

## SOMETHING IS GROWING HERE

Start-ups and hidden champions in the region



### IN LINE

The modernisation remains on schedule and within budget

### IN STEP

In 2020, the ball season will hold sway in Essen

### ON TIME

New connections make Essen even quicker to reach



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THE INNOVATIVE TRADE FAIRS IN ESSEN

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MESSE  
ESSEN



Oliver P. Kuhrt

Dear Readers,

More than a hint of entrepreneurial spirit can be found floating through the pages of this issue, and for a very good reason. North Rhine-Westphalia's transition into a new era has become increasingly dynamic. In 2018, NRW overtook Berlin as the region with the most start-ups in Germany, and the majority of them can be found in the Rhine-Ruhr area. If you take a closer look, Essen has developed into a start-up hotspot. There are currently more than a dozen funding programmes here, and led by the Essen Economic Development Agency and its Managing Director André Boschem, our city distinguishes

itself as a "Scale-up City". Something both the new generation and established hidden champions have in common is that their business models are not directed against the giants – cooperation has a long tradition on the Rhine and Ruhr. Read about some examples starting on page 8.

For Messe Essen, the start of the extensive modernisation measures in May 2016 was the most important signal of a new direction. Now we are proud to make the kind of announcement that is often rare in large construction projects: The modernisation project will fulfil the planning assumptions as far as not only the schedule but also the finances are concerned (more starting on page 16). There is also more good news in the area of infrastructure, as new transport connections and greater frequencies mean that Essen can be reached even more quickly and conveniently by plane, train and bus. Details can be found on page 18.

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 as an app for your tablet or iPad – including videos, image galleries and many other extras.





“Lignite is far too valuable to burn,” feels Berthold Stern, Head of Research and Development at Humintech. Find out how the hidden champion is using the raw material instead, from page 8 onwards.



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## »THIS COOPERATION BRINGS REAL SYNERGIES TO THE INTERNATIONAL WELDING INDUSTRY.«

Oliver P. Kuhrt, CEO of Messe Essen, on the cooperation with the Russian trade fair Weldex



Always an event: the HOP TOP Show at the 25th Equitana in Essen inspired visitors.

### EQUITANA BUCKING THE STORM

Training sessions with global stars, spectacular shows and everything an animal lover's heart could desire: Equitana is undoubtedly the meeting place for the equestrian world. This was also underscored by the 25th edition in Essen, from 9 to 17 March. The fact that it did not turn into a huge anniversary party was due to the visit of an uninvited guest on the first Sunday of the exhibition, which Equitana kept firmly under control. Hurricane Eberhard raged over Essen with wind speeds of up to 120 kilometres per hour and brought all train traffic in North Rhine-Westphalia and long-distance transport throughout Germany to a complete standstill. Further storm fronts and daily weather alerts followed. The result: with 183,000 visitors, the attendance level was just 12% below that of the previous event. All the more remarkable is the 3% increase in the number of trade visitors (approx. 33,000).

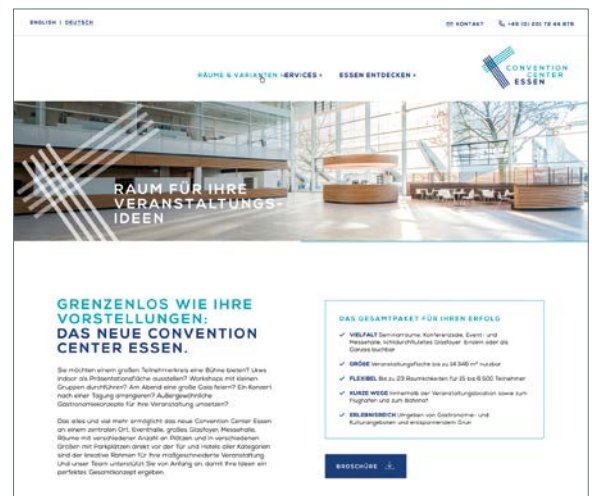
### HORTIFLOREXPO IPM SHANGHAI MORE THAN 10% GROWTH

Around 900 companies and institutions presented their products and services to visitors at the Shanghai New International Expo Center from 20 to 22 April 2019 – an increase of more than 10% compared to the last trade fair in Shanghai. The internationality of the event, which Messe Essen organised jointly with the China Flower Association, China Great Wall International Exhibition Co., Ltd. and Shanghai Intex Exhibition Co., Ltd. is also on the increase. This year's exhibitors came from 32 countries.



### CONVENTION CENTER ESSEN NEW WEBSITE LAUNCHED

The new Convention Center Essen offers space for event ideas of all kinds. Now the website for the new location has gone live. In addition to 23 rooms and their configurations, the website presents supporting programme ideas as well as selected hosts.





This Aston Martin DB5 from Sports Classics was chosen by an expert jury as the most beautiful vehicle at Techno-Classica 2019 – not an easy choice, considering the 2,700 cars on display. Our photo shows Jonathan Kaiser, Sports Classics London, along with Anke Mottweiler and Thilo Martin, Director Pegasus Automotive Group (from left).

## TECHNO-CLASSICA CENTRE OF THE CLASSIC UNIVERSE

With some 1,250 exhibitors, over 200 club presentations and about 20 official stands from international automobile manufacturers, Techno-Classica once again made Essen the capital of the classic car universe on its 30th anniversary. Protagonists from the international classic car and vintage automobile scene met up in Essen from 10 to 14 April. These enthusiasts put their hearts and souls into preserving the cultural heritage of the automobile. They presented the entire spectrum of the classic and prestige automobile cosmos to over 190,000 visitors from 46 nations. Guests could admire more than 2,700 collector cars on offer – and even make a purchase on-site. The range included classic cars to meet every taste and budget – from a 1992 Opel Kadett for a few thousand euros to Ferraris in the double-digit million-euro range.

## WELDEX THE GATEWAY TO RUSSIA

Messe Essen and Weldex, Russia's most important trade fair for welding technology, are joining forces as part of a cooperation. The Messe Essen team is now responsible for Weldex's sales activities in the German-speaking areas of the DACH region, among other tasks, and will organise the "German Pavilion" sponsored by the Federal Ministry of Economics. "This cooperation brings real synergies to the international welding industry," said Oliver P. Kuhrt, CEO of Messe Essen. "There is a huge demand for welding technology, equipment and materials in Russia. Weldex is the optimal platform to reach this promising market."



## THE SECURITY EVENT »INCREDIBLY REWARDING«

The first edition of the Security Event at the NEC in Birmingham met with an enthusiastic response. Over 100 exhibitors took part in the premiere, which Western Business Exhibitions Ltd. organised from 9 to 11 April with the support of Messe Essen. More than half of the 5,912 trade visitors attended one of the 43 seminar events – an indication that the "from the industry, for the industry" approach has proved worthwhile. "The opportunity to work with the organisers was extremely refreshing and incredibly rewarding," said John Davies, owner of access control specialist TDSi, one of the founding partners of the show.



# 1,602,022

overnight stays led to  
a new record for the city of Essen last year.  
December was a key month for the  
growth rate of 8.2%, not least thanks  
to the ESSEN MOTOR SHOW.

# SOMETHING IS GROWING HERE

In the shadow of the big corporations, a number of hidden champions have always sprung up on the Rhine and Ruhr. Now a new generation has been launched. Many founders are linking the old world with fascinating innovations.

— The voice at the other end of the line says “*Glück auf!*” (Good luck, miner!). For a moment, one thinks: “Why did he say that?” After all, the old miner’s greeting, like the terms “*Kumpel*” (miner) and “*Kohlenpott*” (colloquial name for the Ruhr area), stand for an era that came to an end in the Ruhr region in late 2018 when the last coal mine closed. But it soon becomes clear that for Sebastian Kowitz, this greeting is neither a marketing gag nor a form of nostalgia. His company Talpasolutions earns its money by mining. The only difference is that the gold it mines for isn’t coal, but codes and algorithms.

In the summer of 2016, Kowitz and three of his fellow students founded Talpasolutions. All but one are graduates of RWTH Aachen University. Kowitz, a mining engineer, previously worked as a data-mining consultant for a large company. On flights to numerous destinations, the 30-year-old had a lot of time to think about how to make online machine monitoring more efficient. He also thought about how the enormous amount of generated data could be used for other purposes. Talpasolutions is based

on these concepts. The company develops software that can be used to network machines, collect data and gain insights into how to optimise machine performance, e.g. through well-timed tyre changes for excavators. “It doesn’t sound sexy,” Kowitz admits. But when you consider that such a tyre costs between 40,000 and 100,000 euros, that it has to be replaced every six months, and that downtimes for high-tech machines cost enormous sums, the benefits of optimal maintenance quickly become clear.

The software of the Essen-based start-up is designed as part of a “collaborative ecosystem”. Similar to Android on smartphones, it can run on various platforms – so the criterion of scalability, which is so decisive in the start-up world, is very strong here. The idea is interesting for many industries, whether for oil-shale mining in Estonia or platinum mining in South Africa, whether underground or above ground, whether for machine manufacturing, agriculture or construction. As a result, Talpasolutions and its 28 employees do not have to worry too much about finding investors. →

Sebastian Kowitz (left in photo) and Philipp Lorenz, together with their colleagues from the Essen-based start-up Talpasolutions, have developed software that can be used to network and optimally control the machines used in mines, farming and construction.





»THE HEART OF HEAVY INDUSTRY  
BEATS IN ESSEN.«

Sebastian Kowitz, CEO von Talpasolutions

## »PFERD HAS ALWAYS BEEN A TECHNOLOGY-OBSESSED AND INNOVATION-DRIVEN COMPANY.«

Jörn Bielenberg, CEO of PFERD



Jörn Bielenberg is head of the German toolmaker PFERD.



→ Kowitz & Co. didn't need long to decide on its location. "The heart of heavy industry beats in Essen," says the CEO. RWE is one of the investors, Evonik is also involved via a start-up fund, and the first major order came from a machine manufacturer based just a few kilometres to the north. But a successful start-up from Essen? That sceptical question mark nearly always resonates when one hears about prosperous local start-ups. As stubborn as the clichés of grey skies over the Ruhr are, huge industrial conglomerates also shape the image of the region.

This hasn't happened by chance: Essen is home to RWE, E.ON and Thyssenkrupp, along with two other DAX companies; Evonik, Hochtief and Innogy are listed on the MDAX; and the global market leader in chemical distribution, Brenntag AG, a new neighbour of Messe Essen, will be hosting its annual general meeting for the first time this year at the Congress Center Essen. But in the shadow of these giants – who have developed since the industrial-

isation of the Rhine and Ruhr began more than 200 years ago – many hidden champions have also sprung up. And while the start-up image is marked by "disruptive" business ideas directed against the top dogs, there is also a tradition of coexistence and mutual respect here.

August Rüggeberg, a firm better known under the brand name PFERD, is a classic example of this. The history of the tool manufacturer goes back to the year 1799. At the end of the 19th century, the company moved to the Bergisches Land, between the ore extraction and processing areas of the Siegerland and Sauerland regions and the emerging in- →

PFERD offers over 8,500 solutions for surface treatment and material cutting. Its products can be seen at SCHWEISSEN & SCHNEIDEN and SHK ESSEN at Messe Essen.





→ Industry on the Rhine and Ruhr – providing ideal conditions for growth.

For a long time now, customers have come from far and wide. With eight production sites, the company has a global presence. But the corporate DNA remains unchanged. “PFERD has always been a technology-obsessed and innovation-driven company, and we still are today,” says CEO Jörn Bielenberg, adding: “If PFERD had merely stuck to its original product, the file, the company would no longer exist today.” Meanwhile, its portfolio encompasses more than 8,500 tool solutions for surface treatment and material cutting, and it will be on display →

## START-UPS FROM ESSEN

**Q.One** | Deutsche Bahn, Miles & More and Payback are among the clients of Q.One, which has developed innovative digital strategies since 2006 with a team of around 50 consultants, IT experts and software developers. Now they have launched an in-house product that promises to be no less than the next generation of online shopping. CloudBasket is the universal shopping basket for purchasing online from different providers – with just one account and one password.



**Melon Helmets** | Michael and David Cervenka sold mobility products from other suppliers for seven years before recognising a market gap in 2013: high-quality bicycle helmets that not only protect, but also look cool. Colourful melon-shaped helmets were born, and went on to receive a Red Dot Award for their hip design. Today you can buy them anywhere in the world – including at Fahrrad Essen.



**Soccerwatch.tv** | District League B at Champions League level: soccerwatch.tv brings every amateur player’s dream to life. Graduates of the University of Duisburg-Essen and the Ruhr University Bochum have developed a camera system that can be easily installed on the sidelines. Using artificial intelligence, the camera follows the action and even edits a highlights clip after the final whistle. The images are transferred to the cloud via LTE and streamed live. The camera can be rented for a few euros a month; the actual business model offers 90 minutes of promotional opportunities.



**Machineseeker** | Thorsten Mutschler founded his company in 1999, but he still considers it a start-up. This is because its true growth spurt only started a few years ago. Today, more than 5,500 suppliers advertise used machines via Mutschler’s online marketplace, which has an annual order volume of over ten billion euros. The company wants to keep growing, especially in neighbouring countries, and has recently taken over a marketplace for trucks and vans, along with construction and agricultural machinery.



## »LIGNITE IS FAR TOO VALUABLE TO BURN.«

Berthold Stern, Head of Research and Development at Humintech

The biotech company Humintech from Garzweiler extracts sustainable products, including soil conditioners, from weathered lignite.

→ at Messe Essen when the company takes part in SCHWEISSEN & SCHNEIDEN and SHK Essen.

The story of a literally “hidden” champion takes place in a world apart. At the edge of the 11,400-hectare area of the Garzweiler surface mine near Jülich, a small biotechnology company is about to add a new, exciting and surprising chapter to the history of lignite. After all, who would associate this raw material, the days of which are numbered as an energy source in Germany, with innovative and ecological best practices? But this is exactly what Humintech is all about. The company’s roots go back to the 1970s. Back then, Rheinbraun AG and researchers at the University of Bonn were looking for a sustainable and environmentally friendly method of restoring the post-mining landscapes of the Rhenish coal-fields. These efforts resulted in Perlhumus, an organic soil conditioner made of weathered lignite.

Humintech specialists extract a range of products from this material, known as leonardite, which it

obtains from RWE, e.g. a fertiliser substitute, a plant booster and an animal feed supplement. The company has offices in more than 70 countries and uses platforms such as the global horticultural exhibition IPM Essen to expand its market position. The current application areas are just the beginning for Berthold Stern, Head of Research and Development at Humintech. “Lignite is far too valuable to burn,” he says. However, applied research is necessary to discover its true potential. “There is so much more to come.” →







Berthold Stern would like to see even more applied research. The potential of lignite is far from being exhausted.



Miner on the catwalk:  
the fashion label Gruben-  
helden landed a PR  
coup with its New York  
Fashion Week presen-  
tation in February.



→ This is a fitting interpretation of the slogan which Essen's top business promoter, André Boschem, gave the city. The head of the Essen Economic Development Corporation (EWG) wants to market the Ruhr metropolis as the "Scale-up City". "Essen offers outstanding conditions for growth, particularly to young companies in the B2B sector, along with key contacts to corporations and larger SMEs," says Boschem, referring to examples such as Talpasolutions. The number of initiatives is now so high that one of the main tasks of the EWG's new start-up office is to provide entrepreneurs with an overview. Another sign of the spirit of optimism is that investors are increasingly aware of the region. "The Ruhr area has the chance to become the new Berlin," Boschem recently explained to the CEO of a large venture capital investor.

The only thing Boschem would still like to see is a bit of can-do courage – a rebranding from "hard workers" into "movers and shakers". Matthias Bohm, founder of the Gladbeck fashion label Grubenhelden, has shown just how far one can go with



the right concept. Bohm's grandfather worked underground as a miner, and Bohm has transformed the legacy of his grandfather and his fellow miners into wearable art. All of the label's jackets, skirts and hoodies reflect a part of the miner's everyday existence. Grubenhelden now has stores in Gladbeck and at the Zollverein Coal Mine Industrial Complex, and its miners have even conquered the world's biggest fashion stage. During New York Fashion Week, four models dressed as miners posed at Times Square. The photos went around the world. Perhaps they will become symbols of a successful mix of old and new values: honest work and big dreams. Much more is set to grow on this foundation.

"Born on coal" is  
Grubenhelden's slogan.  
All the clothes from the  
Gladbeck start-up reflect  
a part of the miner's  
everyday life.





## INITIATIVES FOR ENTREPRENEURS

Since February 2017, **ruhr:HUB**, supported by the state of NRW, has been the central platform for digitising the Ruhr region's economy. The goal of the Essen-based institution is to accelerate digital innovations and to initiate and sustainably promote cooperation between start-ups, universities, SMEs and industry. **Gründerallianz Ruhr** offers innovative start-ups its expertise and a strong network of business and science partners. The headquarters of the initiative, founded by Initiativkreis Ruhr, the RAG Foundation, RAG AG and Evonik Industries, is Building 5 of the Zollverein Coal Mine Industrial Complex.

Nearby, the digital unit of the Haniel Group, **Schacht One**, supports the group in developing and implementing digital business models (see ESSEN AFFAIRS 2/2016). At **Beyond Conventions**, held at thyssenkrupp Quartier, international start-ups are invited to address the concrete challenges faced by corporations; 19 cooperations were formed at the latest edition. The start-up office of the Essen Economic Development Corporation and **STARTERCENTER NRW Essen** at the Essen Chamber of Commerce and Industry (IHK) offer an overview of services and practical help.

Numerous competitions also support young companies. For example, the **KUER.NRW** start-up competition is currently underway for firms involved in energy efficiency and the conservation of resources. As a partner, Messe Essen supports the competition, which is organised by Pro Ruhrgebiet on behalf of the Ministry for Environment, Agriculture, Conservation and Consumer Protection of the State of North Rhine-Westphalia. Messe Essen will also be the venue for the jury session and award ceremony on 10 December.



# FINAL SPURT

With the second part of the new construction of hall 5, the final stage of Messe Essen's modernisation has begun. One thing is already certain: the modernisation project will fulfil the planning assumptions as far as not only the schedule but also the finances are concerned.

— One milestone was not only quite large, but also very heavy. At the beginning of the year, four cranes hoisted a 106-metre-long, 200-tonne steel girder into its final position. The colossus will support the roof of the northern section of hall 5 of Messe Essen. The precision work on the huge component was one of the decisive highlights of the final phase of Messe Essen's modernisation.

There is still intense activity on the construction site at the Grugapark. But it doesn't take too much imagination to realise that the new hall 5 will be eye-catching. The distinctive themes of openness and light that are so characteristic of the modernisation aesthetics are already taking shape. Where previously emergency escape staircases and dark two-storey halls dominated the landscape, the new building will create a clear line of sight to the Grugapark. Window openings in the facade will create a visual connection to Essen's most beautiful garden. In this way, the new building will not only meet the expectations of Messe Essen's exhibitors and guests, but also visitors to the Grugapark, whose management was actively involved in devising the solution.

The final part of the construction process has proved to be particularly gratifying. The total modernisation costs will undershoot the planned budget of 88.567 million euros by around 250,000 euros. What's more, the construction work will be completed earlier than planned. This means an end-of-modernisation celebration can already take place in September.

## 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 built 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 part of hall 6 with the exhibition lounge and service centre, as well as a new logistics space adjacent to the Galeria.

### Phase 3 | April 2018–August 2018

Halls 7.1, 8.0 and 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.

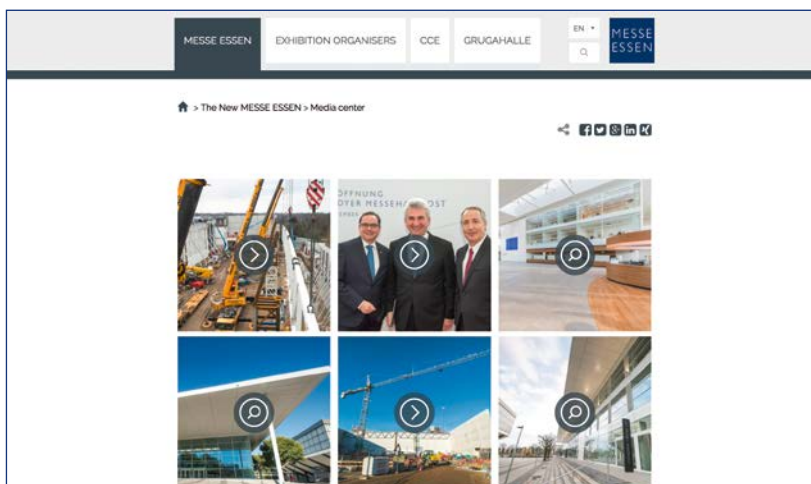
### Phase 4 | September 2018–September 2019

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 October 2019

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

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







Four cranes lifted the 200-tonne steel girder for the roof of the future hall 5 into position at the start of the year.



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

The glass foyer in the east building was part of the first construction phase.



# RIGHT IN THE HEART OF A LARGE REGION



Thomas Schnalke,  
Chairman of the  
Management Board of  
Düsseldorf Airport.

Thanks to new transport connections and innovative traffic concepts, Messe Essen is now even easier to reach – locally, regionally and internationally.

Some airports are thrown into turmoil when their most important airline goes bankrupt. Düsseldorf Airport is obviously not one of them. Even in the second year after the Air Berlin insolvency, all signs point to growth in the capital of North Rhine-Westphalia. “We expect a new record with over 25 million passengers this year,” reveals Thomas Schnalke, who has been Chairman of the Management Board of Düsseldorf Airport since April.

“Demand from the airlines remains high and people continue to want to fly,” Schnalke says happily. This also applies to the Ruhr region. Nearly five million passengers came from this region last year, including many Messe Essen exhibitors and visitors. And that’s no wonder, as Messe Essen’s base airport can be reached in about 25 minutes by motorway. Schnalke has good news for them. This year, nearly 190 destinations in about 50 countries can be reached from “DUS”. For business travellers, Eurowings’ new long-haul con- ➔

→ nections to Las Vegas and Bangkok, as well as more frequent flights to destinations such as Vienna, Copenhagen and Zurich, are of particular interest. Also new are various destinations in Italy and the UK, led by Edinburgh and Manchester.

This is not the only positive development in a region that is also one of Europe's transportation hotspots. Rail passengers can now enjoy business class comfort in regional trains, for instance. The reason is RRR – one of the most ambitious transport projects of the next few years. Gradually, the Rhine-Ruhr Express will replace existing regional rail routes. The aim is to offer daily departures at 15-minute intervals in the Cologne-Dortmund corridor. As Essen is located right at the centre of this axis, it will benefit enormously from the expansion.

The first step was the RE 11, which connects Düsseldorf and Kassel. Its new trains not only have a fresh look, but also many useful features, such as more electrical outlets, good lighting, more space and, above all, well-functioning Wi-Fi. Passenger feedback has been overwhelmingly positive. From June, the new trains will also run on the RE 5 line between Wesel and Koblenz, followed in December by the Rhein-Weser Express (RE 6), which connects the major cities of Westphalia, the Ruhr and the Rhineland on 280 kilometres of track between Minden and Cologne.

And in Essen? Here too, all signs point to increased train frequency. The background is a federal pilot project testing various concepts to improve air quality in five cities of the state. Essen intends to use approximately 21 million euros in financial assistance to promote the switch to local public transport, through cheaper subscriptions for new customers



and significantly more buses on important routes. In the case of the subscriptions, the campaign has been a success: 1,000 tickets offered in December were sold out in just one day. With the timetable change in June, the transport frequency on five bus routes and tramline 103 will be doubled – to every five minutes during rush hour.

Business class comfort: Rhein-Ruhr Express trains have had a positive response from passengers.

## ROAD, RAIL, AIR

- Over 600 kilometres of motorways lead through the Ruhr area.
- Essen is one of six railway junctions of national importance in the Rhine-Ruhr region.
- In the future, trains of the Rhine-Ruhr Express will run every 15 minutes between Cologne and Dortmund.
- Airlines at Düsseldorf Airport fly to nearly 190 destinations in around 50 countries.





# »THINGS ARE ON THE MOVE«

The China Essen Motor Show celebrated a successful premiere. But it is not the only new international format at Messe Essen. Torben Brinkmann, Head of International Exhibition Management, on new markets, cultural issues and how Twitter is changing the trade fair business.

**ESSEN AFFAIRS:** Mr Brinkmann, organising a trade fair in China to showcase car individualisation – some might consider it a rather daring idea ...

**TORBEN BRINKMANN:** Perhaps at first glance. But if you take a closer look, you can see that things are on the move in China. It's true that one couldn't get approval in China until recently for even minimally modified vehicles. But two and a half years ago, the government showed signs that it was willing to loosen the market. Our long-standing automotive partner in China, the China United Rubber Corporation (CURC), immediately approached us and asked us whether we, as organisers of Europe's largest car exhibition, might be interested in a spin-off. Then the opportunity arose to link the China Essen Motor Show with Auto Guangzhou, which as one of the largest car shows in China has over 660,000 visitors annually – nearly twice as many as the ESSEN MOTOR SHOW. So we had changing market regulations, a partner and an established trade fair as a platform. This was really the go-ahead for us.

How did you proceed?

When we analyse a potential new market, we listen to the industry in order to receive the broadest possible feedback from our exhibitors. In our pitching activities for foreign trade fairs, we usually focus on dividing our tasks. That was also the case here. We took care of the international customer acquisition, and our partner concentrated on mainland China, Taiwan, Macao and Hong Kong. By the way, the proximity to Hong Kong is an interesting aspect of Guangzhou as a location. Many Chinese have "parked" their tuned cars in Hong Kong and are just waiting to be allowed to drive them home.



One always hears "China is different". Does that also apply to trade fairs?

The Chinese trade fair market is indeed special, so it is essential to have a strong local partner – whether for contacting public authorities and associations or managing service providers. Another extremely helpful factor for us is that my colleague Lei Zhang was born in Beijing. His cultural roots and the resulting acceptance among business partners cannot be replaced by business etiquette training, especially in China.

Teamwork: ESSEN MOTOR SHOW now has a spin-off in China. Torben Brinkmann and Lei Zhang from Messe Essen's International Exhibitions team, along with Project Manager Ralf Sawatzki and his colleague Vivien Haar from the ESSEN MOTOR SHOW crew (from left to right), were involved.

### → How do you support exhibitors on-site?

We see our role at all foreign events as guiding and accompanying exhibitors into new markets. This includes, for example, an industry tour that we organise on the last day of the setting up stage. We visit several production plants and offer background discussions. In this way, the exhibitors quickly get a feeling for how the local industry ticks. The response has been very positive, regardless of whether in

expectations, it soon became clear that there would be a German Pavilion at the 2019 China Essen Motor Show.

### What does a “German Pavilion” encompass?

It's the official joint stand of German companies and is sponsored by the government as part of its foreign trade fair programme. Exhibitors pay no more than the standard fee, but receive exceptional stand construction, a hostess service, a travel planning service and a translator – an all-inclusive, worry-free package.

In 2019, two premieres will take place in England and Mexico – countries in which Messe Essen has not yet held its own events. Is this coincidence or a sign of dynamic growth?

We are always on the lookout for new markets for our exhibitors. But in an age when political decisions are tweeted, we need to take a closer look and seize opportunities. In view of the general political climate, Mexico is increasingly looking to Europe for contacts. This also applies in the horticultural sector, an exciting growth market. Conversely, very few German exhibitors at IPM Essen are active in Mexico. But many were looking for an opportunity to get a taste of the market. Incidentally, at Ornamental Plants & Flowers MEXICO, there will be a German Pavilion right from the start.



Dubai, Moscow or Guangzhou. And this year it will be even easier for the German exhibitors at the China Essen Motor Show.

### Why is this?

In 2018, representatives of the Federal Ministry for Economic Affairs and the Association of German Automobile Tuners (VDAT) sought contact with associations, government representatives and companies at the trade fair in order to sound out the prospects. And since the premiere exceeded all our

## GLOBAL EVENTS

Messe Essen's first satellite event abroad was Beijing Essen Welding & Cutting in 1987. The portfolio currently includes eleven events in six countries. In April the “Security Event – powered by security essen” was held for the first time in Birmingham, England, and in September the “Ornamental Plants & Flowers MÉXICO – powered by IPM Essen” celebrates its premiere in Mexico City.





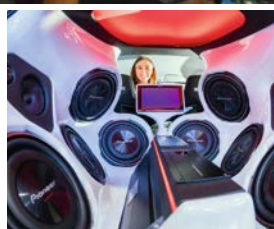
# UP CLOSE

No other trade fair allows car fans to indulge their passion like the ESSEN MOTOR SHOW.

“Feel the beat” will be the motto at Messe Essen from 30 November to 8 December, when the gates open on the undisputed horsepower festival of the year: stylish design, breathtaking sound, sporty production vehicles, live action and top stars from the racing scene – the ESSEN MOTOR SHOW leaves no wishes unfulfilled.



The official EMS fan page on Facebook has over 245,000 followers.





Romantic nights are promised by "camping barrels" at the KNAUS campgrounds – also in Essen-Werden from the summer of 2019.

# A NOBLE GESTURE

At Reise + Camping, Helmut Knaus received the German Camping Prize for his life's work. He donated the prize money to a good cause – and even quadrupled the sum.



Award winner with well-wishers: Helmut Knaus (2nd from right) together with Oliver P. Kuhrt, CEO of Messe Essen, Andreas Jörn, President of the German Camping Club, and Thomas Kufen, Mayor of Essen (from left).

Helmut Knaus KG opened its first campsite in Franconian Frickenhausen in 1970. Today, the company operates 26 campsites between the North Sea coast and the Bavarian Alps. For this successful camping expansion strategy, founder Helmut Knaus was awarded the German Camping Prize by the city of Essen and the German Camping Club during Reise + Camping in Essen.

Following the award ceremony, the award winner surprised well-wishers with a noble gesture. Knaus

quadrupled the prize money from 2,500 euros to 10,000 euros and presented it to Mayor Thomas Kufen as a donation cheque. The money will benefit social services in the city of Essen. In keeping with the award winner's aims, it will enable socially disadvantaged families to enjoy holidays at the campsite of their choice. In addition, Helmut Knaus KG is offering families discounted holidays at their campsites via the youth welfare service.



## IN A HOLIDAY MOOD

The fact that the tourism industry is booming was impressively demonstrated by this year's Reise + Camping. Nearly 95,000 visitors arrived at Messe Essen from 21 to 24 February, to gather tips and suggestions for their next trip and learn more about the latest camping trends at North Rhine-Westphalia's largest holiday expo. Among the 1,000 exhibitors and destinations from 20 countries, numerous tour operators presented campsites and destinations both near and far. The thematic area "Adventure Cruises" was also included in the programme for the first time.





# »WE WON'T REST ON OUR LAURELS«

“The Congress Center Essen has more to offer than modernised rooms,” stresses Director Christina Grewe. The new venue is already welcoming new clients.



Christina Grewe, Director of the Congress Center Essen, and Team Leader Jan Wiedwald know how to maintain the overview amidst the hustle and bustle of conferences.

**ESSEN AFFAIRS:** Ms Grewe, the new Congress Center East opened 18 months ago. What is your assessment of this initial phase?

**CHRISTINA GREWE:** Very good! After the opening we had a strong finish to our sales year with many enquiries concerning the “new CC East”, along with other venues. Event organisers will find the ideal configuration in different building constellations. The new CC East benefits from its connection to Hall 8. The CC West can host larger staff meetings or even conferences, with hall sizes accommodating up to 1,000 guests. And the CC South has the most smaller workshop spaces. This diversity is also reflected in the programme.

What are the upcoming highlights?

One will certainly be “Viszeralmedizin NRW” in June, a convention we would not have won without the modernisation of CC East. This is because the previous foyer would have been too small for

the planned exhibition, while a hall would have been too large. The foyer offers the perfect intermediate size. We are also delighted to be able to organise the first annual general meeting of the Essen-based MDAX company Brenntag in CC South. The largest event of the year in quantitative terms will be ECR Day in CC West and Hall 3. We expect over 800 decision makers from retail companies and the consumer goods industry, as well as 110 exhibitors.

How can you score points as a location beyond Messe Essen's modernisation?

By not resting on our laurels with a one-off modernisation, but always making sure that we are up to speed. Last year, for example, we replaced all the analogue mixing consoles with digital ones. This was a matter of course for us. Our customers confirm time and time again that we offer a fair and very transparent price structure. We make realistic calculations and always mark any cost changes due to changing requirements in the overview – so there are never any unpleasant surprises.

How has the new Convention Center Essen been received?

We are also very satisfied with the resonance. We have become attractive for formats which we hadn't been in the running for previously. The combination of hall 8, CC East and the Grugahalle opens up many options for unusual events.





## FROM REAL LIFE

**27.11.2019** | Luke Mockridge was born with a talent for making other people laugh. His father Bill, a Canadian actor and cabaret artist, is the founder of the legendary improv theatre Springmaus. But Luke Mockridge has long stood on his own two feet. In 2018 he cleaned up at the German Comedy Awards, taking home two top prizes. "Welcome to Luckyland!" is his current programme – which can be seen live in Essen on 27 November.



# FROM CHEERFUL TO PROFOUND

From *schlager* to spirituality: the following four events are sure to fill the Grugahalle in the coming months.



Get an impression of Sascha Grammel's ventriloquy skills here.



## FROM THE GUT

**26.08.2019** | They call him the "doll whisperer" and also king of the ventriloquists. In fact, Berlin-based comedian Sascha Grammel has been thrilling audiences for years with his madcap puppet zoo. With his new show "Fast fertig", Grammel will hit the stage in Essen on 26 August as part of an international tour.



## FROM THE HIP

**01.09.2019** | On 1 September a special concept is being brought back to life in the Grugahalle: the tea dance. Guests can expect a lively Sunday afternoon with dancing in a pleasant atmosphere and top stars from the industry, including Die Amigos, the most successful *schlager* duo in Europe. The venue has a long tradition – right up into the 1960s, a weekly tea dance took place in the Grugahalle.



## FROM THE SOUL

**19.10.2019** | Eckhart Tolle was born in Lünen, about an hour's drive from Essen. The spiritual teacher became famous in the USA. His book "The Power of Now" had a print run of one million copies, was translated into 35 languages and inspired talk master Oprah Winfrey so much that she invited Tolle back several times. His follow-up "A New Earth" also became a global bestseller. On 19 October, Tolle, who lives in Canada and does not identify with any particular religion or tradition, will host a show in Essen.





**MESSE  
ESSEN**

## ALL THE DATES UNTIL DECEMBER 2019

### TRADE FAIRS IN ESSEN

05./06.06.2019

#### **ALL ABOUT AUTOMATION\***

Regional trade fair for industrial automation

05./06.09.2019

#### **MÖLO\***

International trade fair for household moving and furniture logistics

21./22.09.2019

#### **EURO TEDDY**

International teddy bear and stuffed animal expo

27./28.09.2019

#### **THERAPRO ESSEN\***

Trade fair and congress for therapy, rehabilitation + prevention

12./13.10.2019

#### **CARAT\***

The trade fair for car and commercial vehicle garages

24.–27.10.2019

#### **SPIEL**

International gaming days with Comic Action

05.11.2019

#### **DIGITAL FUTURECONGRESS\***

Congress exhibition for all digitisation topics in the German SME sector

09.–17.11.2019

#### **50TH MODE HEIM HANDWERK**

The shopping experience for the whole family

09./10.11.2019

#### **KREATIV.ESSEN**

Everything related to DIY

14.–17.11.2019

#### **NRW – THE BEST FROM THE REGION**

Showcase for the NRW food industry

16.11.2019

#### **HYROX**

The fitness competition for every body

30.11.–08.12.2019 (Preview Day: 29.11.2019)

#### **ESSEN MOTOR SHOW**

The performance car festival

**09.–17.11.2019**

**50 x MEHR  
ALS EINE MESSE:  
FEIERN SIE MIT!**

**MESSE  
ESSEN**

### FOREIGN TRADE FAIRS

25.–28.06.2019

#### **BEIJING ESSEN WELDING & CUTTING**

International trade fair joining, cutting, surfacing (Shanghai)

10.–12.09.2019

#### **FLOWERSEXPO powered by IPM ESSEN**

International Plants Expo Russia (Moscow)

18.–20.09.2019

#### **ORNAMENTAL PLANTS & FLOWERS**

**MÉXICO** powered by IPM ESSEN  
(Mexico City)

12.–14.11.2019

#### **IPM DUBAI**

International Plants Expo Middle East (Dubai)

12.–14.11.2019

#### **WOP DUBAI**

International Perishables Expo Middle East (Dubai)

22.–25.11.2019

#### **CHINA ESSEN MOTOR SHOW**

For drivers and dreams (Guangzhou)

CONGRESS  
CENTER  
ESSENGRUGA  
HALLE

## ALL THE DATES UNTIL DECEMBER 2019

## CONGRESS CENTER ESSEN

16./17.05.2019

Roadshow HP – by Intracon

23.–25.05.2019

Trade union conference GEW NRW

24./25.05.2019

German Society for Implantology:  
18th annual meeting of the NRW state  
association

24.05.2019

Lower Rhine and Westphalian Society  
for Gynaecology and Obstetrics:  
214th conference

04./05.06.2019

DNUG annual conference

06./07.06.2019

Visceral Medicine NRW

11.–13.06.2019

Brenntag AG Annual general meeting

13.06.2019

VorsorgeFachForum 2019

14.06.2019

Anniversary celebration 100 years  
of Ailbau

14.06.2019

“connecetd Essen“

02.07.2019

Dermatological Oncology NRW  
open network meeting

31.08.2019

Award ceremony financial bravehearts

01.09.2019

Gala concert 100 years of  
Quartettverein Frohsinn

18./19.09.2019

ECR Day 2019

21./22.09.2019

Hindenburg Heimattreffen

28.10.2019

Ministry of Education and Further  
Education NRW

31.10.2019

Medion AG Annual general meeting

16./17.11.2019

FEBuB Conference

20./21.11.2019

Summit Umweltwirtschaft.NRW

22./23.11.2019

31st Congress of the German  
Continence Society

23.11.2019

NOWEDA eG Annual general meeting

25./26.11.2019

FAMA Conference

11./12.12.2019

12th Scientific Communication Forum

## GRUGAHALLE

28.05.2019

Evonik Industries AG Annual general meeting

07./08.06.2019

THE ILLUSIONISTS –  
THE BROADWAY SHOW

12.06.2019

Deutsche Telekom Service GmbH  
Employee event

23.06.2019

Christian Singing Festival Vereinigung der  
Evangeliums- Christen-Baptistengemeinden  
in Deutschland e. V.

30.06.2019

Mädchen Klamotte  
Girls' flea market in the foyer

12.–21.07.2019

48th Essen Summer Festival  
Funfair and flea market

08.–10.08.2019

Hop festival at the Grugahalle

26.08.2019

Sascha Grammel Almost done

31.08.2019

ABI Zukunft The information fair  
for after the school-leaving exam

01.09.2019

Schlager.de tea dance  
with the Amigos, Fantasy, Olaf der Flipper  
and others

14.09.2019

Boxing match with Patrick Korte

28./29.09.2019

5th Essen Job Fair Interesting career  
opportunities

02.10.2019

Maher Zain

10.10.2019

KiTa – Employee meeting

19.10.2019

Eckhart Tolle Now or Never Tour 2019

20.10.2019

Mädchen Klamotte  
Girls' flea market in the foyer

26.10.2019

Six Pxx – #followme

02.11.2019

Peter Kraus – Big anniversary tour 2019

03.11.2019

RECORD &amp; CD EXCHANGE

09.11.2019

Koncert Gwiazd Stars from Poland

14.11.2019

Kaya Yanar – “Flipping out for beginners”

16.11.2019

Krim's Krams Markt in the foyer

20.11.2019

THE SCOTTISH MUSIC PARADE

27.11.2019

Luke Mockridge – Welcome to Luckyland!

06.12.2019

Markus Krebs – Ever heard this one?!

07.12.2019

Chart Show Essen  
The hits from 1970 to 2018

18.–22.12.2019

Holiday on Ice – Showtime









Four-four time: The Alfried Krupp Hall was last transformed into a dance floor for the Philharmonic Ball in 2011.

# THE CITY DANCES HERE

In 2020, ball season will hold sway in Essen: the Philharmonic Ball celebrates its relaunch in February, followed by the German Innovation Ball in November.

Hein Mulders glows when he talks about his new dance hall: “It’s incredible what the hall has to offer,” says the Director of “Philharmonie Essen”. He is referring to the Alfried Krupp Hall, the heart of the concert hall of the Essen Philharmonic Orchestra. On 1 February 2020, the orchestra will offer up its seats to Austrian colleagues after a short performance. Then the Viennese Ball Orchestra and the big band of the Vienna Opera Ball will give a guest performance in the city. The occasion is an event that many citizens have eagerly awaited for years: Essen finally has a Philharmonic Ball again.

“It was always a topic of discussion in the city, but the effort behind such a ball is enormous,” says Hein Mulders, who took up his directorship in 2013 – two years after the last ball had taken place. The fact that a revival will soon get underway is due not least to the numerous sponsors, along with the combination of musical enjoyment and a good cause. The proceeds from the ball will go to the “Musik kommt um die Ecke” (“Music comes around the corner”) programme, which was created under Mulders’ artistic direction. Several times a year, music teachers and members of the Essen Philharmonic Orchestra visit 20 kindergartens in the city that do not offer →





In a festive mood: Director Hein Mulders and Marie Babette Nierenz, Artistic Director of the Essen Philharmonic Orchestra, are already looking forward to 1 February 2020.

→ elementary musical education, playfully arousing curiosity about art. “It wasn’t difficult to convince the partners,” says Marie Babette Nierenz, Artistic Director of the Philharmonic Orchestra. A broad alliance is supporting the ball – including the real estate company Allbau and the custom tailor Cove&Co as premium partners.

The sponsors are providing an outstanding, wide-ranging programme under which the entire building will be transformed into an event location – above all the Alfred Krupp Hall, whose technical capabilities have inspired Mulders so much. For the ball, the entire parquet area will be raised to the height of the foyer. Round tables, each accommodating eight people, and the dance floor will be on a single level. Even those guests who aren’t well acquainted with waltzing and other forms of ballroom dancing will get their money’s worth. In the festive hall, a big band will play swing and Charleston music, and visitors can also simply watch the Lindy Pott dancers strut their stuff. In the RWE Pavilion, the disco, a DJ

will play music from the 70s and 80s, and everywhere in the building there will be opportunities to stroll about and enjoy refreshments – ranging from curry sausage to champagne!

This is in keeping with a social event that does not deny its premium character, but is also open to all citizens. Moderate prices ensure this. A promenade ticket costs 55 euros – a fraction of what one would pay in many other German cities for a similar event without a concert. To all those who are nevertheless inhibited by the special nature of the event, at Cove&Co, one can rent a full party wardrobe through its Ballroom Outfitters brand. And to be absolutely on the safe side, you can treat yourself to a waltz refresher course at the Püttmann-Lentz Dance School before the event. It even takes place in the Philharmonic concert hall.

The next highlight has already been announced. In November 2020, the German Innovation Ball will take place in the Grugahalle and in the foyer of Messehaus Ost.

## TICKETS FROM 55 EUROS

Advance tickets for the Philharmonic Ball 2020 are already on sale. Tickets are available online and by phone as well as at all the familiar ticket agents. Prices start at 55 euros for a promenade ticket without a numbered seat, which provides access to all areas. A table seat in the Alfred Krupp Hall is available for 150 euros. The event on 1 February 2020 officially starts at 8 p.m., after which dancing is possible until 3 a.m.

# ART AND LIFE

Museum Folkwang is restaging its collection – and examining the relationship between man and machine in a special show.



“The 2019 exhibition programme originally developed out of the Folkwang concept,” emphasises the museum’s new Director Peter Gorschlüter.

Since July of last year, Peter Gorschlüter, previously Associate Director of the Museum of Modern Art in Frankfurt/Main, has headed the internationally renowned Museum Folkwang. His signature can be seen for the first time in the current programme. “The connection between art and life permeates interdisciplinary exhibition projects and collection works as a central idea,” says Gorschlüter. “My most important task will be to focus on people. This should be noticeable in every exhibition or event, on every visit, and turn the museum into a place of exchange.”

In the course of the conceptual reorientation, the permanent collection will also be restaged from early summer onwards. Instead of a strict chronology, thematically structured rooms will be created in which stories of upheavals, transitions and new beginnings will be told through art, allowing major works to be rediscovered. The new collection presentation will be celebrated with a 24-hour programme and a midsummer night festival on 21 June. The presentation is being accompanied by a Bauhaus series. The exhibition “Stage Worlds” can be seen until 8 September, and from 20 September the museum will showcase the work of the all-round talent László Moholy-Nagy.

— Karl Ernst Osthaus, the great 20th century Ruhr art patron, was certain that “without the contribution of art, the most important questions in life cannot be answered”. And Osthaus also had a clear idea about the contribution of the museum he founded: “Folkwang unites all the arts and all kinds of artistic education.” Museum Folkwang is now revisiting this idea under its new director.

The large autumn exhibition “The Assembled Human” is just as multifaceted. From 7 November, the show will examine the interrelationship between man and machine from the Industrial Revolution to the digital age. Across media and epochs, the show provides comprehensive insights into the artistic explorations of the most influential developments of the past 150 years – namely industrialisation, technology and digitisation.



In our app, you will find a picture gallery with works from upcoming exhibitions.



“Le Mécanicien” (The Mechanic) is the name of this early work by the French painter Fernand Léger, which will be on view as part of a major autumn exhibition.



# IMAGES OF A GREAT LOVE

Challenging the clichés: with the help of a social media campaign, Junger Initiativkreis Ruhr successfully shows new views of the Ruhr region. ESSEN AFFAIRS presents a selection.

— Why do we like living here? And how can we make people outside the Ruhr area understand this? The twelve founding members of Junger Initiativkreis Ruhr – all young executives from the region's largest companies, ranging in age from their early 20s to early 40s, and ready to assume responsibility for their home region – took a weekend to find common answers to this question. And the more this mixed group of engineers, entrepreneurs, business psychologists and other professionals talked, the clearer the answer to the first question became. "It's the diversity that makes us special. The Ruhr area has so much to offer – and we are at home in the entire region, not just in one city." Janine Simmann, Head of Corporate Media at the RAG Foundation and spokeswoman of Junger Initiativkreis Ruhr, recalls the birth of an unusual social media campaign. Under the motto #läuftimruhrgebiet, Junger Initiativkreis Ruhr called on people via Facebook, Twitter and Instagram to create memes which celebrate the diversity of the region. The memes are collected on this website: [dasruhrgebiet.de](http://dasruhrgebiet.de)

The combination of bold images and short texts was still new at the time, but the initiators were not interested in a perfectly styled marketing campaign.



Everything here is real and made by the community itself. So far, about 600 memes have been collected, many ambitious photographers have made their photos available, and the campaign's Facebook page has nearly 20,000 followers. "Many of those living here are tired of the Ruhr clichés, and young people in particular want to show the beauty of our region," says Simmann. The creators are also pleased to see the images being widely disseminated. Some 40 different nationalities are represented in the Facebook group, and feedback has shown that outside of the Ruhr area, tomorrow's decision makers are beginning to ask themselves whether they could live here, too. →



Although it's in southern Essen, Lake Baldeney sometimes reminds Janine Simmann of northern Europe.





The Centre for International Light Art in Unna is the world's only museum that is exclusively dedicated to the collection and presentation of light art. It lies ten metres below ground – which is probably why it reminds this user of the Catacombs of Paris.



See further motifs from the campaign in our app.

Moyland Castle near Kleve is one of the most important neo-Gothic buildings in North Rhine-Westphalia. But the moated Herten Castle isn't too shabby either!



Pillars in the sunset with expansive views over the countryside. This isn't a tribal relic – but part of an art installation covering a mine dump in Bottrop and other places of the Ruhr area.



Photo: Diemar Klingenberg



The community is active on Facebook and other social media channels under #läuftimruhrgebiet.



Director Babette Kierchhoff (3rd from left) and her staff at the Sheraton Essen always have the guests' comfort in mind.

## TOGETHER AT A HIGH LEVEL

The Sheraton Essen is one of the city's finest addresses. Director Babette Kierchhoff knows that exhibition and conference guests expect a continuous service chain.

— Her first official meeting was like a journey back in time. After more than 25 years working in hotels internationally, Babette Kierchhoff met some of her former colleagues and supervisors after her return to Essen in 2015. "It was a bit like coming home," she remembers, "even though a lot has changed over the years." She has changed, too. When she left Essen, Babette Kierchhoff had just finished her training. Today, the 55-year-old runs one of the top addresses in the city: the Sheraton Essen.

In over 70 countries around the world, the Sheraton brand stands for the art of providing people with a home away from home. In Essen, the prominent location at Stadtgarten Park – right next to the Philharmonic Orchestra, within walking distance of several corporate headquarters and just three underground stations from Messe Essen – underscores the hotel's premium quality standard. The hotel owners, associated in a limited partnership, know very well that this claim and the hotel's proud →

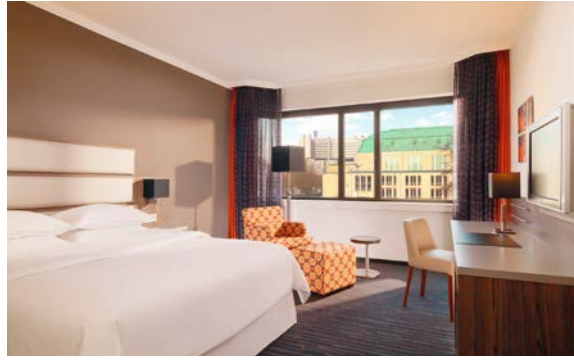
→ 38-year tradition at the location must be filled with life every day. For this reason, a number of projects have been tackled in recent years. Even before Kierchhoff took over as Director in 2015, all the bathrooms were renovated. And that was just the beginning.

A total of 65 of the 206 rooms and suites have now been completely modernised, and within the next years this project will be complete. More than half of the rooms have already been fitted with new, more energy-efficient air-conditioning systems, and guests enjoy 49-inch TVs enabling streaming services via Wi-Fi in all the rooms. "It's just as well that our rooms, sized 33 square metres as standard, are the largest in the area," Kierchhoff says with a smile.

Digital infrastructure and services are also on the agenda. In order to simplify the check-in process, guests will be able to open their rooms via smartphone by the end of this year. "Business travellers don't want to queue," says Kierchhoff. And when the reception area and lobby are redesigned in the following years, telephone booths with screens and community tables will be installed as simple workspaces in the entrance area. This is in line with the Sheraton's new brand concept of positioning itself even more strongly as a meeting point for both locals and travellers.

One particularly exclusive meeting point is the Club Lounge on the top floor, which can be used by 6th floor guests and members of the Travel Programme. The small restaurant serves food here from early morning until late evening. "This is really appreciated by trade fair and conference guests," says Babette Kierchhoff, who knows exactly what her clientele demands. She has been confident of knowing just what customers want since attaining her career goal of "running a five-star hotel" in her very first management position, at the Arabella Sheraton Hotel Seehof in Davos.

Kierchhoff knows that high expectations are placed on five-star hotels, including service that leaves nothing to be desired. In the event that something doesn't work as planned, Kierchhoff has issued a clear directive to her 85 employees. "Everyone has the task of reacting immediately when a guest has



a concern." Errors can never be completely avoided in a people business. "I have no problem with personally apologising to a guest and asking them what we can do for them. I expect the same from my employees. But I want to know how the problem was solved."



She is convinced that service is the key to success in trade fairs and conferences. So Kierchhoff is all the more pleased that the cooperation between the relevant stakeholders continues to deepen in Essen. "The modernisation of Messe Essen, which was extremely well planned from an operational point of view, is leading to service upgrades. Now we want to work together to ensure that customers always experience a continuous service chain at the highest level, both before and after the trade fair visit." This starts with the reservation of block bookings and ends at checkout – an all-round premium service.

The Club Lounge on the 6th floor of the Sheraton Essen is a particularly exclusive meeting place. The picture above shows a "Superior" category room.

### The Sheraton Essen Hotel

Huyssenallee 55, 45128 Essen

Telephon: +49 (0)201 1007-0

E-mail: [essen@sheraton.com](mailto:essen@sheraton.com)

194 rooms, 12 suites





# ESSEN IN 24 HOURS

Breakfast amidst greenery, a bike ride to industrial monuments, and a tram ride to the castle: in the north of Essen, all this can be done easily in one day.



## 9.00 A.M. PICNIC IN THE PARK

One can't hear a sound from the nearby A 40, the Ruhr's main traffic artery, in Arboretum Trautmann. After decades of work, Hermann Trautmann has created an idyll spread over five hectares. Thematic gardens, old trees, a biotope and a colourful mixture of plants make the park an attractive destination at any time of the year. It's especially romantic on summer weekends, when you can enjoy an open-air breakfast with picnic baskets available on-site (Aktienstraße 177).



[www.arboretum-trautmann.de](http://www.arboretum-trautmann.de)

## 11.00 A.M. CYCLING THROUGH THE DISTRICT

The shortest way to cycle through the Ruhr metropolis starts at the Zollverein Coal Mine Industrial Complex, a UNESCO World Heritage Site. From here, the path heads north, past quaint little huts, up to the "Halden" (mine

dumps) with their wonderful panoramic views and along riverside paths to Nordsternpark in Gelsenkirchen. Its landmark is a double-arched bridge, which crosses the Rhine-Herne Canal. After 29 kilometres, the circular route ends again at the Zollverein Complex.



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



## 3.00 P.M. BY TRAM TO THE CASTLE

The Culture Line 107 has been around for some time now in Essen. The Nature Line 105, established in 2017, is dedicated to the greener side of the city. You can experience how hilly Essen truly is while travelling these 20 kilometres by tram. Borbeck Palace is particularly noteworthy (near the Abzweig Aktienstraße stop).

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

## 7.00 P.M. A BEER IN THE DAMPFE

For those who would like to finish off the day in northern Essen, the Borbeck brewery "Dampfe" (Heinrich-Brauns-Straße 9-15) is just the right spot. Since 1896, speciality beers have been brewed here according to traditional recipes. If you like, you can watch the brewers at work – or simply enjoy the rustic ambience.

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





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