their large joint stand in hall 2. After all, 80% of Europe’s azalea output comes from Flanders. Every year, 30 million specimens are exported. The “Gentse Azalea” (Ghent azalea) was Europe’s first floricultural product to receive the Protected Geographical Indication (PGI) label in 2010. Belgium is also particularly export-friendly when it comes to nursery plants. Ex-

The Mexican pavilion at the BGI Trade Center will provide a further distinctive splash of colour. It will be a foretaste of the first IPM event in Mexico, scheduled for September 2019. Following China, Russia and the United Arab Emirates, Central America will be the fourth growth market that the No. 1 global business platform has tapped into for its customers.

# NEW MOMENTUM

**The camping industry reports record sales and the e-bike boom is driving the bicycle market. Reise + Camping and Fahrrad Essen are using this momentum to expand their offers.**

At the end of August, a new record was set. Another “significant increase in newly registered leisure vehicles in Europe”, reported the European Caravan Federation (ECF). The number of newly registered motor caravans and caravans grew by around seven per cent to more than 126,000 units. That is the best result in more than ten years. After five boom years, the number of newly registered motorhomes and caravans in Europe will most likely surpass the 200,000 threshold.

And while diesel vehicle owners in many major German cities are being threatened with driving bans, one recreational activity has become the urban transport of choice: e-bikes. Industry experts expect two million e-bikes to be sold across Europe this year. A market analysis by Bosch eBike Systems considers it realistic that in ten years’ time, every second bike sold in European core markets will be an e-bike.

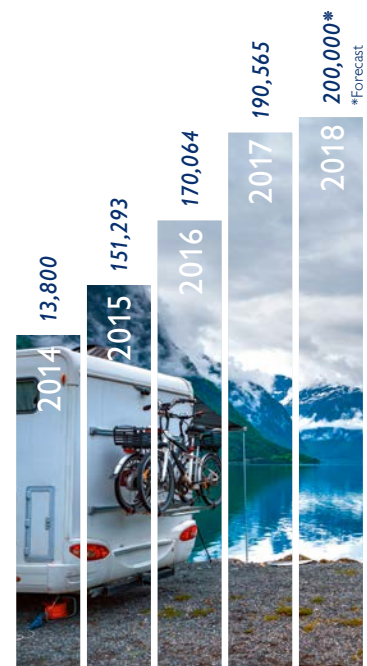
This gives a big boost to two exhibitions on Essen’s trade fair calendar dedicated to these market segments: Reise + Camping and Fahrrad Essen, which traditionally ring in the mobile season. “In some halls and product areas, we are already very well booked,” says Project Director Gunther Arndt.

The Essen trade fair organisers are using the momentum to enhance both formats. For the first time, as part of Reise + Camping in hall 7, an area will be dedicated to the hot topic of “cruises”, with its own show stage and activity space. Market leaders such as AIDA, TUI and MSC will all be present.

The Reise + Camping partner region for 2019 will be eastern Holland. The provinces Drenthe, Overijssel and Gelderland will show more than 95,000 visitors their tourism, cultural and culinary highlights – ushering in the next trade fair, Fahrrad Essen, which starts just one day after Reise + Camping. Fahrrad Essen will lure visitors with four parkour circuits spread over 3,000 square ➔

## EUROPE STAYS MOBILE Newly registered motorhomes and caravans in Europe

Source: European Caravan Federation (ECF)







Eastern Holland is the partner region for Reise + Camping 2019. The region offers attractions such as De Hoge Veluwe National Park in Gelderland.

## THE MARKET IS BECOMING ELECTRIC

Market development for e-bikes in Europe (in millions)



Source: Zweirad-Industrie-Verband (ZIV) | \*Forecast

→ metres. Here, shoppers can put their chosen bikes through their paces. A special show will be dedicated to cargo bikes – a second big trend in urban biking. A bicycle workshop is being planned, along with a trade-in rebate: a 10% discount off the purchase price to those who replace an old bike with a new one at the fair.

The associations appreciate the importance of a bicycle fair in one of the continent's largest metropolitan

areas. Radclub Deutschland (Cycling Club Germany) will be sponsoring a large stage in hall 5, and AGFS, an association for pedestrians and cyclists, is hosting Germany's largest cycling congress.

[www.die-urlaubswelt.de](http://www.die-urlaubswelt.de)

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



# THE CLIMATE OF THE CITY

**This year, E-world energy & water is dedicated to what will be one of the most important human concerns of the coming decades: the use of resources in cities.**

— One can read dramatic statements these days: “The demand for raw materials far exceeds what the planet can sustainably provide,” write the authors of a UN study published in the spring of 2018. Over 34 pages, “The Weight of Cities” shows the dimensions of urban energy and resource consumption. While cities currently consume 40 billion tonnes of resources per year, this figure could reach 90 billion tonnes in the future if resource efficiency is not significantly increased to cut material consumption in metropolitan areas from around 14 tonnes per capita to 7 tonnes. In other words, the fight against climate change can only be won in cities with their help.

Thanks to the top-class congress programme, E-world energy & water is the most important industry meeting place for the European energy industry.

The focus of E-world energy & water’s next edition, from 5 to 7 February 2019, is thus a highly topical and existential topic: more efficient cities. To this end, Europe’s leading trade fair for the energy industry is adding the thematic area “Climate Solutions” to its existing “Smart City” focus. The goal is to link the two to create new concepts which answer the challenges of growing urban densification and climate change. Cities are both perpetrators and victims of climate change, but they also play a pioneering role in the development of innovative measures to protect the climate. Digitisation is increasingly creating an intelligent and resource-efficient system which encompasses electricity, heat, efficient buildings and electric transport.

Not least thanks to this focus on future topics, it has already become apparent that E-world – which set new records in 2018 with 750 exhibitors from 26 nations and more than 25,000 visitors from 73 countries – will continue to grow in the coming year. Messe Essen’s modernised halls enable more efficient and appealing planning. In 2019, E-world will fill exhibition halls 1 to 5 as well as the light and airy Galeria. More than 85% of the space was already booked by late September, and some very well-known industry giants have already booked their stands. E.ON, innogy, Vattenfall, SAP, Uniper, Siemens, Shell and Iberdrola are among them.





# »THE FEEDBACK HAS BEEN OVERWHELMING«

**“The Security Event” is the name of the new security exhibition organised by Western Business Exhibitions Ltd, with the support of Messe Essen, in Birmingham. Director Tim Else sees great demand in the UK.**

## **ESSEN AFFAIRS: Mr Else, how has the security industry reacted to the new concept?**

**Tim Else:** So far, the positive feedback has been overwhelming. The opportunity to create a brand-new event – designed by the industry for the industry – doesn’t happen very often and the security community is genuinely excited. It is very clear that the National Exhibition Centre in Birmingham is ideally located for visitors and exhibitors from across the UK, Europe and beyond. This was also confirmed by our conversations whilst we were at Security Essen in late September, which reaffirmed that the market wants a relevant and well-organised security show in the UK. April 2019 is seen by most as the perfect time in the non-Security Essen year.

## **Why does the UK need such an event?**

Whilst there are other security events, we have heard for a long time that there is a keen interest in seeing a major event dedicated to security professionals in Birmingham, at the centre of the UK. For many security installers, integrators and consultants from the Midlands, northern England and Scotland, the costly and time-consuming trek down to London is difficult to facilitate and justify.

## **How can you benefit from the collaboration with Messe Essen?**

The strategic partnership with Messe Essen was a game changer, allowing this new event to benefit from an extended reach both in terms of visitor and exhibitor promotion. Messe Essen also has vast knowledge and expertise in organising security events, bringing a wealth of support that will help us unlock the full potential of our event.



## **What expectations do you have regarding the premiere?**

With an obvious gap in the market, we believe we are addressing a powerful demand in the sector. We have the invaluable support from the event’s ten founding partners, including major industry players such as Anixter, Assa Abloy, Avigilon, Comelit, Dahua, Honeywell, TDSi, Texecom, Tyco and Videcon. Other leading exhibitors have agreed to participate. We’ve also built key relationships with associations and media partners. Together with the ideal location of Birmingham, this forms a perfect base. We believe that all these ingredients will prove to be a successful blend from which the entire security sector will benefit.

The National Exhibition Centre (NEC) is located in Birmingham, the centre of the UK. Here “The Security Event” celebrates its premiere from 9 to 11 April 2019.



There are more than **60 million** horses worldwide.

**3.89 million** people in Germany describe themselves as equestrians.

# HIPPOLOGICAL

**From 9 to 17 March 2019, it will be time once again for Equitana! Here are some insights into the industry behind the world equestrian fair.**

More than **10,000** companies, trade and repair enterprises and service companies in Germany are directly or indirectly involved in business that revolves around horses.

**208,000** people visited the last Equitana in 2017.

The American horse market is the largest in the world, with sales of **122 billion** US dollars.  
Turnover in the German horse industry is estimated at **6.7 billion** euros.

**3** out of **4** Equitana visitors own at least one horse.

**921** riding horses were auctioned in 2017 at horse auctions held by German breeding associations, at an average price of **24,240** euros.



# »A TEAM FOR CUSTOMERS«

**Katrin Merchiers, Head of Trade Fair Sales & Service at Messe Essen, on successful market strategies – and why good service has no departmental boundaries.**



Successful on the market, close to the customer: Tim Renzing, Team Leader Sales, Katrin Merchiers, Department Head Trade Fair Sales & Service, and Mouna Ronkholz, Team Leader Service (from left).

**ESSEN AFFAIRS: Ms Merchiers, the “Best Service Quality” award shows that customers really appreciate the service provided by Messe Essen.**

**What do you think makes the service here so special?**

**Katrin Merchiers:** Across the departments, all employees shape our service through their personalities. After all, Sales & Service is not the only team that has contact with exhibitors. So really, all our colleagues deserve this award – because each and every one of

us in all our individual areas contributes to enabling tailored solutions for every exhibitor. Instead of “one face to the customer”, our motto is “one team for the customer”.

**Which principles guide your work and that of your team?**

We wear two hats, so to speak. When our service hat is on, we are the client’s advocate in our organisation. From a sales perspective, it is important for us to remain very active and present on the market through various channels, and always present a range of benefits. And any manager who wants his or her team to treat exhibitors with appreciation should also appreciate the team in the same way.

**How has your work developed in the recent past?**

The scope of our tasks is made up of various elements that we are always developing. For instance, we’ve defined measurable sales targets and key figures so that we can get an even better grip on our exhibitor structure. Our efficient CRM system also helps us gain a holistic view of the customer. To ensure continuous success, you need to understand not only the value chain of a trade fair, but how the fair’s market is developing. Visitors are often potential exhibitors.

**What goals have you set yourself for the coming years?**

Naturally, we want to further strengthen customer acquisitions, but we certainly will not lose sight of our loyal exhibitors. The effort involved in acquiring a new customer is greater than holding onto an existing exhibitor. For this reason alone, it’s worth knowing your customers’ needs. Specifically, we want to further increase our service scope in the areas of stand construction and advertising – thereby closing the loop to service.

# »ALMOST ANYTHING IS POSSIBLE HERE«

The Essen Convention Center complements Messe Essen's brand world. Sales Division Manager Frank Mertz discusses an offer that brings new perspectives.



"The market is curious": Frank Mertz, Sales Division Manager at Messe Essen, is delighted with the response to the Essen Convention Center.

hotels have all played a decisive role here. The Grugahalle has become a large "hall" next to the Congress Center East. This has created further options for combinational use. But since almost everything is possible here in Essen, the challenge is to quickly convey to potential organisers that we not only offer rooms and halls. That's why we decided to launch the Essen Convention Center brand. It towers above the three Congress Centers, facing the new ensemble. It's a question of perspective. Of course, the locations can still be booked individually.

## Which types of configurations are conceivable?

Take, for example, a large company that is training its sales force and needs space to show many large-scale products from its portfolio. In addition to the conference rooms nearby, we can also offer this client the use of an exhibition hall – as a combined showroom and training room. Another configuration example can be used for congress exhibitions, which have become increasingly common. Here the Grugahalle can serve as an auditorium for up to 6,500 participants, including for an evening concert or gala. And here as well, there is a trade fair hall in the immediate vicinity.

## ESSEN AFFAIRS: Why was the new brand created?

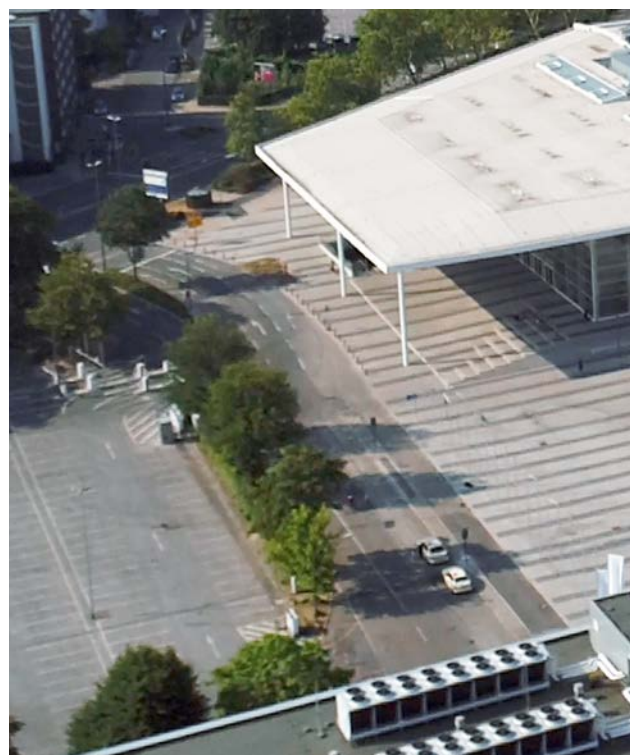
**Frank Mertz:** To ensure visibility and a sharper profile. With the East Foyer and the new conference facilities in the eastern part of the fairgrounds, we began acquiring national and international congresses with up to 6,500 participants. The East Foyer, congress rooms, Grugahalle, hall 8, car parks and nearby

## Which target groups or formats is the brand aimed at?

Via the umbrella brand, Messe Essen is sending strong signals to organisers who would like to hold successful trade fairs with exhibitors and visitors. We have positioned ourselves on the market as a reliable partner that helps make trade fairs big. With the "Essen Convention Center" brand, we are sending a strong signal to those planning multifaceted event formats which extend beyond the boundaries of the location and include city offers. For the organiser, this experience begins with planning and coordination in the city, leads participants to Rütterscheider Straße or the Folkwang Museum and ends with the invoice, which provides a transparent overview. We are quite creative when it comes to implementing unusual interiors, exotic →



A logo visualises the new brand.





→ gastronomic concepts and correct visitor guidance with the organiser. We listen carefully from the very start and assess the organiser's needs to gain an understanding of what the expectations are. The overall composition has to work and the tonality needs to fit expectations.

### **What kind of market feedback have you received?**

The market is curious, and the new glass foyer is a true eye-catcher that is helping us to acquire new clients, and we have conducted many site inspections for interested parties. There are those who were familiar with the Congress Center East until 2016. From them, we get feedback such as: "It's about time – it's really nice now!" New customers who have never been to Essen tend to respond with more of a "wow"! For them, the new entrance to the fairgrounds has really put Essen on the map. And when they are here, they are surprised at how green, colourful, well connected and conveniently situated Essen is.



Room for exceptional experiences: one's imagination can run wild in Essen, thanks to locations such as the new glass foyer or the Grugahalle (below).



Compact, flexible, attractive: the Congress Center East, the new glass foyer, the Grugahalle and adjoining hotels form the new Essen Convention Center.



# SIMPLY UNBELIEVABLE

**Broadway attendance records have been shattered by the fast-paced contemporary magic show “The Illusionists”. Now, as part of their European tour, eight world-class magicians are coming to the Grugahalle.**

— Making it to Broadway is a dream for most entertainers. Performing in front of packed audiences is like being knighted. But holding the weekly record for the highest-grossing show in two theatres of New York’s legendary theatre district borders on magic. And this is precisely the profession of “The Illusionists”.

Now eight of the world’s top magicians are coming to Europe. Along with Berlin and Leipzig, Essen is one of only three German venues. At three shows in June 2019, the artists will captivate audiences in the Gruga-

Essen is one of three German venues on the European tour of “The Illusionists”.

halle, just as they have in New York, London, Asia and Central America. At the end of the 2017/2018 season, the show not only boasted record ticket sales at the Marquis Theatre and Neil Simon Theatre on Broadway, but also at the Shaftesbury Theatre in London’s West End, the Sydney Opera House, the Arts Centre Melbourne and Auditorio Nacional in Mexico City.

*The Times* in Britain once described this stage spectacle for the entire family as the “Cirque du Soleil of magic”. The Nottingham Post even wrote: “The Illusionists surpass every expectation.” Framed by lavish sets, the show offers fast-paced, contemporary magic and illusion.

In the Grugahalle, eight artists will do their best to effortlessly make the impossible possible. “Master Magician” Luís de Matos, “The Inventor” Kevin James, from whom none other than David Copperfield has copied one or two tricks, quick-change artists Sos & Victoria, who amazed Heidi Klum and the other jury members of America’s Got Talent, “The Manipulator” Yu Ho-Jin, one of the world’s most elegant card illusionists, “The Deceptionist” James More, who is impaled by a steel blade from the back, and finally Enzo Weyne. “The Unforgettable” celebrated his international breakthrough in 2013 after making a helicopter appear on stage in Paris – a novelty in the world of magic. It will be interesting to see what incredible tricks the magicians have up their sleeves to dazzle spectators in the Grugahalle.



Here's a small taste of the magical spectacle.



MESSE  
ESSENCONGRESS  
CENTER  
ESSENGRUGA  
HALLE

## EVENTS UNTIL JUNE 2019

## TRADE FAIRS IN ESSEN

**01.12.–09.12.2018****(Preview Day: 30.11.2018)**  
**ESSEN MOTOR SHOW**

The horsepower festival of the year

**05./06.01.2019****HOCHZEITSMESSE**

The wedding fair with consulting and sales

**22.–25.01.2019****IPM ESSEN\***

The world's leading trade fair for horticulture

**30.01.–01.02.2019****INTERSCHAU\***

The largest showmen's exhibition in Europe

**30.01.–03.02.2019****HISTORIC FUNFAIR**

Historic indoor funfair for the entire family

**05.–07.02.2019****E-WORLD ENERGY & WATER\***

International trade fair and congress

**20.–24.02.2019****REISE + CAMPING**International travel & tourism fair,  
camping & caravanning**21.–24.02.2019****FAHRRAD ESSEN**Trade fair for bicycles, cycling,  
accessories and bike tourism**09.–17.03.2019****EQUITANA**

The global trade fair for equestrian sports

**30.03.–01.04.2019****EUROPEAN BRIDAL WEEK\***

The trade fair for the entire bridal wear industry

**10.–14.04.2019****(Happy View Day: 10.04.2019)****TECHNO-CLASSICA ESSEN**The global fair for vintage, classic &  
prestige automobiles**04./05.05.2019****CAKE & BAKE GERMANY**International sales exhibition for cake  
decorating and confectionary art**09.–11.05.2019****INTERNATIONAL STAMP FAIR**

The world of philately

**10.–12.05.2019****BABYWELT**

Everything connected to your child

**05./06.06.2019****ALL ABOUT AUTOMATION\***

Regional trade fair for industry automation

## FOREIGN TRADE FAIRS

**14.–17.01.2019****ESSEN WELDING & CUTTING PAVILION**  
**@STEEFAB**

Machinery, Equipment &amp; Tools (Sharjah)

**09.–11.04.2019****THE SECURITY EVENT\*****powered by Security Essen**Designed for the industry, by the industry  
(Birmingham)**09.–11.04.2019****THE FIRE SAFETY EVENT\*****powered by Security Essen**Designed for the industry, by the industry  
(Birmingham)**20.–22.04.2019****HORTIFLOREXPO IPM SHANGHAI**

International plants expo Asia (Shanghai)

**25.–28.06.2019****BEIJING ESSEN WELDING & CUTTING\***International trade fair joining, cutting,  
surfacing (Shanghai)

## CONGRESS CENTER ESSEN

**13.01.2019****Essener Sportbund e.V.**  
ESPO New Year reception**28.01.–01.02.2019****Interschau Delegates Day****30./31.01.2019****DCONex**Trade fair + congress for waste management  
and remediation\***16.02.2019****9th Essen Symposium on Gynaecological**  
**Oncology and Senology****07.05.2019****Hochtief AG**

Annual General Meeting

**11.05.2019****4th Essen Health Forum****06./07.06.2019****Visceral Medicine NRW 2019**

## GRUGAHALLE

**01.12.2018****24th Oldie Night Essen****07.12.2018****Bülent Ceylan "LET'S LAUGH"****08.12.2018****The Bon Jovi Symphony With Bounce &**  
**Orchestra****13.12.2018****257ers – "Based on Live 2018"****15.12.2018****Let's sing Christmas carols!****16.12.2018****Girls' clothing flea market in the foyer****27.12.2018–01.01.2019****Darts World Cup 2018** with large public viewing**02.01.2019****The Voice of Germany** Live on Tour**07.01.2019****Yakari 2** Secret of Life**11.01.2019****Carolyn Kebekus** PussyNation**30.01.–01.02.2019****DSB Delegates Day****02.02.2019****Sixx Paxe** ROXX TOUR**09.02.2019****Choir musical Martin Luther King****13.02.2019****Bibi & Tina** The Concert**16.02.2019****Dieter Nuhr** "Only Here, Only Today"**21.02.2019****Ehrlich Brothers**

Fascination – The New Show

**24.02.2019****Lemon Popsicle** The Musical**01.03.2019****Essener People's Carnival****26.03.2019****City of Essen** Staff General Assembly**28.03.2019****Martin Rütter** ACQUITTAL!**30.03.2019****Suberg's** Over-30s Party**30.04.2019****innogy SE** Annual General Meeting**03.05.2019****RWE AG** Annual General Meeting**14.05.2019****E.ON SE** Annual General Meeting**28.05.2019****Evonik Industries AG**  
Annual General Meeting**07.–09.06.2019****THE ILLUSIONISTS –**  
**THE BROADWAY SHOW**



A penchant for clear lines and shapes: Norbert Thomas in his studio in Essen-Holsterhausen.

# A GAME OF SQUARES

**In his works, Norbert Thomas explores the interplay of chance and system. Now the works of the internationally renowned artist can be seen at an exhibition in Messe Essen.**



In our app, you'll find a photo gallery of Norbert Thomas' works at the Messe Essen.

Exuberant, animated, loud: the hustle and bustle at Gemarkenplatz in Essen's Holsterhausen district this morning is exactly what you'd expect from a big-city square. It's difficult to imagine, but an oasis of creativity lies hidden away in a courtyard nearby. Norbert Thomas has been living and working here for three decades. And although it might be rash to make conclusions about an artist's works based on the surrounding environment, in this case, it's inevitable.

Clear lines and colours, into which even the wilful bamboo in front of the window blends, and an unmistakable penchant for right angles and geometric shapes on the walls – these reflect some of the principles of Norbert Thomas' work. The painter and visual artist has made a name for himself internationally over the

past 50 years. One of his sculptures was exhibited at this year's Venice Biennale of Architecture, and a famous gallery near Brno, in the Czech Republic, will show some of his work. Recently, an art historian has been helping Norbert Thomas bring a bit of order to his archive, which fills the imposing cellar of his building – once a truck repair shop.

In Thomas' art, order and system is also half the job. The other half is the conscious use of chance. Their interplay is Thomas' interpretation of "concrete art", a style which Dutch painter Theo van Doesburg brought to the fore in 1917, and to which artists such as Piet Mondrian and Bauhaus designer Max Bill felt connected. The 71-year-old Thomas illustrates his principle using a drawing of the "system 2", which is 3.6 →



→ metres long. In this drawing, which is rolled out in front of him on the studio floor, a layman initially only sees an area that changes from light to dark and from bare to full. “But the starting point is systematic,” explains Thomas, and that almost always means a square grid, here with nine squares, numbered and divided into 900 elements, corresponding to 900 numbered cards in a box. “This is where the conscious use of chance comes into play,” says Thomas. He draws 100 cards and transfers them to the paper with a certain stroke width. Then he puts 50 cards away; 50 form part of the next random draw, and each draw increases the stroke width. “In the end, every element is included, some multiple times.”

This work was created in 1974, at the end of his studies at Kassel Art University. If you look at documenta catalogues from this period, which are also lined up on Thomas’ studio shelf, it immediately becomes clear that he was an outsider at the time. “But that didn’t bother me. I already knew what I wanted to do in the first semester.” His art teacher in high school had infected the 15-year-old with his passion for creativity, helping him to weather his high school years.

It’s surprising to hear that he “hated” maths, since his works are based on strict geometrical forms. Even though freehand brushwork in some recent works testifies to the nonchalance of an old master. “I am a player, a visual researcher. I am attracted to a certain severity, of trying to break it up by means of chance,” says Thomas. He’s also a minimalist, he says, and tries to scale everything down. “After all, I’ve been married to my first wife for 50 years,” he smiles.

It sounds paradoxical, but it is precisely this formal rigour that makes Thomas’ work seem less forced than the uninhibited creative explosions of his colleagues. Freedom and independence are important keywords for Thomas. He has never tied himself to a gallery over the course of his career and yet has shown works in over 20 museum exhibitions and more than 100 gallery presentations. A long-standing professorship in the foundations of artistic design at the University of Wuppertal has afforded him material security. Now, with total professional freedom, Thomas subjects himself to his own rules. He’s in his studio by half past eight every morning, and vacationing for him means

taking “holidays from hard work” and devoting himself to collages or photographic artworks.

A selection of Thomas’ works can currently be seen at Messe Essen in the Congress Center East, in the Business Club, the East Press Centre and in the administrative area. Messe Essen CEO Oliver P. Kuhrt personally selected the works. The two became acquainted at the Rotary Club. It’s a rather unusual club for an artist to join, and Norbert Thomas initially had reservations. “But then I realised that I was actually much more intolerant than the other people.” When the new Messe Essen boss introduced himself to the Rotarians, the native Frankfurter Thomas recognised that he and Kuhrt, who was born in Wiesbaden, shared an accent. After a studio visit, it became clear that Norbert Thomas would be the first artist to have his own exhibition at Messe Essen. Many fortunate coincidences. Or perhaps they weren’t coincidences at all?

The 71-year-old is considered one of the most important living representatives of “concrete art”.



A photograph of two middle-aged men in business suits standing on a rooftop. The man on the left is wearing a dark blue suit and has his arms crossed. The man on the right is wearing a dark grey suit and has his hands in his pockets. They are both smiling at the camera. The background shows a cityscape with trees and buildings under a warm, orange-hued sunset sky.

# »THE REGIONAL LOCATION FOR FUTURE INNOVATIONS«

Essen is changing – but are people aware of that outside the city? And what needs to be done to anchor this new image in people's minds? **ESSEN AFFAIRS** invited four future makers to a discussion overlooking the rooftops of the city.





Platform with a view: EWG Managing Director André Boschem, Messe Essen CEO Oliver P. Kuhrt, Mayor Thomas Kufen and EMG Managing Director Richard Röhrhoff (left to right) met in the Erich Brost Pavillon at the Zollverein Coal Mine Industrial Complex.



For those contemplating the different perspectives offered by Essen and the Ruhr area, the Erich Brost Pavillon is a pretty good choice. It's hardly possible to look out any further over the region than from the roof of the former coal washing plant at the Zollverein Coal Mine Industrial Complex. From a height of 38 metres, one can take in the Veltins Arena, the Essen skyline and Oberhausen Gasometer. It was here that ESSEN AFFAIRS invited four men who are also working on a new image for Essen. In addition to Mayor Thomas Kufen and Messe Essen CEO Oliver P. Kuhrt, two new faces were also present: Richard Röhrhoff and André Boschem. Both are in their mid-40s and have only been in their positions for a few months: Röhrhoff as Managing Director of Essen Marketing GmbH (EMG), and Boschem as Managing Director of EWG – Essener Wirtschaftsförderungsgesellschaft mbH.

**ESSEN AFFAIRS:** Mr Kufen, as mayor, you are Essen's top-level ambassador, both at home and abroad. What is the perception of the city, in your opinion?

**Thomas Kufen:** I have the impression that its image is slowly changing. During Essen's European Green Capital year in 2017, I encountered many people from all over Germany who were pleasantly surprised at how green Essen is. Our image in Europe is already different. With the Emscher restoration, we are shouldering a mammoth project that is unparalleled in Europe. It is particularly important to me that Essen residents show their pride for the transformation process and the versatility of their city. The clichés are outdated: Essen

is the greenest city in North Rhine-Westphalia, we are the No. 1 healthcare location, we are a Capital of Culture, along with being a business, university and trade fair location. We have so much to offer, and we can and want to tell that to the outside world.

**What should integrated city marketing look like in the future?**

**Thomas Kufen:** We have a winning set-up here that can really score points. Working together, we can accomplish more. That's why we founded a city marketing coordination group, in which we jointly promote city and location marketing.

**Mr Röhrhoff, as the new head of EMG, you launched an image campaign under the slogan "Essen begeistert" ("Essen inspires"). What images would you like people to remember?**

**Richard Röhrhoff:** Across Germany, Essen still evokes associations with mining and steel. By contrast, people under the age of 30 hardly associate Essen with anything at all. To bring its image in line with reality, Essen needs to be positioned as an attractive and liveable city. As the mayor mentioned, our city has enormous potential. One shouldn't forget that many DAX-listed companies are headquartered in Essen. So far, the city hasn't yet capitalised on all these special characteristics. It's time to place Essen on the "map of exciting cities" across Germany, Europe and the world.

**The current overnight accommodation figures are impressive: 1,009,494 overnight stays (+7.8%) from January to August set a new record. In August, Essen even welcomed nearly 14% more guests than last year. Is there more room for growth, and if so, where?**

**Richard Röhrhoff:** Interest in travelling to Essen has grown steadily. We are very pleased about that, as it shows that we are on the right path with our activities promoting the "Visit Essen" brand, and that this is paying off sustainably. This is also good for the location.

**Mr Boschem, the image campaign we mentioned is a joint product between EMG and EWG.** →



→ **Is this the prelude to even closer cooperation in the future?**

**André Boschem:** We all want to promote Essen and strengthen its image over the long term – in terms of both tourism and business. Of course, this works best when we combine our strengths and cooperate closely. The goal of the campaign is to increase the number of overnight guests, as mentioned. In addition, we want to improve the image of the city among companies, skilled workers, students and other potential new citizens beyond the limits of the city itself, and even internationally. This means our cooperation with EMG will become even closer in the future – as well as with other municipal enterprises, such as Messe Essen.

**You were responsible for promoting start-ups in Düsseldorf and also launched a campaign in Essen. Until now, Essen hasn't really been considered a start-up stronghold – is this just a question of perception or is it a question of substance?**

**André Boschem:** Currently, there are around 50 start-ups with more than 400 employees in Essen. In my view, that's already a pretty good level of substance. First and foremost, Essen offers a good environment to start-ups due to a large number of potential clients. Institutions and universities play a supporting role in the region. However, start-ups are also important for another reason. They represent key multipliers in various fields, including digitisation and location marketing, and also mark Essen as an innovative city. International activities, e.g. in cooperation with Essen's partner city, the start-up hotspot Tel Aviv, are now also being promoted under start-up and innovation aspects.

**Mr Kuhrt, how can Messe Essen support these campaigns – and how can it benefit from them?**

**Oliver P. Kuhrt:** These days, conference participants, trade fair visitors and exhibitors not only want to feel welcome at the event location, but throughout the city. This concerns hotels and restaurants, of course, but also cultural offers or contacts to the regional businesses and policymakers. EWG and EMG are strong and important partners for us in this regard. Conversely, a lively exhibition centre is a real blessing for city

marketing. We alone ensure 1.4 million visitors to Essen each year, we transmit the Essen brand into the world, and it hardly gets more international than at one of Messe Essen's leading trade fairs. Finally, trade fairs are also platforms for the innovations that Mr Boschem spoke of. Just think about topics such as mobility, healthcare or energy, which are prominently represented in our trade fair portfolio.

**Mr Kufen, which comment about Essen would you like to hear in five years?**

**Thomas Kufen:** That we're the regional location for future innovations.



**Richard Röhrhoff**, born in 1976, has made a name for himself as an event expert and freelance consultant for event locations, companies and agencies, particularly in the area of authentic, emotional communication. He has also used these qualities as a board member of the Essen Marketing Club.

Since 1 January 2018, Röhrhoff and Dieter Groppe have been Managing Directors of Essen Marketing GmbH, backed equally by the City of Essen and Essen Marketing Service e.V., in which retail businesses, hotels, restaurants, service providers and property owners are organised.



**André Boschem**, born in 1972 in Essen, is a graduate in business management and an MBA holder. His professional career has mainly been centred in Düsseldorf. Most recently, Boschem was Deputy Head of the Economic Development Office, responsible for coordinating the city's start-up initiative and innovation campaign.

On 1 March 2018, he took over the management of EWG – Essener Wirtschaftsförderungsgesellschaft mbH, a public-private partnership between the City of Essen and IEW – Interessengemeinschaft Essener Wirtschaft e.V. with some 50 member companies and institutions.

# ESSEN IN 24 HOURS

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



## 11.00 A.M. ESSEN CATHEDRAL TREASURY: THE LEGACY OF WOMEN



Essen's city history began with the Essen Abbey, a monastery for noblewomen, which was founded about 850 AD. Soon afterwards, the most important works of the Essen Cathedral Treasury were transferred to the city, including the Essen Crown (photo). The Cathedral Treasury also houses the world's largest collection of goldsmith's art from the Ottonian-Salic period. The Golden Madonna is the oldest known fully sculpted Marian figure in the world and the most valuable work of art in the Ruhr region. This outstanding collection is open to visitors from 11 a.m. to 5 p.m., Tuesdays to Sundays.

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

## 1.00 P.M. RELAXATION IS SO CLOSE: GRUGAPARK THERMAL BATHS

Whether after a busy day at an exhibition or between appointments, recharge your batteries with a spa break in the midst of the Grugapark, directly next to Messe Essen. With its 32-degree outdoor saltwater pool, indoor pool and five saunas, the Grugapark



Thermal Baths relax and pamper guests. Recently, an infrared sauna lounge was added, which offers particularly soothing deep heat.

Opening times: Mon. to Thu. 9 a.m. to 10 p.m., Fri. and Sat. 9 a.m. to 11 p.m., Sun. and public holidays 9 a.m. to 7 p.m.

[www.grugaparktherme.de](http://www.grugaparktherme.de)



## 5.00 P.M. LIGHT, ICE AND ENCHANTMENT: THE MAGIC OF THE CHRISTMAS SEASON

Central Essen will continue to shine even after the Essen Light Festival. Until December 23, the International Christmas Market, in combination with the Essen Illumination Weeks, will ensure a dazzling time right up to the festive season.

After the Christmas break, ESSEN ON ICE will transform Kennedyplatz into a winter paradise. From 18 January to 10 March 2019, visitors can skate under a sparkling crown of light in a 1,000-square-metre ice rink, race down the 70-metre slope on Europe's largest toboggan run or try their hand at curling.

## 8.00 P.M. NO MORE BETS – ANY OUTCOME IS POSSIBLE: TUP FESTIVITIES

From 22 to 31 March 2019, "rien ne va plus" on Essen's stages. For then, as part of their festivities, the five disciplines of Essen's "Theater und Philharmonie" (TUP) will examine moments on which everything hinges, when time stands still and any outcome is possible – just as in Verdi's opera "Luisa Miller" (photo).



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

[www.visitessen.de](http://www.visitessen.de)





# 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

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# ESSEN iNspiRES



**MUSEUM FOLKWANG**  
World-class art collection | Admission free