

ESSEN AFFAIRS

MESSE
ESSEN

THE MAGAZINE FROM MESSE ESSEN

ISSUE 2.2019

www.messe-essen.de

A NEW ERA

Messe Essen celebrates its
completed modernisation



MORE FREEDOM

How we will travel in the future

MORE PLEASURE

Tips for your visit to the Ruhr area

MORE VARIETY

Essen's leading trade fairs are
increasingly international



DISCOVER NEW WORLDS

THE INNOVATIVE TRADE FAIRS IN ESSEN

ACQUA ALTA | ALL ABOUT AUTOMATION | CARAT | COMPOUNDING WORLD EXPO | CUTTING WORLD | DCONEX | DIGITAL FUTURECONGRESS | DIKOMM | E-WORLD ENERGY & WATER | EUROPEAN BRIDAL WEEK | GASTROTAGEWEST | INFRATECH | INTERSCHAU | IPM ESSEN | METPACK | MÖLO | PLASTICS EXTRUSION WORLD EXPO | PLASTICS RECYCLING WORLD EXPO | POLYMER TESTING WORLD EXPO | SCHWEISSEN & SCHNEIDEN | SECURITY ESSEN | SHK ESSEN | TANKSTELLE & MITTELSTAND | THERAPRO ESSEN | 53. ESSENER TAGUNG FÜR WASSERWIRTSCHAFT

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MESSE
ESSEN



Oliver P. Kuhrt

Dear Reader,

This year, 24 September was a very special day for our company. With the symbolic handover of the keys by the general contractor Implenia, we completed the comprehensive modernisation of Messe Essen – on time and under budget. We are all very proud of this team effort and grateful for the trust placed in us by all our stakeholders during the three-and-a-half-year construction period. Some impressions of the last milestone in the modernisation, our new Hall 5, can be seen on page 16.

In addition to our modernised grounds and prominent location, we also intend to continue inspiring our guests in the future with five-star service. Our 1st place ranking in the Trade Fair Organisers category of the Top Service Quality 2019/20 Award, presented by TESTBILD magazine and the Statista statistics portal, confirms our attainment of this objective (page 6).

This issue's cover story is dedicated to tourism trends. Starting on page 8, you can read more about topics that will be influencing the travel market in the future, as well as the types of offerings you can expect at our trade fairs in the coming year.

I hope you enjoy reading this issue of Essen Affairs.

Kind regards,

Oliver P. Kuhrt, CEO Messe Essen GmbH



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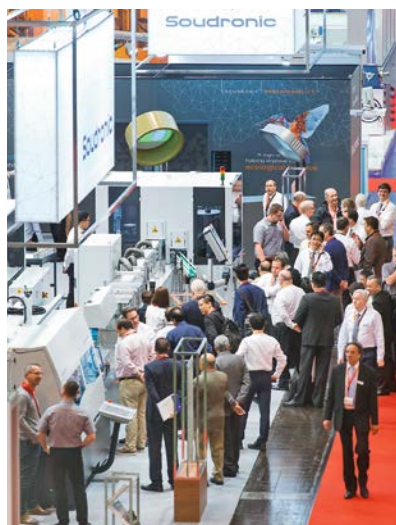
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MESSE ESSEN RECEIVED HIGH MARKS AT THE "TOP SERVICE QUALITY 2019/20" AWARDS, PARTICULARLY IN THE CATEGORIES CUSTOMER FOCUS, TECHNICAL EXPERTISE AND LEVEL OF RECOMMENDATION.



What a rush: 209,000 visitors set a new record at SPIEL '19. The world's largest trade fair for board games also set new records in the amount of booked space, exhibitors and new products.

SPIEL '19 BOARD GAMES CONTINUE TO BOOM

From 24 to 27 October, SPIEL '19, the world's largest trade fair for board games, set new records: the arrival of 209,000 games fans, buyers and licensees (previous year: 190,000) was a significant boost over last year's record, as were the approximately 1,200 exhibitors (last year: 1,150) and more than 1,500 new products presented (last year: 1,400).

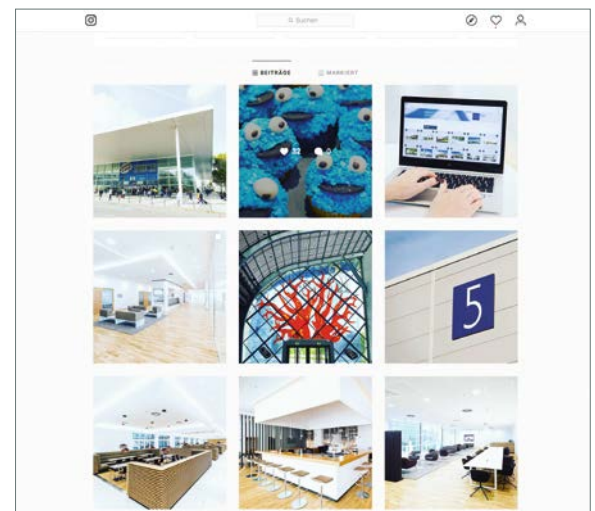
"The significantly larger exhibition area, the new hall structure and the improved admission system all ensured an even better trade fair experience," stated the final report of the organiser, Friedhelm Merz Verlag. Thanks in part to the success of SPIEL '19, the industry now has outstanding momentum for the start of the festive shopping season.

AWARD NO. 1 IN SERVICE QUALITY

Messe Essen received the "Top Service Quality 2019/20" Award, presented jointly by the magazine TESTBILD and the statistics portal Statista for outstanding customer service. This is the second time in a row that Messe Essen took first place in the trade fair organiser category. Accessibility, customer focus, communication, technical expertise, scope of service and level of recommendation were all categories in which the testers assessed the service quality of ten German exhibition companies. Messe Essen received top marks in the categories customer focus, technical expertise and level of recommendation, scoring points for responding in an individual and solution-oriented way to customer requests.

SOCIAL MEDIA MESSE ESSEN HAS A NEW CHANNEL

Messe Essen has expanded its social media efforts to include its own Instagram account. Its latest channel features the most beautiful architectural images of the new Messe Essen, information about all events, behind-the-scenes stories and details on Instawalks.





New members of the AUMA Board of Directors: Andreas Müller, Managing Partner of Doepke Schaltgeräte GmbH, and Oliver P. Kuhrt, CEO Messe Essen.

AUMA

NEW APPOINTMENT FOR MESSE ESSEN CEO

Oliver P. Kuhrt, CEO of Messe Essen, has been elected to the Board of Directors of AUMA, the Association of the German Trade Fair Industry. The AUMA Board of Directors comprises 22 member representatives, with half representing trade fair companies and half representing exhibitors and visitors from industry, commerce and the skilled trades. Newly elected together with Kuhrt was Andreas Müller, Managing Partner of Doepke Schaltgeräte GmbH, Norden, who was proposed by the German Electrical and Electronic Manufacturers' Association (ZVEI).



MODE HEIM HANDWERK

"MHH" FILLS THE HALLS FOR ITS 50TH

From 9 to 17 November, North Rhine-Westphalia's largest consumer fair celebrated a special anniversary at Messe Essen: MODE HEIM HANDWERK opened its doors for the 50th time, offering visitors not only a unique shopping experience, but also a lively entertainment programme. More than 700 exhibitors presented their products and services within experiential worlds at MMH. Anniversary edition highlights included a stage for live cooking demonstrations and the new exhibition "tierlieb.nrw".



MINING AND METALLURGY DAY 2019

PREMIERE FOR THE METAL GATHERING

"Preserving tradition, shaping the future!" was the motto of the first Mining and Metallurgy Day, held on 7 November in the East Foyer of Messe Essen. The event, which was organised in cooperation with DVS Media, revives the tradition of professional exchange and networking in the steel industry, with fresh accents and forward-looking momentum. The premiere offered participants and exhibitors a successful mix of lectures, panel discussions, a company exhibition and a mining and metallurgy evening.



7

shareholder meetings of large listed companies were held at the Congress Center Essen and the Grugahalle in 2019. According to a survey by HV Magazine, both locations together rank second among Germany's top venues for annual general meetings.

COMPOUNDING WORLD EXPO

ONE BECOMES FOUR

Following the very successful debut of Compounding World Expo this year and its shortlisting for two trade fair awards, the British organiser AMI will up the stakes next year, with Compounding World Expo, Plastics Extrusion World Expo, Plastics Recycling World Expo and Polymer Testing World Expo forming a four-pronged trade fair event. On 3 and 4 June 2020, all the leading players in the plastics industry will come together in one place. Debates, technical presentations and seminars will take place in five conference arenas – all free for visitors, as is the general admission. The response has been promising: 220 exhibitors had already registered by mid-October – 20% more than at the premiere.





IN SEARCH OF FREE TIME

Cycling or a cruise? Individually or a package tour? Germany or the big, wide world? In the run-up to Reise + Camping and Fahrrad Essen, ESSEN AFFAIRS looks at trends that will be shaping tourism in the near future. One thing seems clear: all signs point to continued growth.

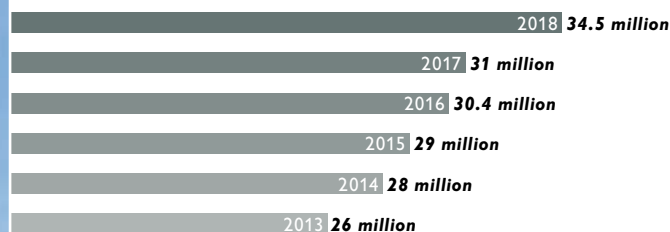
FOR THE NEXT HOLIDAY

Reise + Camping is North Rhine-Westphalia's largest holiday fair. Nearly 95,000 visitors arrived at Messe Essen for the last edition, to obtain tips and suggestions for their next holiday – for example, at five-star campsites such as “Camping-Resort Allweglehen” in Bavaria (photo), which was awarded the Gold DCC Europe Award at Reise + Camping in February. Visitors can once again look forward to a wide range of products and services at the fair, which will be held from 26 February to 1 March 2020 – from adventure camping to package holidays and from long-distance travel to city trips.



The number of overnight stays at German campsites is rising

Source: Federal Statistical Office; BVCD



CAMPING IS STILL IN

Germany's campsites recorded 34.5 million overnight stays last year, leading to the fifth record year in a row and a 50% growth rate over the past ten years. Camper and motorhome registrations have also risen steadily. In recent years, camping tourism has generated sales of 14 billion euros in Germany alone. Industry experts expect another boom year, as hardly any form of travel influences so many current megatrends and serves so many different longings. The more urban, digitised and precisely timed our lives become, the greater our yearning for autonomy, nature and freedom. Camping has become a trend that is no longer at odds with modern style and comfort requirements.

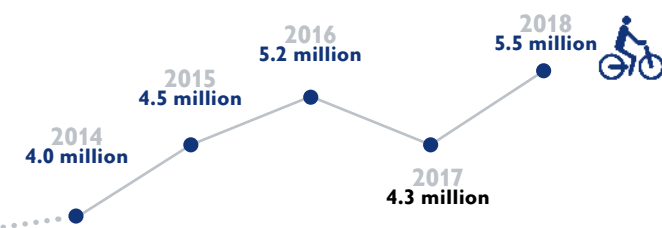
The industry is becoming more and more nuanced. "The classic campsites of the 1970s and 1980s are nearly impossible to find," says Gunter Arndt, project head at Reise + Camping in Essen. "Operators are making investments, there are more and more lodges, more mobile homes and the niche market 'glamping' is also growing." One counter-trend is known as "rural camping", which is more or less a back-to-the-roots movement. It's all about "spending a few days in nature in the most unregulated and reduced manner possible," travel journalist Andreas Lesti recently explained in an article in the Sunday edition of the "Frankfurter Allgemeine" newspaper.

MOBILITY IS ALL IN YOUR HEAD

Travelling means being on the move – a realisation that might seem trivial at first. Not only today, but also in the future, mental mobility will be a factor as much as physical mobility. “The process of going from point A to B is important for the individual,” explains tourism expert Rita Geson. This is a reason why the bicycle has become so hip. As a daily means of transport in urban spaces, as a practical tool on city trips and for excursions to holiday destinations, bicycles and e-bikes offer solutions to current and future social challenges. E-bikes also make it possible to cover much greater distances, gaining new user groups with a wide range of models. According to the German Cycling Federation (ADFC), 5.5 million Germans went on a bicycle trip lasting at least three nights in 2018 – a 27% increase over the previous year. Thanks to the e-bike, these figures will certainly increase in the future. Many bicycle retailers already attain half of their sales with them

Bicycle tourism is increasingly popular

Source: German Cycling Federation (ADFC)



The phenomenon of “floating hotels” only contradicts this at first sight, as Geson explains: “The cruise industry is so successful because every day tourists have the choice between excursions and holidays, work and vacation, offline break and connectivity. This hot topic is also growing at Reise + Camping, as Gunter Arndt from Messe Essen observes: “Particularly when it comes to cruises, customers are increasingly requesting environmentally friendly ships.”



FOR BICYCLE FANS

Many well-known manufacturers have already confirmed their presence at the next edition of Germany's best-visited bicycle trade fair, Fahrrad Essen. But from 27 February to 1 March 2020, more than 20 cities, regions and tour operators in the bicycle tourism sector will also be presenting their destinations and route suggestions at Messe Essen. Some 83,000 cycling enthusiasts last visited the exhibition, which was held parallel to Reise + Camping, and one out of two attendees even made a purchase. The majority of these purchases were e-bikes, which already account for half of the sales of many specialist retailers. Overall, the sector turnover rose from 2.69 billion euros in 2017 to 3.16 billion euros in 2018.

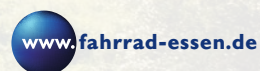




Photo: Shutterstock © shellygraphy

A JOURNEY TAILOR-MADE FOR ME

Individualisation is a further social megatrend that is shaping tourism. Many customers are no longer satisfied with ready-made solutions. For them, holidays are meant to be special experiences. Exotic destinations and personalised tours are becoming more and more popular. This represents an opportunity for specialist providers such as ITR-Reisen, which focuses on travel to southern Africa. “In an age of large online providers, there are many things that local specialist providers can supply more competently and flexibly, e.g. customised long-distance travel. Local face-to-face communication plays a crucial role in this process,” says Andreas Hack, owner of ITR-Reisen.

But long-distance travel is not the only niche with a growth perspective. Health-conscious tourists, for instance, form a target group that has already been discovered; more and more tailor-made offers are

being supplied to this lucrative group. Others will follow, ranging from same-sex couples to religious groups. Expert Geson advises: “Large providers must reach out to these tourists instead of waiting for the demand to appear. This will require sure instincts and offers with a certain flair.”

One special characteristic of the trend in personalisation is that women, in particular, appreciate independent travel. For Marisa Mühlböck, who prepared a study on this trend for the German Future Institute, this all has to do with changing biographies “marked more strongly by changes or break-ups, diversions and new beginnings” than in the past. “Following a change or a break-up, more and more women travel alone on planes, on buses or on trains. They either need distance, hope to reorient themselves or simply want to do something good for themselves.”

THE NEW THOUGHTFULNESS

— The fact that tourism also comes with undesirable side effects is no longer a secret. In addition to ecological travel, there is also a trend towards socially responsible travel. In a recent newspaper interview, Harald Pechlaner, Professor of Tourism at the Catholic University of Eichstätt-Ingolstadt, attributed this to the desire for “localhood” among growing numbers of tourists: “They deliberately don’t book a hotel room, but couch surf instead. They won’t merely stay somewhere for the weekend; they want to understand how people live their daily lives there over a span of weeks. They want to look behind the scenes and understand the consequences of their holidays.” This inclination to reflect is also a factor behind what is known as “voluntourism”. Cleaning up after a hurricane in the Caribbean, counting marine animals on the Greek coast – more, and especially younger, individuals are choosing to spend their free time pursuing a social commitment.

This new thoughtfulness has the potential to change the relationship between guest and host, particularly as hotspots like Venice are suffering from the effects of “overtourism”. “Future offers should be geared toward all user groups. The distinction between ‘guest’ and ‘local’ will increasingly be blurred,” reports a current position statement by Lake Constance tourism experts. Pechlaner even predicts “the word ‘tourist’ will eventually die out – nobody wants to be one anymore”. But this doesn’t mean that there will be fewer travellers. According to the United Nations World Tourism Organization (UNWTO), the number of global travellers will rise from 1.4 billion today to 1.8 billion by 2030. As the fastest-growing tourism market in the world, China will play a key role in this.



»A NEW ERA OF
TRADE FAIRS«





You can watch the film of the modernisation celebration on the Messe Essen YouTube channel. You will also find a picture gallery from the event in the ESSEN AFFAIRS app.



Mission accomplished: Messe Essen celebrated the end of its modernisation programme with the symbolic handover of keys. Not only was the renovation on time, it also came in under the planned budget by around 250,000 euros.

Large illuminated balloons with the logos of Essen's leading trade fairs adorned the new Hall 5 of Messe Essen on 24 September. These trade fairs, along with numerous guest events, will be held in one of the most technically state-of-the-art exhibition centres in Germany. With the inauguration of the new exhibition hall and the symbolic handing over of keys, a complex large-scale project that caused something of a sensation throughout Germany has come to a close.

"A new era has dawned for Messe Essen," pronounced the Lord Mayor of Essen, Thomas Kufen, who is also Chairman of the Supervisory Board of Messe Essen. "The conversion of the exhibition centre during ongoing operations was a →



Among the guests from Essen's political and administrative worlds were Barbara Rörig, Deputy Chairwoman of the CDU parliamentary group in the Council, City Councillors Florian Fuchs and Wilhelm Maas, as well as Peter Renzel, Divisional Board Director Social Affairs, Housing, Health and Labour for the City of Essen (sitting from the left). In the background, among others, Municipal Director Jürgen Best and Council members Gabriele Giesecke, Peter Tuppeck and Rainer Marschan, who are also members of the Supervisory Board of Messe Essen

Good neighbours: Karsten Pelpe, Managing Director Kurhaus im Grugapark gGmbH, with Oliver P. Kuhrt

The symbolic key hand-over from Dr Matthias Jacob, Managing Director of Implenia Hochbau GmbH (right), to the Lord Mayor of Essen and Chairman of the Supervisory Board of Messe Essen, Thomas Kufen, and Messe Essen CEO Oliver P. Kuhrt marked the end of Messe Essen's modernisation.



→ feat of strength. We are very proud that we have succeeded in implementing the New Messe Essen project not only on schedule, but above all within the financial framework," Kufen continued. The modernisation was not only completed on time; in the final balance, construction costs were under the planned budget of 88.567 million euros by around 250,000 euros – an extremely rare success for a public construction project.

"My sincere thanks go out not only to the senior management team and the project leadership, but also to all those involved whose commitment made this successful outcome possible," said Kufen. Between the start of construction on 2 May 2016 and its completion, four meticulously planned

construction phases were carried out in which the project, developed by SOP Architects, was implemented by the general contractor Implenia Hochbau under the coordination of the consulting firm Drees & Sommer.

"I am very pleased that with the New Messe Essen we are now fully meeting the requirements of our exhibitors, guest organisers and visitors for a modern exhibition centre," said Oliver P. Kuhrt, CEO of Messe Essen. "I would like to expressly thank not only our customers, but also our neighbours, for their trust and patience." Kuhrt is particularly pleased that the combination of attractive architecture, state-of-the-art technology and flexible infrastructure has enjoyed a positive market →



Attentive listeners: André Boschem, Managing Director EWG, Uwe Bonan and Michael Feller, Managing Directors Ruhrbahn, and Gerhard Grabenkamp, City Treasurer of the City of Essen (from left)



Dr Gerald Püchel, Managing Director Essen Chamber of Industry and Commerce (right), and Deputy Mayor Rudolf Jelinek (left) attended the ceremony to mark the end of construction as well. Both are also members of the Supervisory Board of Messe Essen.



Happy faces: Alfred Schulte-Stade, owner of Schultenhof, Annette Heydorn, Director Construction Division at Messe Essen, and Franz-Josef Britz, Second Deputy Mayor of the City of Essen (from left)

→ resonance. “The demand from national and international guest organisers already increased significantly at the start of our modernisation. Highly specialised trade fairs and congresses, in particular, have chosen Essen as their new home. The modernisation sets a clear sign for the future viability of our exhibition location.”

Dr Matthias Jacob, Managing Director of Implemia Germany, also drew a very positive conclusion before handing over the symbolic keys to Lord Mayor Kufen and CEO Kuhrt. “This was made possible by a team that focused on the project at hand and finding solutions. It always found a round table to sit down at in a difficult situation – something that is no longer a common occurrence nowadays.”

THE NEW MESSE ESSEN PROJECT: AN OVERVIEW

October 2014 | The Essen City Council approves the concept for the conversion of Messe Essen.

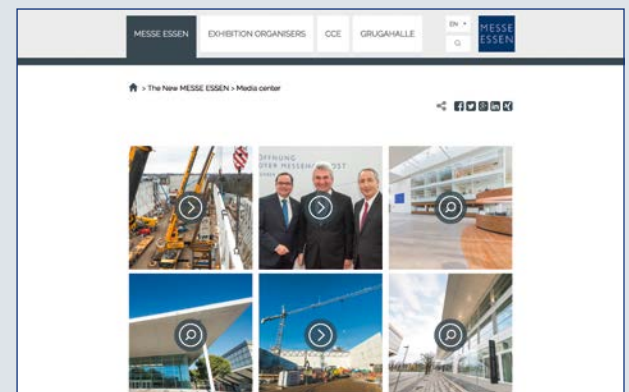
May 2016 | The first of four construction phases begins in the eastern part of the exhibition centre with the go-ahead from the Supervisory Board of Messe Essen.

October 2017 | Together with 500 guests, Messe Essen celebrates the inauguration of the new glass foyer in Messehaus Ost. The 2,000-square-metre foyer is the most visible result of the first construction phase. Halls 9.0 and 9.1 are dismantled during this phase. In their place, the northern half of the new Hall 6 is built. Messe Essen also receives a new address: Messehaus Ost is no longer located on Norbertstraße, but at Messeplatz 1.

April 2018 | Halls 4, 4 A and 5 are dismantled during the second construction phase. At the same time, measures get underway on the southern part of the new Hall 6 and the Park Restaurant is modernised.

September 2018 | Halls 7.1, 8.0 and 8.1 and the rest of Halls 9.0 and 9.1 are dismantled. Here, the modernised Hall 4 and a new building as the northern extension of the future Hall 5 are erected. The new Hall 6 is inaugurated on the occasion of security essen. The hall also houses two new facilities: the Business Club and the Service Centre. A logistics area is opened adjacent to the Galerie. The new hall numbering from 1 to 8 and an updated visitor flow make orientation easier than ever before.

September 2019 | With the completion of Hall 5, the New Messe Essen also shows an architecturally convincing clear line towards Grugapark. The northern exhibition area now has five halls numbered 4 to 8, which are significantly larger, better connected and more clearly structured.





THE STAGE IS SET

Hardly any other event combines aesthetics and economy as beautifully as IPM ESSEN. And there's even greater anticipation of its first run at the New Messe Essen.

— Armin Rehberg, CEO of the large German producers' association Landgard, once described IPM ESSEN as the “most beautiful trade fair in the world”. In fact, the combination of aesthetics and economic value is hardly more tangible at any other event than at this world gathering for the horticulture industry. All the more reason for everyone to be happy about the completion of Messe Essen's modernisation programme. Provisional halls were needed for the exhibition over the past three years. But at its next edition from 28 to 31 January 2020, IPM ESSEN will find a suitable entrance in the glass foyer in the eastern fairgrounds, allowing the exhibition to shine in its best light.

But the new structure will also have another positive effect: “We will achieve significantly better capacity utilisation,” explains IPM ESSEN Head of



Prominent guest: Julia Klöckner, German Federal Minister of Food, Agriculture and Consumer Protection, will arrive for the opening of IPM ESSEN on 28 January 2020.

Project Andrea Hölker, who expects the strong attendance from January 2019 to at least be repeated. At that time, 1,551 exhibitors from 46 nations and around 53,000 professional visitors came to →

Idea generator: Romeo Sommers and his team invite visitors to the centrally located IPM Discovery Center



→ Messe Essen for the fair. A prominent guest has already announced her visit. Julia Klöckner, German Federal Minister of Food, Agriculture and Consumer Protection, will arrive in Essen for the opening day of IPM ESSEN.

In terms of internationality, IPM ESSEN 2020 may even beat the previous record. On the one hand, the partner country is France, from which an even greater number of professional visitors is expected – after all, France’s green industry employs nearly 170,000 people. In addition, returnees Turkey and Mexico have been added to the list of large national joint stands. For the first time, the International Association of Horticultural Producers (AIPH) will also be taking part as an exhibitor.

As in previous years, AIPH will also be selecting the winners of the International Grower of the Year Awards, which honour exemplary practices in ornamental plant production. This is not the only industry prize that will be awarded at IPM ESSEN. The fair traditionally gets underway with the Innovation Showcase in Hall 1A, in which an expert jury selects the best creations shown at IPM ESSEN. Exhibitors presenting woody plants and perennials can also submit their plants for the Show Your Colours Award. An accompanying text with the submission is obligatory – the focus here is on storytelling.

At the end of the fair, the Association of German Florists (FDF) will present awards within the framework of the IPM Cup. “I live this way – as green as it gets!” is the theme for 2020, alluding to topics that are shaping- and will continue to shape, public discussions in relation to the green sector: namely climate change and sustainability.

The IPM Discovery Center will become a hotspot for specialist retailers. Creative Director Romeo Sommers and his team will be looking for “heroes”

of the industry and their stories, showcasing inspiring examples of POS marketing. Like the Speakers’ Corner, the Discovery Center can be found in Hall 7. Topics of the future right in the centre of the exhibition grounds – another beautiful effect of the new trade fair structure.



GREEN AND GLOBAL: THE IPM ESSEN FAMILY

It is not very often that both the German and Dutch ambassadors attend the opening of an exhibition in Mexico. This rare honour was bestowed on **Ornamental Plants & Flowers MÉXICO powered by IPM ESSEN**, which celebrated its premiere in Mexico City in September, enriching the international network of IPM ESSEN with a location in Latin America. The fact that high-ranking representatives of the host country also found their way to the Centro Citibanamex underlines the importance of the new hotspot. Nearly 10,000 visitors and 120 exhibitors ensured a successful start. The second edition is scheduled for 17 to 19 November 2020.

FlowersExpo in Moscow as well as the “exhibition twin-pack” **IPM DUBAI** and **WOP DUBAI** have long been focal points of the IPM’s international programme, with the Chinese offshoot of the global fair being held for the 22nd time next year. Hortiflorexpo China powered by IPM ESSEN, which takes place alternately in Beijing and Shanghai, has now become the world’s number two horticultural exhibition behind the parent event in Essen. For the upcoming **Hortiflorexpo China powered by IPM ESSEN** from 7 to 9 April 2020 in Beijing, Messe Essen expects around 1,000 exhibitors.

A CAMPUS FOR THE PRACTICAL ONES

Energy efficiency, environmental protection, climate change: urgent issues of our time are shaping the sanitary, heating and air-conditioning trades. Meanwhile, technology is advancing in leaps and bounds. For this reason, SHK ESSEN and its partners are focusing on training and further education.

— Fuel cells, heat pumps, solar technology, drinking water hygiene, accessibility – demands from customers and legislation are rising, and progress in these promising technological fields is correspondingly rapid. But what is the use of the industry's best innovations if there is a lack of competent engineers and installers? This is precisely why SHK ESSEN is placing an even stronger focus on training and further education. When the first industry highlight of the year opens its doors from 10 to 13 March 2020, visitors can look forward to a unique programme made possible by the fair's strong partners.

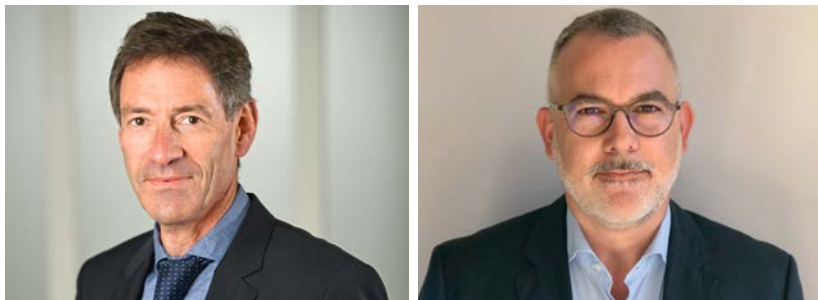
“SHK trades stand for skilled crafts with environmental responsibility,” stresses Hans-Peter Sproten, Managing Director of the trade association SHK NRW. With around 6,000 member companies, the conceptual partner of SHK ESSEN is the largest HVAC regional association in Germany and has been actively involved in the topic of education for quite some time now. Last year, for example, the association launched the education portal www.shkbildung.de, a central point of contact and link between companies, industry and institutions that offer professional development.

The digital education portal has now become a reality in Essen with the “Campus SHK Bildung” (HVAC Education Campus). “While dates and →



→ contents can be communicated online, personal insights into education partner offers can be obtained at the Essen campus, enabling direct contacts to be established. The network has been made tangible – precisely what a visit to a good trade fair should do,” Sproten explains. A new feature of the supporting programme is a two-day education conference organised by the association.

The “Treffpunkt Trinkwasser” forum (Drinking Water Venue) offers its visitors precise, high-quality



Strong partners: Hans-Peter Sproten (left) is Managing Director of the trade association SHK NRW, which supports SHK ESSEN as a conceptual partner. Volker Meyer is Managing Director of figawa, the federal association of companies in the gas and water sector. figawa is taking advantage of the new forum “Treffpunkt Trinkwasser” to start a dialogue with skilled tradespeople.



information. figawa, the federal association of companies in the gas and water sector, acts as the forum partner. “Drinking water is our number one nutrient and we enjoy good quality water in Germany,” emphasises Managing Director Volker Meyer. “To ensure that this hygienically perfect standard can be achieved, every part of the water chain, from water suppliers to water utility companies, must comply with technical regulations. However, the last few metres to the household tap are of vital importance.” Meyer states that SHK ESSEN is “exactly the right platform for figawa companies to enter into dialogue with the trades.”

“We have the right partners on board,” says Susann Selent, Project Director at SHK ESSEN, who is pleased with the expansion of the programme. Tailor-made tours for architects, engineers and property developers, as well as BeNeLux and France Day for these growing target groups from neighbouring countries, underline the trans-regional character of the fair. The new exhibition area “Operational Mobility”, which presents emission-free fleets, e-bikes and cargo bikes, solutions for optimising the movement of goods, efficient route planning and fitness and health programmes, rounds off a virtual explosion of trade fair innovations.

MANAGERS OF THE TRANSITION

E-world energy & water is a stage for innovations, a think tank for forward-looking ideas and a recruiting platform for Europe's energy industry.

— How can politics, business and associations shape the future of the energy industry? As the question becomes increasingly pressing, the industry's central meeting point, E-world energy & water, has taken on a more important role as a think tank. From 11 to 13 February 2020, around 25,000 experts will meet at Messe Essen for three days to discuss upcoming challenges. In addition to sustainable technologies, exhibitors will be focusing on intelligent services.

Gridhound, one of a growing number of start-ups among the big players, focuses further upstream in the grid. The spin-off of RWTH Aachen and the E.ON Energy Research Center “uses a machine-learning approach from AI to monitor the entire power distribution grid and estimate the network status”, explains Managing Director Artur Löwen. “Our vision is to enable medium and low-voltage networks to react dynamically to a diverse range of requirements.”



Some 780 exhibitors from 26 countries and more than 25,000 professional visitors came to E-world in 2019. The trade fair is co-organised by conjenergy ag and Messe Essen.

“Regardless of which form of energy will be used in the future, energy flows must be managed in an intelligent way,” explains Stefan Thiel, Head of Sales at Buderus Germany. The venerable brand, part of Bosch Thermotechnik since 2003, is a leading heating and air-conditioning technology provider. It will present the MyEnergy-Master app for photovoltaic systems and Buderus heat pumps in Essen. As a digital interface, the energy manager optimises energy flows between consumers.

Naturally, such high-tech solutions require qualified, creative minds – so recruiting will be a focus of the upcoming E-world. RheinEnergie will also be raising its flag here. With a staff of more than 3,000, RheinEnergie supplies around 2.5 million people in Cologne and the Rhineland with energy and water. “As the leading fair for the energy industry, E-world allows us to present ourselves as an attractive company for qualified young talent beyond our products and services. We can make important contacts with potential applicants there,” says Michael Kehlenbach, Head of Personnel Placement at RheinEnergie. E.ON, DB Energie GmbH, EnBW, innogy and Shell Deutschland Oil GmbH, among others, have confirmed their participation in the E-world Career Forum, which will be held on the third day of the fair in Hall 4, next to the Innovation exhibition area. Before personal contact takes place, E-world exhibitors can already post vacancies on the E-world website via the job exchange.





WHERE DECISION MAKERS MEET

More and more exhibitors are affirming the strategic realignment of Security Essen. Honeywell, a driving force in the security sector, is also committed to the leading trade fair.

Security Essen is the meeting place for the international security sector. The last edition in 2018 attracted 36,000 visitors, nearly 40% of whom came from abroad. Some 76% of the visitors were decision makers in their respective companies.

— Six market-oriented subject areas, a thematically coordinated supporting programme, a focus on central topics of the security industry – Security Essen has made itself fit for the future, and more and more exhibitors have acknowledged this. Long before the registration deadline for the next edition of the leading trade fair, being held from 22 to 25 September 2020, one big name also announced its participation: Honeywell.

The global player has underpinned its return with a long-term Security Essen contract extending through 2020 and 2022. “We need a strong leading trade fair for the security industry in Germany, and that is Security Essen. It is the leading platform for our industry, where we can reach decision makers from a wide variety of sectors. For us as exhibitors, this is the advantage of Security Essen,” says Klaus Hirzel, CEO of Novar GmbH and NOTIFIER Sicherheitssysteme GmbH, both group companies of

Honeywell Building Technologies (HBT). HBT develops products, software and technologies that are used in more than ten million buildings worldwide.

Honeywell is not the only well-known exhibitor that hopes to profit from the advantages of a newly realigned Security Essen – the only trade fair that spans the entire security industry. Both Telenot and Securiton also signed up as returnees long before the start of the next fair. For Oliver P. Kuhrt, CEO of Messe Essen, their return is a confirmation: “The security sector needs a globally leading information, networking and ordering platform. Discussions with important companies have shown us this time and time again.”

Essen’s reputation as the capital of civil security was reinforced recently by the second Essen Security Conference, which was held on 19 November together with the “NRW Internal Security Discussion Group” under the banner “Security as a locational advantage”. Speakers at the Congress Center East included Oliver Burkhard, Executive Board member and Labour Director of thyssenkrupp AG, Marcus da Gloria Martins, Press Officer of the Munich Police, and the political scientist Dr Bernhard Frevel.



WORLD CLASS IN METAL THINGS

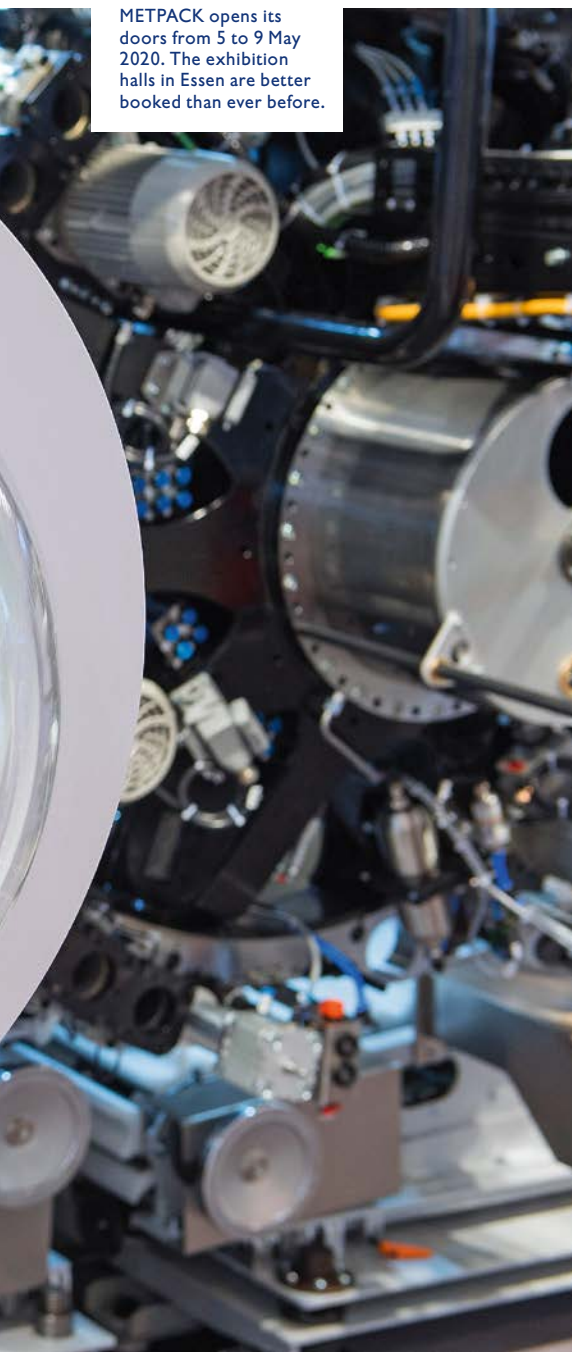
METPACK is celebrating its anniversary in 2020. It is already clear that the leading get-together for the metal packaging industry will set at least one new record.

— For Europe's second-largest steel producer, global business contacts are self-evident, but what Carlo Di Terlizzi, Head of Marketing and Communication at Tata Steel, experienced in 2017 in Essen was extraordinary. "We had visitors from practically every continent at our stand," Di Terlizzi stated at the end of the industry get-together for metal packaging. One look at the statistics shows that this was by no means an exaggeration, but rather a fairly accurate description of the visitor structure.

Some 47% of METPACK visitors arrived for the last edition of the exhibition from outside Europe – an absolute top figure. Just as impressive is the investment volume jointly produced by more than 7,200 visitors and 300 exhibitors over five days: 1.6 billion euros.

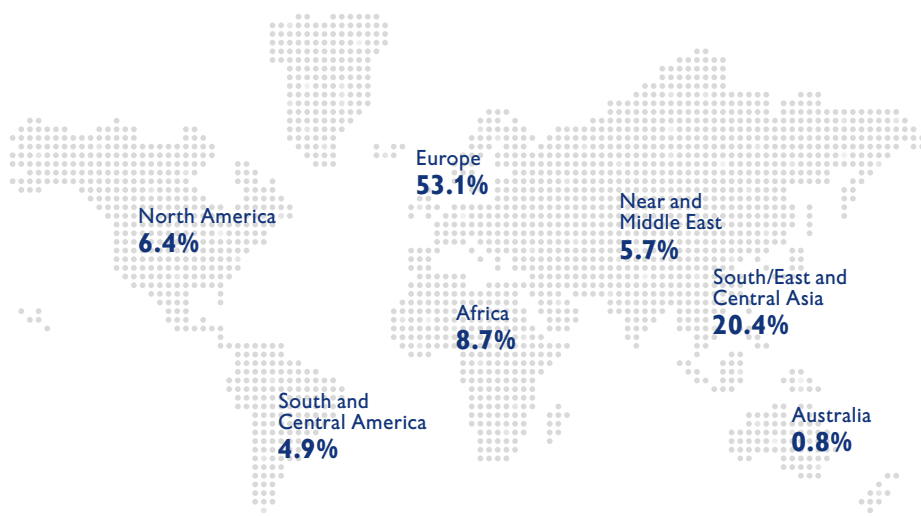
The status of the undisputed No. 1 trade fair in the world for metal packaging is likely to be further enhanced at the next METPACK. "We are →

METPACK opens its doors from 5 to 9 May 2020. The exhibition halls in Essen are better booked than ever before.



FROM ALL CONTINENTS Visitors to METPACK 2017 by origin

Source: Gelszus Messe-Marktforschung



beverages and chemicals industries. What makes a visit to the anniversary METPACK even more attractive is its timing. On three of the five days of the fair, METPACK will be held in parallel to the Düsseldorf trade fair interpack. The synergy effects between the fairs are huge, as Christina Kleinpaß knows: “Yoghurt pots and beverage cans are all part of the product mix on offer at the respective trade fairs.” No wonder the shuttle service connecting the two exhibition centres about 30 kilometres apart is so popular.



→ growing in size,” Project Director Christina Kleinpaß reports, a good six months before the tenth METPACK opens its doors from 5 to 9 May 2020. And in terms of internationality, the trade fair is also likely to grow. As Wolfgang Niemsch, Managing Director of the machine manufacturer Lanico and Chairman of the METPACK Committee, mentioned three years ago: “Global competition is rising. Manufacturers from countries that have been less visible until now are increasingly improving.”

The uniquely comprehensive range of products and services covering the entire value chain attracts top decision makers to Essen, especially from the food/

METPACK 2020 will again focus on sustainable and cost-efficient solutions for the fabrication, refinement and recycling of metal packaging, as well as on the digitalisation and networking of production. In addition, visitors will be offered a supporting programme with added value in all three exhibition halls. The METPACK Conference, held on the second day of the fair, will focus on the latest results from science and research. An exhibition of historic packaging machines in Hall 2A will examine the history of innovation in the sector. Exhibitors will also present the developments of their companies in a poster show in Hall 1. Finally, the new career market in Hall 3 promises practical value – here too, things are likely to be very international.

SHOWING THE WAY

Susanne Szczesny-Oßing is accustomed to making her way as a woman in male domains – since 2019 this also has included being president of DVS. The entrepreneur is making sure that the association keeps pace with rapid developments in the industry.



Susanne Szczesny-Oßing is Chairwoman of the Supervisory Board of EWM AG, the largest German manufacturer of arc welding technology. Since January 2019, she has also been the first female president in the 120-year history of the German Welding Society, DVS.

— Anyone glancing at the executive tier of the German Welding Society, DVS, will come across an impressive list of engineering titles, including “Dipl.-Ing.”, “Dr.-Ing.” and “Prof. Dr.-Ing”. That’s no wonder in a scientific and technical association, one might think. Nor is it any wonder that the executive board consists exclusively of men, given the imbalance between men and women that still exists in technical vocations. There is, however, one major exception right at the very top of DVS. The president not only carries the business studies title “Dipl.-Betriebsw.”, but is also a woman. Since January 2019, the business economist Susanne Szczesny-Oßing has been leading the 19,000 member-strong association – a novelty in the 120-year history of DVS.

Industry insiders were less surprised by the choice of Susanne Szczesny-Oßing. After all, beyond her

long-standing involvement in DVS committees, as Chairwoman of the Supervisory Board of EWM AG, she heads the largest German manufacturer of arc welding technology. In other words, she has also passed the aptitude test for this office with flying colours.

Susanne Szczesny-Oßing is relaxed about her pioneering role. She is used to being the first female to make her way in male domains. It wasn’t any different when she became the first woman to take over the presidency of the Koblenz Chamber of Industry and Commerce in early 2017. And she knows how to deal with gifted engineers from growing up in her family. Her grandfather Edmund Szczesny founded EWM in 1957, and her father Bernd and uncle Michael brought her into the management team in 2005. In total, eight members of the family work with all their passion for the company.

“As a young woman, I was frequently challenged by the fact that I wasn’t expected to hold my own in a male-dominated industry,” she recalls. “But I have always preferred that people underestimate me, rather than overestimate me. Then you can score points with your skills and dismantle prejudices.” In addition, she says, “My being the only woman gets attention” – attention that she now wants to use to make sure DVS messages are heard.

At the top of “DVS Strategy 2025”, the agenda the association has set itself, are the issues of digitisation and the lack of skilled workers. “DVS wants to go down new paths to keep pace with new economic challenges and developments in an industry that is, in itself, rapidly developing,” says Szczesny-Oßing. “The invaluable joining technology expertise of specialists must be more clearly communicated to the outside world, especially to young people.” The new B2B platform “Home of Welding”, conceived by DVS Media, is a lighthouse format to →

»JOINING TECHNOLOGY EXPERTISE MUST BE MORE CLEARLY COMMUNICATED TO THE OUTSIDE WORLD.«

Susanne Szczesny-Oßing

→ ensure this. DVS supports the format with its enormous expertise. In the competition for skilled workers, she sees outstanding potential in training and further education and, above all, in the development of new vocational fields. After all, Cobots and AI are no longer foreign concepts in welding technology and also offer “very concrete business opportunities”.

She is familiar with such topics from her own business practice. In recent years, EWM has sped up innovation – the company holds more than 100 patents – and sees itself as one of the companies who are setting the pace when it comes to welding technologies and Industry 4.0. In current innovation areas, such as additive manufacturing or joining technology for electromobility, Szczesny-Oßing also sees potential for the further development of the global trade fair SCHWEISSEN & SCHNEIDEN, for which DVS acts as partner.

Despite its internationality, EWM, like so many German mid-sized companies, is rooted in its home country. Its establishment as “Elektrowerke Mündersbach” is still carried in the company name, and with 400 employees, the company is the largest employer in its village of 800 residents in Westerwald. Recently, it invested eight million euros in a production and logistics hall and an office complex. The Chairwoman of the Supervisory Board is aware that there is fierce competition for talent between companies in the Rhine-Main and Cologne-Bonn regions. This makes it all the more important “to show commitment to the employees and offer an all-round, worry-free package”. The reward for this dedication and innovative spirit? In 2019, EWM was a finalist at the German SME Grand Prix.

Susanne Szczesny-Oßing’s life experience shows that new paths offer new opportunities, especially when it comes to gender stereotypes. These have by

no means disappeared, even in the generation of her 19-year-old daughter. “We must take an active role in this process,” she says. “In the long run, we can’t afford to do without 50% of our intelligence.”



PRESENT IN GROWTH MARKETS

Before SCHWEISSEN & SCHNEIDEN opens its doors in Essen from 13 to 17 September 2021, there are several opportunities for exhibitors to present themselves in the international network of the leading global event for joining, cutting and coating technology. The largest international event and the richest in tradition is BEIJING ESSEN WELDING & CUTTING, which was spread over more than 87,000 square metres of exhibition space in the Shanghai New International Expo Center in June 2019. Shenzhen will be the venue for the exhibition from 2 to 5 June 2020.

In other growth markets, Messe Essen is focusing specifically on partnerships with thematically related events. For instance, INDIA ESSEN WELDING & CUTTING (23 to 25 November 2020) will once again be held in conjunction with METEC India, Tube India and wire India. And supported by DVS, like this year, Messe Essen will organise a joint stand at the Russian welding exhibition weldex 2020, which will again be sponsored by the German Federal Ministry for Economic Affairs and Energy.





»WE ARE WELL POSITIONED«

Messe Essen began operating with five business divisions in 2015. Sabina Großkreuz, Senior Vice President Marketing, explains the advantages of the new organisation.

“A great team”: Senior Vice President Marketing Sabina Großkreuz (fourth from left) with Project Heads Christina Kleinpaß, Julia Jacob, Gunter Arndt, Susann Selent, Ralf Sawatzki and Andrea Hölker

Mrs Großkreuz, what is your conclusion on the reorganisation?

An absolutely positive one. Our team was spread over several areas before, and had many other tasks in addition to the actual trade fair business. With our own Marketing Division, we have created a competence centre for strategic development, control and key account management. This concentration enables us to further evolve our formats in accordance with the needs of the market, and also to exploit synergies better.

Is that so easy when the portfolio ranges from consumer events to high-tech trade fairs?

The degree of diversity is also a great attraction! There are overarching success models, such as the services on offer, but also conceptual and thematic focal points. At SHK Essen, for example, BeNeLux and France Day has long been a staple, which we are now transferring to security essen. And film wrapping is not only a topic for the Essen Motor Show, but also for the caravanning sector. Now it is even easier for us to identify the right contact persons. But this is only possible because my team has a good deal of project knowledge and expertise and works very well together – we’re a great team!

What developments will shape your work in the coming years?

With the modernised fairgrounds, we have an exhibition centre that has shorter paths than ever before, enabling a higher level of communication. In the age of digitalisation, this is a trump card that face-to-face formats will need to play. In general, the concept of a trade fair is called into question on a regular basis. When that happens, we have to prove that we can develop our events in a forward-looking way. Sometimes changes are disruptive – but we are well positioned with our trade fairs.

Despite innovations, according to a recent survey by the international trade association UFI of more than 13,000 trade fair visitors worldwide, the most important visitor satisfaction criteria are the classic themes, i.e. seating areas, catering, waiting time in the entrance area, parking spaces and exhibitor quality. Is this how you see it, too?

Yes, we should add the quality of the hotel landscape and the added value of the trade fair visit – especially since we all feel as though we have even less time at our disposal these days. The fact that the length of stay at our trade fairs remains constant is a good sign.

HIGH-CALIBRE RETAILER EVENT

At the ECR Day in the Congress Center Essen, experts and decision makers from the consumer goods industry discussed ways for greater cooperation in the digital age.



Full auditoriums (pictured: Europa Hall) were typical at the ECR Day, which celebrated its 20th edition in Essen.

In the consumer goods industry, rigid business models are a thing of the past. Digitalisation, new demands of customers and the desire for more sustainability are challenging retailers and industry. Omnichannel strategies and customer centricity are buzzwords for a transformation in which the online and offline worlds are increasingly merging. Large corporations are advised not to tackle these changes on their own. But how can start-ups, SMEs and large companies successfully position themselves? What shape can a cooperation take? What does this mean for organisational culture, and how quickly can such changes be implemented?

The ECR Day on 18 and 19 September at the Congress Center Essen explored these central issues of the future. ECR stands for “efficient consumer response”, or cooperation that makes the sector more responsive to consumer demand. The ECR Day is one of the top-class events in the retailing world. On the occasion of its 20th anniversary, high-calibre speakers included METRO CEO Olaf Koch, Rewe

Digital Operations Director Christoph Eltze and Astrid Teckentrup, Managing Director Sales at Procter & Gamble.

A total of 100 inspiring speakers and mavericks shared their experiences and projects with the 800 guests who arrived in Essen. Eleven forums and a plenary discussion in the Congress Center West’s Europa Hall were available, and “the auditoriums were extremely well attended”, said Maike Rathsack from Congress Center Essen. She worked with the organiser GS1 Germany.



50 companies presented their solutions during the congress.

The dimensions of the conference and the high logistical effort were anything but commonplace. The conference took two days to set up, and the accompanying exhibition in Hall 3 featured nearly 50 exhibitors, including GfK, KPMG and Microsoft. The

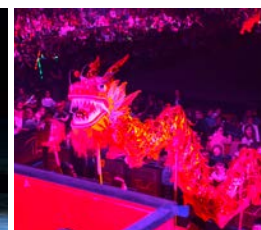
CCE’s tasks primarily extended to logistics consulting and infrastructural issues ranging from security to the coordination of external contractors. Naturally, Maike Rathsack was also the contact person for questions during the event. “We put a lot of effort into a very detailed needs assessment in the run-up to such events, but not everything can be planned. So we are also tasked with finding solutions to spontaneous challenges and ideas.”

WONDER MADE IN CHINA



Breathtaking acrobatics are guaranteed when the Chinese National Circus takes to the stage from 26 to 31 December in Essen.

The first Christmas Circus Metropole Ruhr promises top-class artistry with a journey into the history and myths of traditional China. The ensemble of the Chinese National Circus is celebrating its 30th anniversary with a festive gala at the Grugahalle.



Learn more via the
ESSEN AFFAIRS app.

When the versatile Viennese artist André Heller put together an ensemble of Asian artists 30 years ago and first introduced it to the German public, no one suspected what an impressive success story it would have. Since 1989, more than nine million visitors across Europe have been enchanted by their encounter with a tradition that goes back more than 2,000 years. The Chinese National Circus is now celebrating its 30th anniversary with a festive gala production. Thirty exceptional artists can be seen twelve times in total at the Grugahalle from 26 to 31 December.

For Essen's venerable multipurpose theatre, the first-ever Christmas Circus Metropole Ruhr will be a premiere itself, because the Grugahalle has never featured a Christmas circus of any kind. Along with the new programme from Holiday on Ice, which will be staged at the Grugahalle from 18 to 22 December,

the Ruhr region can look forward to a memorable festive programme for the entire family.

In neighbouring France, the ensemble's current programme has already unleashed waves of enthusiasm: "sensational", "poetic", "grandiose" – France's big newspapers outdid each other with praise when the Chinese National Circus filled theatres last year, first in Paris and then in the rest of the country. Some 350,000 spectators experienced more than "just" breathtaking acrobatics. Audiences in Essen can also look forward to a show with all manner of wonders, both big and small – including magicians, myths, a dragon dance and a parade of exotic costumes.



MESSE
ESSENCONGRESS
CENTER
ESSENGRUGA
HALLE

ALL THE DATES UNTIL APRIL 2020

TRADE FAIRS IN ESSEN

30.11.–08.12.2019 (29.11. Preview Day)

ESSEN MOTOR SHOW

The horsepower festival of the year

04./05.01.2020

Hochzeitsmesse

The wedding fair with consulting and sales

14.–16.01.2020

InfraTech*

Trade fair for road construction and civil engineering

28.–31.01.2020

IPM ESSEN*

The world's leading horticultural fair

11.–13.02.2020

E-world energy & water*

International trade fair and congress

26.02.–01.03.2020

REISE + CAMPING

International travel & tourism fair, camping & caravanning

27.02.–01.03.2020

FAHRRAD ESSEN

Trade fair for bicycles, cycling, accessories and bike tourism

10.–13.03.2020

SHK ESSEN*

Trade fair for sanitation, heating, air conditioning and digital building management

25.–29.03.2020

Techno-Classica Essen

The global fair for vintage, classic & prestige automobiles

April 2020

European Bridal Week

The trade fair for the entire bridal wear industry

28.–30.04.2020

CUTTING WORLD*

The new trade fair for professional cutting technology

FOREIGN TRADE FAIRS

03.–06.12.2019

REIFEN CHINA

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

07.–09.04.2020

Hortifloorexpo China powered by IPM ESSEN

International Plants Expo Asia (Beijing)

28.–30.04.2020

The security event*Powered by security essen
Designed for the industry, by the industry (Birmingham)

28.–30.04.2020

The fire safety event*Powered by security essen
Designed for the industry, by the industry (Birmingham)

CONGRESS CENTER ESSEN

25./26.11.2019

FAMA Conference

10.–12.12.2019

12th Forum Scientific Communication

10./11.12.2019

Summit Umweltwirtschaft.NRW 2019

08./09.01.2020

Filling Station Conference

18.01.2020

Andreas Kieling "Longing for Nature"

January 2020

DCONex

Trade + congress for hazardous substance management

18.–20.03.2020

53rd Essen Conference for Water Management

Conference with accompanying trade exhibition

01.04.2020

Labour Union Education and Science NRW Teacher advisory board conference

25.04.2020

Essen.Gesund.Vernetzt

5th Essen Health Forum

28.04.2020

Hochtief AG Annual general meeting

GRUGAHALLE

27.11.2019 **Sold out**

Luke Mockridge Welcome to Luckyland!

30.11.2019

Maher Zain Live 201906.12.2019 **Sold out****Markus Krebs**

Watch Out... Do You Know Him?!

18.–22.12.2019

Holiday on Ice Showtime

26.–31.12.

Christmas Circus Metropole Ruhr

15.01.2020

One Vision of Queen feat. Marc Martel

19.01.2020

Carolyn Kebekus PussyNation

24.01.2020

Hollywood's Greatest Hits

25.01.2020

Dieter Nuhr ...No Joke!

01.02.2020

Mandela singOut project

02.02.2020

Girls' clothing flea market in the foyer

08.02.2020

Mario Barth "Men Are Lazy, at Least That's What Women Say"

14.02.2020

Helge Schneider "The Return of the Blue-Green Emerald Beetle"

19.02.2020

HDI Annual kick-off event

21.02.2020

Essen People's Carnival

22.02.2020

1st Essen Darts Open

01.03.2020

Girls' clothing flea market in the foyer

04.03.2020

City of Essen Staff general assembly

06.03.2020

Atze Schröder True Feelings

07.03.2020

Essener Hallengaudi

01.04.2020

Servus Peter – The Concert

02.04.2020

Lord of the Dance "Dangerous Games"

04.04.2020

Paul Panzer MIDLIFE CRISIS...

05.04.2020

Girls' clothing flea market in the foyer

28.04.2020

RWE AG Annual general meeting

A strong team committed to sustainable and regional food (from left): Andreas Martens (Operations Manager, Klosterberghof), Hubert Vornholt (CEO, Franz Sales Haus), Alfred Schulte-Stade (owner, Schultenhof) and Dr Ann-Katrin Glüsing (Managing Director, Franz Sales Werkstätten GmbH).



ORGANIC, REGIONAL, SOCIAL

Thanks to an expanded partnership, Messe Essen has made its catering even more sustainable. Customers benefit from an even wider range of organic products – and people with special needs are being integrated into the kitchen as staff members.

— In 1986, organically grown foods were still very much a niche topic. As such, one could certainly describe Alfred Schulte-Stade as a pioneer. That year, Schultenhof, which he manages with his daughter Christina, first carried the “Bio-land” seal. Then as now, the seal stands for an ecologically, economically and socially compatible alternative to conventional agriculture with the sustainable production of healthy food as its mission (ESSEN AFFAIRS 2/2018).

Animal welfare is particularly important to the Schulte-Stades. In addition to Bentheim pigs, Simmental cattle and chickens, their farm in Hattingen boasts the largest herd of aurochs in North Rhine-Westphalia. On the 120-hectare nature reserve, these rare animals, which until a few years ago were almost extinct, roam about freely. Apart from the hay, which comes from the farm's →



→ own cultivation, the herd feeds exclusively in the wild. Without stress and without medication, it lives in harmony with nature. The animals are slaughtered only for the organic farm's own needs – and for Messe Essen. For many years, it has cooperated with Schultenhof, located just 25 minutes away, for its trade fair, conference and stand catering.

Now a new chapter has begun in the quest for ever more sustainable catering. The new partnership with Klosterberghof only has winners. Messe Essen is able to offer its organisers, exhibitors and visitors an even more extensive range of high-quality organic food, the animals are kept and slaughtered in the most respectful manner, and people with disabilities are being given the opportunity for vocational integration.

Klosterberghof is located just seven kilometres from Schultenhof on the outskirts of Essen and is no less idyllic. The 30-hectare farm, which is also certified as organic, keeps cattle. In addition, more than 35 different types of vegetables and fruit are cultivated here. Since the farm does not have its own slaughterhouse, some of its animals are now being placed in competent hands at Schultenhof. The short distance ensures the animals are transported in a stress-free manner. This also means that even more visitors can now enjoy organic meat specialities and regional fare at Messe Essen exhibitions, in the Congress Center Essen and in the Grugahalle.

Klosterberghof, which is more than a century old, is not only a special farm in terms of quality. It is a branch of "Franz Sales Werkstätten" (Franz Sales Workshops) in Essen. At this Catholic institution for the disabled, some 1,500 employees and many volunteers look after more than 2,300 people with

special needs, who are individually able to develop their personalities in a supportive ambiance. Individuals with special needs from

Franz Sales Werkstätten have also been working at Messe Essen for several months. They support the Schultenhof team in the kitchen – naturally under the same collective agreement conditions as their colleagues without disabilities. This is a positive example of integration in practice.



Klosterberghof, which is more than a century old, is a branch of Franz Sales Werkstätten, a Catholic organisation providing assistance to people with special needs.



SUSTAINABILITY REPORT

As one of the largest German trade fair venues, Messe Essen is not only aware of its responsibility when it comes to catering. This commitment is reflected in the Sustainability Report, which covers all facets of a sustainable corporate policy: from resource-saving building technology and raw

material recycling to the trade fair and conference portfolio, which addresses the responsible use of natural resources in a variety of ways.





WEBERS – THE HOTEL IN THE RUHRTURM

Huttropstraße 60, 45138 Essen
Telephone: +49 (0)201 1700-3300
E-mail: info@webershotel.de

The Ruhr Tower (Ruhrturm) rises up 61 metres south-east of Essen's city centre. Along with its size, its history also makes it a landmark. This is because the building stands for structural change in the region. Formerly the headquarters of the gas energy industry, the tower now houses a multifunctional office building – including a full-service hotel.

Webers Hotel offers 129 business rooms and eight boarding apartments. The hotel's 24-hour service, 210 cm-long beds and extra-long duvets ensure a sense of well-being. The culinary offer includes an optional breakfast buffet, lunches in the Ruhr Tower restaurant "essbar" and snacks at the hotel bar.

Trade fair and conference guests benefit from a continuous service chain, and the hotel's location in the Ruhr Tower is also convenient. The hotel is located directly to the A52 motorways and near the A440, it's just 2.5 kilometres to Essen Central Station and Messe Essen can also be easily reached by public transport with just one change.



129 BUSINESS ROOMS
8 BOARDING APARTMENTS
YOUR PATH TO
MESSE ESSEN

 7 MIN.

 15 MIN.



MERCURE HOTEL PLAZA ESSEN

Bismarckstraße 48–50, 45128 Essen
Telephone: +49 (0)201 87858-0

The Mercure Hotel Plaza Essen is located next to the Museum Folkwang, midway between Messe Essen and the city centre. But this is not the only reason why the four-star hotel is so popular with business travellers and tourists. Guests can choose between 132 rooms in five categories – from standard rooms to junior suites with small balconies. The functional yet comfortable furnishings and the fact that many of the rooms overlook the park-like inner courtyard ensure a quiet and relaxing stay.

The fitness room and swimming pool with sauna in the adjacent building are perfect for relaxing or a change of pace. The hotel's "Boxengasse" (pit lane) offers a cultivated yet convivial ambiance. AccorHotels' loyalty programme "ALL" offers real advantages for frequent travellers, with a range of extras and upgrades.



132 ROOMS
YOUR PATH TO
MESSE ESSEN

-  7 MIN.
-  13 MIN.
-  22 MIN.

ESSEN IN 24 HOURS

Wintertime in Essen. We recommend a mix of indoor and outdoor activities – all with a little something extra.



10.00 A.M. BETTER SHOPPING

Shopping in a World Heritage Site? As the Zollverein Coal Mine Industrial Complex is not a shopping centre, it's a good idea to combine a shopping spree with a guided tour of the former coal mining area or a visit to the Ruhr Museum. Beautiful books, exciting jewellery ideas, designer objects and furniture, wonderfully fragrant soaps – the shops are hand-picked, many items are exclusive and local, and the arrangements are creative. One example is the Margaretenhöhe Ceramics Workshop, where the internationally renowned artist Young-Jae Lee shows her masterpieces (Gelsenkirchener Str. 181, Area B).



www.zollverein.de



1.00 A.M. CLASSICALLY CREATIVE

"Kiepenkerl" was the name given to peddlers who wandered through the Low German-speaking area, supplying townspeople with fresh produce. Thomas Stolle, owner of the

restaurant of the same name in Essen's city centre, has been showcasing regional cuisine for more than three decades. Though it may sound traditional, the cuisine is modern and highly creative. And because culinary dogmatism is unexciting, many international exceptions are also served. The lunch menu is especially popular! (Teichstraße 1).



www.kiepenkerl-zu-essen.de



5.00 P.M. WINTER MAGIC IN THE CITY

Since early November, Essen's city centre has been bathed in the glow of the Essen Illumination Weeks. The traditional event has accompanied the city through the long, dark winter months for seven decades. The interplay with Essen's International Christmas Market is unique. And even when the lights of the Illumination Weeks go off on 5 January, the winter magic remains. On 18 January, Essen on Ice opens with a skating rink and the largest mobile toboggan run in Europe (Kennedyplatz).



www.visitessen.de



8.00 P.M. RATING: HIGHLY RECOMMENDED

Those who reflect on Essen's reputation as a cinema city might first think of the legendary Lichtburg or perhaps Germany's largest Cinemaxx. It's easy to overlook that one of the oldest and most beautiful cinemas of North Rhine-Westphalia is located at the head of the "Rü" (Rüttenscheider Straße 2): Filmstudio Glückauf. Thanks to many committed individuals and businesses, the 1924 cinema was renovated a few years ago in a 50s style with kidney tables and tulip lamps. The cinema offers an outstanding film programme.



www.filmspiegel-essen.de



ESSEN



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Assisting with official approval processes



Dealing with questions for public programme



Recruiting both skilled and professional staff



Foundation or establishment of your business model



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ESSEN iNspiRES



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