

ESSEN AFFAIRS

THE MAGAZINE FROM MESSE ESSEN

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www.messe-essen.de

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GROW

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Oliver P. Kuhrt

Dear Reader,

Even if the effects of the coronavirus pandemic and the Russian invasion of Ukraine will continue to occupy our attention for some time, the desire for personal encounters and extraordinary experiences is growing, and Messe Essen is truly benefiting from this. Eight new events are on our programme in the next twelve months alone – a remarkable achievement in these times, and one we can all be more than a little proud of (page 8).

Shortly before this issue went to press, we were able to gain two exciting formats around the future of energy with Green Steel World and Hydrogen Tech World. But this topic also drives us as a company. We plan to make Messe Essen climate-neutral by 2030 – you can find out how we are doing this on page 18. And finally, we have also used the past months to modernise the appearance of ESSEN AFFAIRS. Our aim is to convey a little more of that special feeling that only trade fairs, conferences and concerts can offer.

I hope you feel we have been successful in this endeavour and that you enjoy reading our magazine.

Best wishes,

Oliver P. Kuhrt,
CEO of Messe Essen GmbH



Also appealing as a “Limited Edition”: the Essen Motor Show

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»THE ESSEN MOTOR SHOW 2021 HAS SHOWN THAT SUCH AN EVENT CAN BE HELD SAFELY.«

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



ESSEN MOTOR SHOW SAFELY ACROSS THE FINISH LINE

After a one-year break, the Essen Motor Show celebrated its comeback as a “Limited Edition” from 26 November to 5 December – under strict hygiene regulations and with 3G access control. Despite the unusual conditions, around 100,000 car fans came to Messe Essen during the ten days of the event, creating considerable demand for some 400 exhibitors. “We are very satisfied with the course of the trade fair. All those involved handled the situation very responsibly and showed that trade fairs are easily manageable marketplaces,” said Oliver P. Kuhrt, CEO of Messe Essen, in summing up the event.

Once in the exhibition halls, the visitors quickly enjoyed that familiar trade fair sensation. Because the focus was once again on the vehicles, and there was no shortage of them. Whether conventionally or sustainably powered, new or old, tuned or standard: exhibitors impressively showed the full range of individual and sporty mobility. It became clear that interest in electric vehicles is also growing. The exhibitors and partners also drew a positive conclusion: “The project team did a good job, as did exhibitors and visitors with regard to compliance with hygiene regulations. I personally felt safe on the exhibition grounds. In my opinion, EMS 2021 has shown that such an event can be held safely,” said Harald Schmidtke, Managing Director of the Association of German Automobile Tuners.

www.essen-motorshow.de

72%

of current visitors intend to attend trade fairs in the future with the same frequency or more frequently, and 62% of exhibitors have the same intention. This was revealed in the third part of the “Global Recovery Insights 2021” report, which the world trade fair association UFI and the British market research institute Explori published in mid-October. Some 15,000 visitors and exhibitors took part in the global survey last summer, representing trade fair participations in over 30 countries. Quelle: FI/Explori



At the 2015 FISU World University Games, Fabian Hambüchen, soon to be a German Olympic champion, won in the bar exercises in gymnastics.

FISU WORLD UNIVERSITY GAMES STUDENT OLYMPICS

The Rhine-Ruhr region has been chosen as the location for the FISU World University Games 2025 – and Essen is one of four venues. Competitions in fencing and taekwondo will be held at Messe Essen, judo will take place in the Grugahalle, and high diving in the open-air swimming pool at the Gruga. Other venues in Essen will be the Am Hallo sports park and the ETUF grounds on Lake Baldeney. With more than 10,000 participants from around 170 nations, the student competitions are the second largest multi-sport event in the world after the Summer Olympics.

www.fisu.net

WFX/GLOW

BEAUTIFUL AND FIT

The first edition of the World Fitness Experience (WFX) is coming to Essen. The innovative format will bring the fitness industry together, with a target group from all age groups and fitness levels, on 13 and 14 August 2022 – the active testing of new training concepts is explicitly desired.

Visitor synergies are promised as the GLOW Convention by dm is taking place at the same time. With a mix of fashion, lifestyle and beauty as well as lots of shows and stars, GLOW has established itself as Europe's largest beauty convention. Most recently, it attracted over 19,000 visitors, over 200 influencers and more than 90 brands. The organiser of both events is SHINE Conventions.

www.worldfitness.de

www.glowcon.de

INTERGEO 2022

TWINS AND DRONES

How can digital twins be used to better plan and build entire cities or design the mobility of tomorrow? These are two of the central questions of the 28th edition of INTERGEO, which will be held from 18 to 20 October at Messe Essen. What's more, both the exhibition and the accompanying conference will highlight new developments in surveying, along with satellite applications whose earth observation data are becoming increasingly important – also due to climate change.

Many of the exhibitors record reality in real time: with lasers, scanners, point clouds or sensors – often from the air. Speaking of which: INTERAERIAL SOLUTIONS, Europe's leading trade fair for commercial drones, has been integrated into INTERGEO since 2014. The drones can be experienced live in Essen in the Flight Zone, an outdoor area that has been specially set up for this purpose at the fair. The event is designed to be hybrid, but organiser DVW e.V. and Hinte GmbH as specialist host are once again aiming for a pre-pandemic level. In 2019, INTERGEO attracted 20,000 visitors from over 100 countries and more than 700 exhibitors.

www.intergeo.de



Global surveying is increasingly being carried out digitally. INTERGEO is the leading international event for pioneering geo applications.

The modernisation of care for the elderly will be one of the huge challenges of the coming years. In the future, the leading European trade fair for the sector will be held every two years in Essen.

FEEL-GOOD AMBIANCE AT NICHE EVENTS

Numerous new events will enrich the Essen trade fair calendar in future. The issues they cover could hardly be more topical. They range from mobility concepts and energy efficiency – to the future of care.

■ That's what you could call timing. The fact that the care landscape is in need of modernisation was known long before the coronavirus pandemic. But the crisis has once again immensely boosted the call for innovative concepts and products. The fact that ALTENPFLEGE, Europe's leading trade fair for the sector, is moving to the Ruhr region now, during the crisis, is a coup – both for Messe Essen and for Essen's profile as a health metropolis. Conversely, the fair organisers are convinced of the new location, which replaces Hanover. They are "sure that the ALTENPFLEGE will be an unreserved success in Essen," says Dr. Dominik Wagemann, Publishing Director at



»We are sure that the
ALTENPFLEGE will be an
unreserved success in Essen.«

Dr Dominik Wagemann, Publishing Director at Vincentz Network

Vincentz Network, which is organising the ALTENPFLEGE for the first time together with the coordinating company Deutsche Messe from 26 to 28 April 2022. After that, the fair will alternate between Essen and Nuremberg, where it last gathered 660 exhibitors and 28,000 visitors.

ALTENPFLEGE is by no means alone in this decision. More than half a dozen new events are enriching the Essen fair calendar in future, and even if forecasts on visitor and exhibitor turnout would simply be unreliable in the current situation, the feeling of being in the right place in the medium and long term is palpable everywhere.

In the case of ALTENPFLEGE, it was above all the location that predestined Messe Essen as the “optimum venue” for the fair organisers: “In North Rhine-Westphalia, there are around 3,000 nursing homes in which more than 180,000 caregivers work,” Dr Dominik Wagemann estimates. “In addition, there are about 3,000 outpatient care services, which in turn have more than 90,000 employees.” Because Essen is within a 90-minute drive for the majority of the target group, one sees “enormous visitor potential”, especially among day visitors “who cannot manage to stay overnight in another city due to their workload.” The fact that Essen is considered one of the most important health locations in North Rhine-Westphalia and offers a correspondingly large reservoir of potential partners was another argument.

Relocation in an era of transformation

Health is also one of three strategic development themes that Messe Essen has taken up. In addition, formats around mobility and energy are particularly on the radar, both of which are closely linked to the city and the fairgrounds as well, and are be- ➔



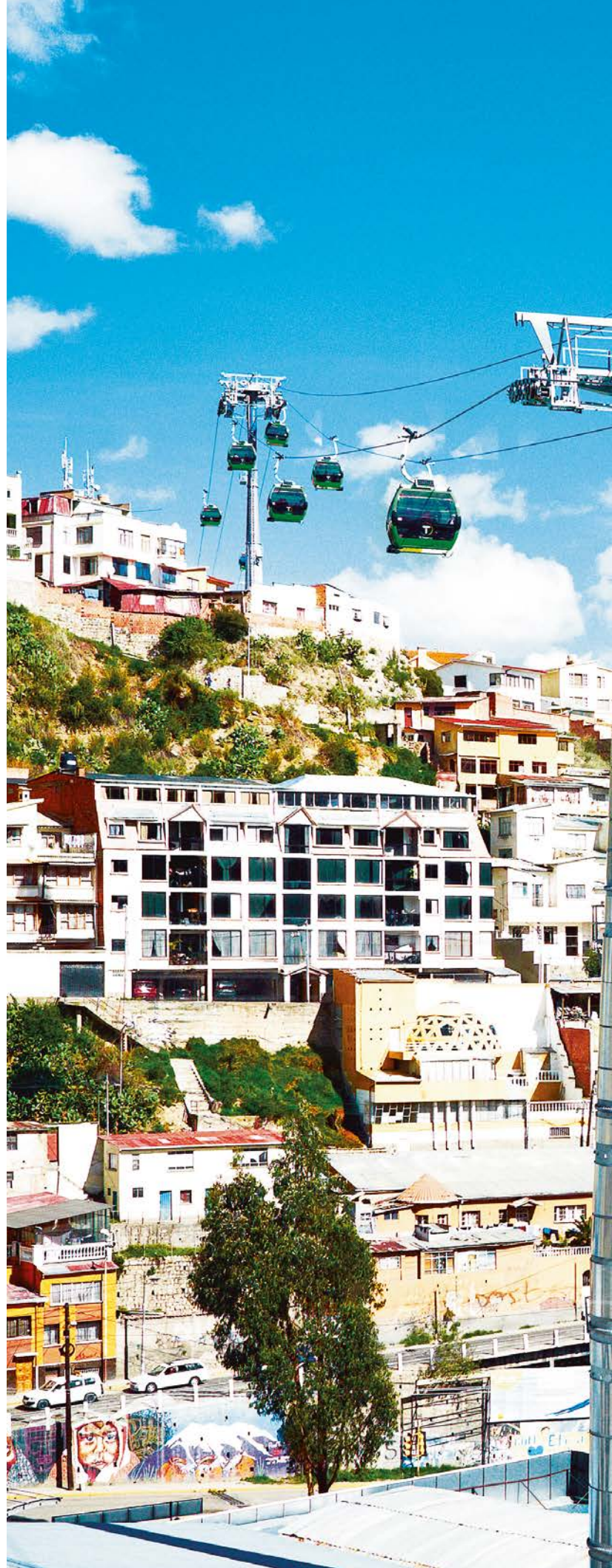
→ coming increasingly interlinked with one another. For example, rental cars and taxis: “In 2018, taxi drivers were still talking about what the new Mercedes E-Class would look like and what it would cost. Four years later, we are in the midst of a transforming market and are discussing completely different topics,” explains Dr Michael Stehr, Managing Director of Fachvereinigung Personenverkehr Nordrhein Taxi Mietwagen e.V. “Should I stick with a diesel vehicle, and if so, for how long? Or should I switch to a different form of drive?” His association needs to provide guidance on these types of questions.

The natural place for this is the European Taxi Fair, which has been organised by the association for four decades and was previously based in Cologne. Planning the move was one of Stehr’s first official acts after his appointment in June of last year. Negotiations with various trade fair companies began in July, and the contract with Messe Essen was signed in October. Essen was chosen for “many reasons”, says Stehr. Firstly, there were good discussions with the project team during two on-site visits and “clearly also a good price-performance ratio. We also liked the fact that the Essen exhibition halls not only look modern but are equipped with state-of-the-art amenities.” This was also the opinion of the accompanying stand builder, who gave his okay after two hours.

In addition, there were the more elusive factors, such as psychology. With 118 exhibitors and 14,000 visitors, the European Taxi Fair is by no means small, but “you might get a bit lost” on huge exhibition grounds. And finally, there is also the genius loci, the special spirit of the energy capital. “Essen is a place where you can discuss energy very well.”

Bringing the big three together

Word has spread that the private car will no longer play the main role in the city of tomorrow. Accordingly, trade fairs on the future of mobility are currently in vogue. “But they are set up in a more generalist way“, says Dominik Berndt, co-initiator of Cable Car World, a format that is unusual in several respects. On the one hand, there is the topic of urban cable cars. Although there is no lack of best- →





→ practice examples around the globe – from Mexico City to Moscow, from Koblenz to Berlin – the segment has yet to make its way out of the exotic niche.

But this also applies to the history and construction of the fair. Originally, Berndt had planned an exhibition and conference on the topic as part of the Essen Innovation Festival. When this had to be cancelled due to the pandemic, he asked his co-initiator Gerald Pichlmair, Managing Director of SI-Urban Verlag, whether he could imagine an event of his own. The only problem was that neither Berndt, who had just graduated in spatial planning, nor the publisher from the province of Salzburg had any experience in the organization of a trade fair. In the search for a new partner, Messe Essen was given the right of first refusal – and they took it.



The founders of Cable Car World have already celebrated an interim success. For the first time, the three leading manufacturers worldwide – Bartholet (Switzerland), Doppelmayr (Austria) and Leitner (Italy) – have been brought together around one table. The result is a joint Mobility Lab at the fair, which explains the most important issues in a way that is easy to understand in four themed islands. “The strategists in these companies realised that the alpine mindset cannot simply be transferred to metropolises” and that the actual challenges are less technological, explains Berndt. Other prominent partners have been recruited for the project: the rail company Transdev, the consulting firm Drees & Sommer and the real estate developer BPD. Perhaps the most important aspect, however, is gaining acceptance among the population – and the ability to make decisions for infrastructure projects even if they affect individual interests.

Photo: Cable Car World/shutterstock © nostalg16





“The niche is experiencing a renaissance”

Henning Könicke did not hesitate for long when, as the Managing Director of the private trade fair organiser AFAG, he was presented with the opportunity for a new format. For 20 years now, the heat, cold, sound insulation and fire protection industry has been trying to establish a permanent platform for technical insulation as a topic – both in the magazine and event sector. So far, no concept had been able to assert itself. In 2019, the industry called again – and the Rudolf Müller Media Group and AFAG dared to make a new start: In 2019, a trade medium dedicated to questions about technical insulation made its debut, and two years later TI-Expo was launched. ➔

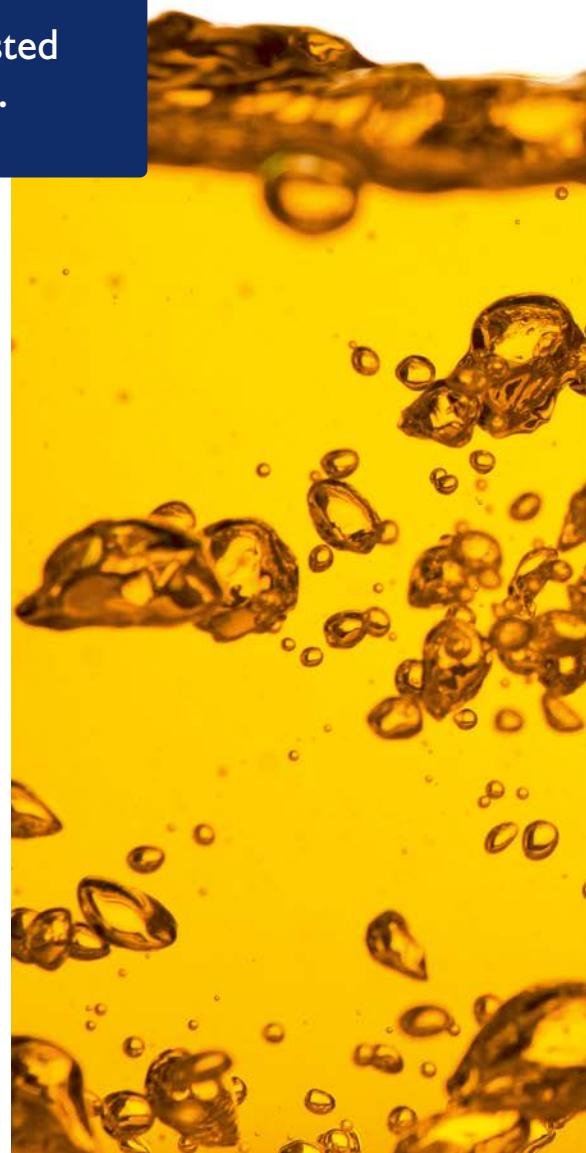
30 %

of global energy consumption is wasted through friction and wear processes.

→ Because the predecessors were mostly located in North Rhine-Westphalia, it was obvious that the location was already the best fit. After that, it didn't take too long to decide on Essen; after all, the two partners already organise the DCONex convention here – so successfully that the industry meeting place covering all aspects of pollution management has meanwhile changed from a biennial to an annual rhythm. Henning Könicke thinks highly of the location. "Essen combines a huge commuter belt with the charm of a specialist without an overbearingly huge exhibition site, and has no fear of comparisons when it comes to factors such as the hotel landscape and travelling times. In addition, says Könicke, a change in thinking is noticeable. "The expense of large trade fairs is becoming more and more difficult for companies to afford. In contrast, time-efficient smaller events offer big advantages. The niche is experiencing a renaissance."

The entire market in just a few days: this is also the basic idea behind the Lubricant Expo, which offers an in-depth overview on the topic of lubricants – meaning, primarily, the topic of sustainability. After all, without momentum and solutions from the industry, the energy turnaround will never be a success. The German industry association VSI estimates that 30% of global energy consumption is wasted through friction and wear processes, and the coming end of the use of fossil fuels calls for great efforts in the development of environmentally friendly alternatives. "Truly seismic upheavals" are expected by Prof. Boris Zhmoud, Head of Development at Brizol Lubricants and a member of the trade fair's supervisory board.

Photo: shutterstock © Love the wind



"Short distances, quick overview"

Baumesse is probably the exception among the new faces in Essen. It is clearly oriented on the end customer and the region – but by no means should it be underestimated. What began in 1999 in Rheda-Wiedenbrück, East Westphalia, has in the meantime established itself at 13 locations across Germany, with up to 30,000 visitors and 300 exhibitors. In a

For many decades, oil literally kept the global economy running. LUBRICANT EXPO now examines the future of lubricants in the coming, post-fossil age.

few years, the organisers hope to reach these dimensions in Essen, “and maybe even a bit more”, reveals Marketing Manager Tim Erlei. Essen is the first German top-ten trade fair location that has been ventured into, “because the balance is right here”. A compact trade fair with two exhibition halls and 12,000 square metres of space guarantees short distances, which are important for the fair’s concept. “We always showcase several suppliers from all

trades at the same time. So instead of going round several roofers, plumbers or window fitters, homeowners can get a quick overview and a feel for the suppliers here.” All without having the feeling of being disoriented.

NEW FAIRS AT A GLANCE

ALTENPFLEGE

www.altenpflege-messe.de

European Taxi Fair

www.eurotaximesse.de

Cable Car World

www.cablecarworld.com

TI-Expo

www.ti-expo.de

Lubricant Expo

www.lubricantexpo.com

Baumesse

www.baumesse.de

Bright, friendly, functional: the nearly 400-square-metre Service Centre in Messehaus Mitte has been extremely well received by exhibitors.

A DIRECT LINE

In Messe Essen's new Service Centre, exhibitors receive advice more easily and more quickly. The new online ordering system also saves time.

■ Companies often plan their trade fair stands years in advance – and rightly so, as so many important marketing details frequently only become apparent during the final push. Follow-up orders, power connections, parking permits that still need to be applied for quickly – there are almost always last-minute issues that need to be taken care of. “Around 80% of our exhibitors consult with us during the set-up phase,” estimates Tim Renzing, Head of Sales & Service at Messe Essen. The new Service Centre on the first floor of Messehaus Mitte offers a significantly enhanced ambience – both aesthetically and functionally speaking.

The gain in comfort already starts on the path to the venue. Renzing and his team repeatedly receive praise for the signposting and central location of the Service Centre, which allows views into the new hall 6. Visitor guidance on-site is also clear and concise. The counter is divided into three sections, and programmable screens above it provide information on whether a contact person for stand construction, logistics or service is currently behind the counter. “This makes it much easier for us to serve the customer quickly and competently,” says a pleased Renzing. He and his team have also received a good deal of positive feedback for the bright architecture and the highly impressive quality of stay.

“Extremely short distances”

It is particularly practical that if a request to one of the external service providers cannot be taken care of immediately, customers only need to go up one floor – as this is where the offices of the service partners are located. “This means extremely short distances for our clients,” says Renzing. Now the line is even more direct thanks to Messe Essen's new online ordering system. Similar to a catalogue, here exhibitors can search through and book a full range of services for their stand from six categories.



Further questions?
Please feel free to contact me:

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tim.renzing@messe-essen.de



STAGES FOR THE PERFECT PRESENTATION

Messe Essen has set up a high-quality TV studio for its customers in Congress Center East.

■ Video formats in the context of an event are becoming more and more sophisticated – and Messe Essen clients will now find an optimal ambience for all their filming needs. Whether for live streams or recordings, digital general meetings, web conferences or hybrid events that supplement a trade fair presentation with virtual elements – the new Studio Ruhr can be used flexibly. Stages can be utilised in parallel, ensuring a perfect presentation.

Reliable, even under live conditions

The TV studio celebrated its premiere with IPM CONNECT Talk in February 2021, providing space for up to seven guests, even under pandemic conditions. The equipment includes an eight-metre-wide green screen and a back wall, which enable individual backgrounds and the display of text, graphics and videos. Two redundant fibre optic connections and a direct connection to the internet hub in Frankfurt am Main ensure top quality and technical reliability

for live broadcasts. The studio is individually furnished with high-quality lighting elements and furniture. And because Studio Ruhr in the Congress Center East is in the immediate vicinity of other conference and meeting rooms, even more elaborate productions are possible with several digital rooms.



IPM CONNECT Talk was one of the first formats in the new Studio Ruhr.

CLIMATE-NEUTRAL AND SELF-SUFFICIENT BY 2030

Messe Essen wants to establish hydrogen as an energy source by the end of the decade and use it to produce its power in a climate-friendly way.

CEO Oliver P. Kuhrt explains how this ambitious goal will be achieved and what role Essen will play in all this.

ESSEN AFFAIRS: Where does Messe Essen currently stand in terms of sustainability?

OLIVER P. KUHRT: We started early on with the photovoltaic system installed on the Galeria roof in 2001, with waste separation and also with rainwater recycling – although sustainability generally plays a major role in the German trade fair sector as a whole.

It is noticeable that more and more organisers and exhibitors are asking for this. So for us, sustainability has become a permanent process.

What does that mean in concrete terms?

What measures are currently being implemented?

After the coronavirus pandemic slowed our sustainability roll-out somewhat, we are currently installing LED lights in the halls step by step – the technology has advanced significantly over the years. We converted hall 1A accordingly at the end of the year, and now parts of hall 4 will follow. In addition, we have developed an ambitious three-phase plan. The aim is to generate Messe Essen's electricity requirements in a climate-neutral and self-sufficient way by 2030.

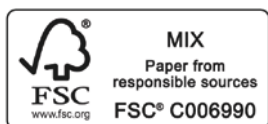
What do the individual phases look like?

In phase 1, which is already underway, we are analysing various measures with external experts that can be implemented immediately. These range from technical equipment, through procurement processes, to various offers for employees. Phase 2, which is to be completed by the end of 2022, includes an open-ended feasibility study on the viability of energy generation measures. This is a challenge because we have structural limits on the installation of new photovoltaic systems, for example – and also

CLIMATE-NEUTRAL PRINTING

Messe Essen is also doing its part for more sustainability in the production of ESSEN AFFAIRS. The issue consists of 100% recycled paper and thus complies with the standards of the Forest Stewardship Council (FSC), an NGO that promotes environmentally friendly, socially acceptable and economically profitable management of the world's forests. Starting with this issue, printing will also be climate-neutral. The CO₂ emissions generated during printing will be offset by funding a reforestation project in Africa. Messe Essen is also sponsoring further reforestation in Germany.

www.klima-druck.de





The dawn of a new age: Messe Essen is converting its energy supply to hydrogen in the coming years.

because we need to guarantee suspension points for exhibitors. Phase 3 will then cover the topic of power storage, which is particularly relevant for a trade fair company.

Why is that, and what is the possible solution?

For one thing, we generate most renewable electricity when there are no major events, i.e. in the summer. On the other hand, we also have to handle load peaks on about 70 to 100 days a year. At a large trade fair, the energy consumption can reach the levels of a small town. However during the rest of the year, our consumption is comparatively low.

And the solution...

In principle, two paths are conceivable: either we store the energy we generate in our own hydrogen power plant, enabling us to become self-sufficient, or we form an H2 island with other companies and

institutions in the neighbourhood. We hope to have clarified which path we will take by the end of 2023.

What role does Messe Essen's membership of the H2 Advisory Board of the City of Essen play in this?

The aim of this advisory board is to realise hydrogen projects in Essen, but with a national or even international perspective. Our project is a prime example of this, especially since it would not be conceivable without strong partners. We have all the prerequisites for a complete hydrogen ecosystem on-site. Essen is home to top energy companies, there are a large number of universities and research institutes in the city and region, and Messe Essen is a co-organiser of E-world – the most important energy trade fair in Europe. In other words, where should the hydrogen era begin if not here?

“WE NEED A LEADING TRADE FAIR”

Klaus Hirzel, Business Leader Europe Central at Honeywell Fire Products, is looking forward to security essen 2022.



»We will present innovative and forward-looking technologies with our new central platforms in fire alarm technology and voice alarms, as well as in the emergency lighting area.«

ESSEN AFFAIRS: The security industry market has been developing well recently, despite pandemic conditions. Will the trend continue and where do you see the greatest growth potential?

KLAUS HIRZEL: I foresee the security technology market continuing to develop very well in 2022. Driven by the pandemic, we see the greatest growth potential in the areas of data centres, education and healthcare, but also in the manufacturing industry.

Which issues does the industry currently face?

The biggest challenge for us is maintaining supply chains. Here, the global component crisis and the shortage of raw materials combined with the skilled labour shortage are the biggest challenges this year.

Honeywell is committed to participating in security essen 2022 and 2024. What was the decisive factor for your return?

We need a strong leading trade fair for the security industry in Germany, and that is security essen. It is the main platform for our industry, where we can reach decision makers from the most diverse sectors of the economy. For us as exhibitors, this is the great advantage of security essen.

What are your expectations for the fair and what are you looking forward to?

For us, security essen is the biggest industry get-together in Germany. Our expectation is that we will be able to meet new and existing customers face to face again. In the last two years, face-to-face events have been significantly reduced due to the pandemic.



REUNION IN MIDSUMMER

The global horticultural show will be held as the two-day IPM Summer Edition in 2022.

■ The desire for a reunion was great, but uncertainty among exhibitors and visitors grew daily. Slowly it became clear in mid-December that due to the pandemic situation that is currently being experienced worldwide, IPM ESSEN would not be able to take place at the end of January. In close coordination with the partner associations, Messe Essen put together an alternative offer for the horticultural sector. All exhibitors who have already decided to take part in the global show can transfer their registration to the next regular IPM ESSEN, which will be held from 24 to 27 January 2023. In addition, a two-day IPM Summer Edition on 13 and 14 June 2022 will offer a mix of exhibitions and networking.

“The horticultural must-have”

The centrepiece of the summer meet-up – which will have the character of an event – is a showroom that presents innovative products, both on-site and online. “The IPM Summer Edition will be held as a two-day exhibition with an emphasis on networking. We would like to give market participants the opportunity to meet and present their latest products,” explains Sabina Großkreuz, Head of Marke-

ting at Messe Essen – even though this cannot, of course, replace the usual IPM at the beginning of the year. Eva Kähler-Theuerkauf, President of the North Rhine-Westphalia Horticultural Association and Chairwoman of the Advisory Board of IPM ESSEN, adds: “We cannot imagine another year without IPM ESSEN. We already sorely missed the knowledge transfer, personal talks, networking and also the emotional bonds last year. The mid-summer event is the new horticultural must-have for our industry!”

This has garnered a good deal of approval. “The dates in the summer have been selected perfectly – we will definitely be there,” says Sebastian Heinje, Managing Director of the long-standing IPM exhibitor Diderk Heinje Pflanzenhandel. The same applies to Deutsche CUXIN Marketing GmbH, whose Managing Director Magnus Hoveling explains: “For us, participation in the IPM showroom as part of the IPM Summer Edition in June represents an interesting opportunity. The event is trendy, compact, easy to implement and eye-catching, thanks to the additional digital presentation.”



ENERGY AS A TALKING POINT

CO₂ pricing, digitalisation, energy transition – there will be more than enough topics when decision makers in the European energy industry finally meet again at E-world energy & water.

■ As painful as the pandemic-induced E-world 2021 break was, the anticipation of a reunion with customers and partners is now even greater – even if Europe’s energy experts will have to wait a little bit longer. As a result of the pandemic, their central event will take place this year from 21 to 23 June. This date is being met with broad approval in the energy sector. “We are very grateful for the positive feedback, solidarity and support we are experiencing and look forward to finally welcoming exhibitors and visitors back to Messe Essen in the summer,” said the two Managing Directors of E-world GmbH, Stefanie Hamm and Sabina Großkreuz. “We are sure that visitor interest in June will again be very strong, as usual.” In 2020, E-world had set several records with 813 exhibitors from 25 nations and more than 25,000 visitors.

Apart from its function as a showcase for innovation, above all E-world is an in-depth information and communication platform. The wide range of themes covers the perennial hot topics of digitalisation and the energy transition, as well as the future topic of hydrogen. E-world will cover these and other topics in three large conferences. The selection of lecture programmes at the fair is even broader, ranging

from district networks, issues revolving around sustainable energy procurement and IT security to grid stability, the integration of renewable energies, CO₂ pricing, the legal aspects of rolling out a charging infrastructure and business models for energy efficiency. “What unites all these topics is that they all point the way to a climate-neutral future for the energy industry,” explains Stefanie Hamm. The Energy Leadership Meeting, which brings together the industry’s top decision makers on the eve of the trade fair, is traditionally a high-profile event.

Digital plus: the “E-world Community”

To keep an overview with so much going on, visitors are advised to become part of the “E-world Community”, which will digitally complement the events on-site. The online platform offers numerous useful features, including appointment bookings, an exhibitor list, a hall plan, a programme overview and “speed dating” for business. It is also a valuable tool for maintaining contacts and obtaining information before and after the fair.

SPIEL TIMES TWO

Spielwarenmesse has taken over SPIEL – thereby ensuring the long-term continuity of a successful format in Essen.

■ When the first SPIEL was held back in 1983, Dominique Metzler was still a schoolgirl selling tickets at the entrance. In 1996, together with her mother Rosemarie Geu, she took over responsibility for the event for the first time. But when asked which edition of SPIEL she was most excited about, she has a clear answer: “Definitely the latest one.” After all, it was a real challenge even for an experienced trade fair director to organise an exhibition during a pandemic. But looking back on SPIEL 21, the managing director also states: “It was the most beautiful edition so far.” But that’s not the only reason why this fair was special. When SPIEL is held for the next time from 6 to 9 October, it will take place in Essen as usual, but with a new organisation.



»It was important to me that the unique profile be maintained.«
Dominique Metzler

News of the takeover of Friedhelm Merz Verlag, which organises SPIEL, by Nuremberg-based Spielwarenmesse eG in early January came like a thunderbolt that worried many board game fans. Wouldn’t the special flair of SPIEL suffer as a result? This is not the case at all, assures Dominique Metzler. “It was important to me that SPIEL’s unique profile be maintained in the future,” she says, and is happy to have found “a partner that will continue and develop this successful fair in my style for the upcoming decades. My team and I are very much looking forward to the collaboration.”

“There is absolutely no reason to change anything,” emphasises Florian Hess, CEO of Spielwarenmesse eG, who together with Dominique Metzler forms the new double head of Friedhelm Merz Verlag. “We see each other as sparring partners,” says Hess, who speaks of a “perfect match”: on the one hand, the world’s leading trade fair for the global toy sector with more than 2,800 exhibitors every year; on the

other, the industry’s largest consumer trade fair, which welcomed nearly 200,000 fans of board, card and role-playing games in 2019.



»We see each other as sparring partners.«
Florian Hess

In view of these dimensions, the fact that SPIEL has also become increasingly important for retailers and buyers in recent years has naturally also been registered in Nuremberg. “But the buyer structure is nuanced, and the different dates in February and October are appreciated by the vendors,” explains Hess. It can be assumed that the new team will have its finger on the pulse when it comes to the future organisation of the Essen crowd-puller. After all, SPIEL was born out of the fan community – and the toy exhibition, which is organised as a cooperative, is backed by some 150 members, most of whom come from the toy sector and retail industry.

www.spiel-essen.com



„The most beautiful edition so far“: even with people wearing masks, there was a great atmosphere at SPIEL 21.

CLIMATE PROTECTION IN ACTION

In September, SHK ESSEN will once again offer the movers and shakers of the energy transition in sanitation, heating, air conditioning and digital building management a joint platform.



■ Whether new technologies for the heating revolution or more sustainability in the bathroom, now, more than ever, climate protection is at the centre of SHK ESSEN. From 6 to 09 September 2022, the chief agents of the energy transition – fitters, architects and planners – will find answers to the most pressing questions of their daily work here. Originally, the trade fair was to herald the return of the industry to normality in March. Against the background of the pandemic, Messe Essen and the SHK NRW trade association as the conceptual sponsor decided on a new date in late summer. “Although we very much regret the postponement, we consider the new date in late summer to be the best possible solution,” explains Hans-Peter Sprotten, General Manager at the SHK NRW trade association. “I am sure that the trade will be united in its support. The desire for attendance at trade fairs remains high.”

»We are looking forward to the direct dialogue between the skilled trades and the heating industry.«

Markus Staudt, BDH

“The HVAC sector stands for climate protection in practice. Whether sanitation, heating or air conditioning, the skilled trades are ensuring rapid market penetration of climate-friendly and resource-efficient technologies in the environmental economy. With its closeness to people and the technical expertise of the various trades, the skilled crafts sector is shaping the transformation of our society into a more sustainable future,” emphasises Ursula Heinen-Esser, Minister for Environment, Agriculture, Conservation and Consumer Protection of the State of North Rhine-Westphalia. She has assumed patronage of SHK ESSEN..

The importance of SHK ESSEN is also underlined by the quality of the partners. The conceptual sponsor of the trade fair is the SHK NRW trade association, which, with 5,800 affiliated specialist companies, is the largest employers’ association in the sector in Germany. There is also a longstanding partnership with the Federal Association of the German Heating Industry (BDH). “The German

heating industry occupies a leading technological position throughout Europe. We are very pleased that after three long years without a major trade fair, SHK ESSEN is finally offering a platform again where our member companies can present themselves. That is why we support the fair as a strategic partner and look forward to the direct dialogue between the skilled trades and the German heating industry,” explains Markus Staudt, General Manager of BDH.

The two associations, together with the Federal Association of Companies in the Gas and Water Sector (figawa) and the German Association for Energy Efficiency in Building Services (VdZ), will also be providing technical expertise in six forums which accompany the fair. The thematic spectrum begins with the topic of education, the reason why nearly every third visitor comes to the fair and to which the “SHK Education Campus” is dedicated – showcasing the topics of advanced training, further education, industry & research and higher-level institutions. At the “6th German Indoor Hygiene Forum” and the affiliated “Drinking Water Meeting Point”, exhibitors will present solutions in the increasingly important areas of air and drinking water hygiene and pollutants’ handling.

New opportunities for inventive entrepreneurs

Driving restrictions, climate change and alternative drive systems are presenting HVAC companies with new challenges with regard to the mobility of their employees. The Mobility exhibition area covers the topics of mobility management, employee mobility, vehicle fleets, photovoltaics, charging columns, logistics and transport, as well as services. These challenges also offer new opportunities for inventive entrepreneurs. The start-up area, which will debut in 2022, supports them with their own exhibition stand along with “speed” dating to make contacts with business partners and investors. Another forum will cover hydrogen application fields in the SHK sector, as well as adaptations and new developments in appliances and components.



IN THE UNIVERSE OF CREATIVITY

Timo Maibach wanted to see the world. He fulfilled his dream at DB Schenker. Today he is responsible for sales in the fairs, events and special logistics sector in Germany.

■ What career does someone choose who has grown up in the Palatinate on the tranquil German Wine Route but wants to see the world? Tourism is an obvious choice, but Timo Maibach wanted to take a path that was a bit less dependent on economic trends. So after graduating from secondary school, he wrote applications to the nine largest logistics companies in the country – and one of the biggest

responded the quickest: DB Schenker. It was the beginning of a “long-term adventure” in the trade fair industry, which the 41-year-old is still enthusiastic about today as Head of Sales – Fairs, Events and Special Logistics at DB Schenker in Germany. This is due to the diversity of cultures, the variety of transport routes and the feeling of working in a sector where the pace is anything but mundane. “In

an exhibition hall, you can see people's creativity coming to fruition, the best that companies have to offer, and we get to transport all that – what an honour!”

Over the past two years, however, this honour has at times resembled a feat, and what Timo Maibach drills into his clients as a golden rule – early planning – is more important than ever. But sometimes this is next to impossible. Regardless of whether Brexit, a blocked Suez Canal, the coronavirus pandemic or the shortage of raw materials and semi-conductors, big challenges are a normality at the moment. “I’m actually the type of person who sees the glass as half full and not half empty,” Maibach tells us during a video interview, “but in the last two years I’ve had to top up on a bit of optimism now and then.” There are several reasons why he maintains a positive attitude, despite all that is currently going on. The “overwhelming gratitude” among exhibitors and trade fair organisers when trade fairs were possible again after the lockdown, that even among trade fair companies that the coronavirus hit the hardest, “nearly all are still there”, and the fact that the 2022 event calendar, though once again marked by postponements, is also full again. “The pendulum will swing back again,” Maibach is convinced.

Three words for faster transport

At DB Schenker, they are prepared for this. DB Schenker has several hundred employees in Germany in the fairs, events and special logistics sector. At a total of 15 German locations, the company has been nominated as the official trade fair transport company and always aims to be a particularly progressive logistics provider. In Essen, for example, where the company's headquarters are located, a truck routing system was already introduced a decade ago. Maibach is a fan of such ideas and, as Business Innovation Manager, is also the link between the group's Innovation department, which monitors many hundreds of start-ups, and the implementation in everyday trade fair life.

The topic currently closest to his heart is What3words. This British company has laid a virtual grid around the globe with almost 60 billion fields, each three-by-three metres in size and linked to three words. This means that every door, gate and loading

ramp at a trade fair has its own address. “The associated time savings in delivery are enormous,” says Maibach – and the potential for customers is far from being exhausted.

»In an exhibition hall you see the best of companies.«

The top issue for the group, however, is climate protection. Just how serious it is about this important subject was demonstrated most recently in late November when DB Schenker ordered 1,500 fully electric trucks from the Swedish manufacturer Volta Trucks – the largest order of its kind in Europe to date. “This will have a massive impact that will be felt in the cities,” Maibach is pleased to say.

Love at first sight

Timo Maibach has fulfilled his dream of seeing the world at DB Schenker. But he also owes a certain “love at first sight” to his employer. A good ten years ago, he was sitting in his car during a business trip to Chennai and heard a Royal Enfield chugging along at an intersection. He immediately fell for the retro charm of the Indian brand, which is the oldest active motor-bike manufacturer in the world. It wasn't long before he owned one of their motorcycles. His favourite example of the spirit of the company are the specialists who apply the decorative stripes on the machine's tank by hand. They are also good examples of creative people who have immortalised themselves in a product.

ABOUT DB SCHENKER

Founded in 1872 by Gottfried Schenker in Vienna as a freight forwarding company, DB Schenker is now one of the world's leading logistics service providers with around 74,200 employees at over 2,100 locations in more than 130 countries. The company offers land transport, air and ocean freight, as well as comprehensive logistics solutions and global supply chain management from a single source. DB Schenker will celebrate its 150th anniversary in 2022.

www.dbschenker.com/de

FIVE IN ONE YEAR



The leading trade fairs IPM ESSEN and SCHWEISSEN & SCHNEIDEN will offer exhibitors plenty of opportunities to cultivate their global networks and tap into new markets in the coming months.

BEIJING ESSEN WELDING & CUTTING

07.–10.06.2022, Shenzhen, China

The industry had been waiting for this trade fair, and this was reflected in the results of last year's BEIJING ESSEN WELDING & CUTTING. With over 900 exhibitors on more than 80,000 square metres of floor space, it was the world's most important welding trade fair in view of the cancellation of the parent event SCHWEISSEN & SCHNEIDEN 2021. In June, the south-eastern Chinese metropolis of Shenzhen will host the industry platform in rotation.

INDIA ESSEN WELDING & CUTTING

23.–25.11.2022, Mumbai, India

India is one of the most important regions for steel production and one of the ten largest steel processors and consumers in the world. And INDIA ESSEN WELDING & CUTTING is the largest trade fair platform for the closely related joining, cutting and coating technology, especially in conjunction with its partner events: Metallurgy India, Tube India and Wire & Cable are all being held in parallel.



HORTIFLOREXPO CHINA

14.–16.05.2022, Beijing, China

The outstanding cooperation between HORTIFLOREXPO CHINA and IPM ESSEN resulted in a new record in 2018. Back then, China's largest trade fair for the horticultural industry was held on 40,000 square metres of exhibition space for the first time, attracting exhibitors from nearly 30 countries. The fair is held alternately in Beijing and Shanghai; in 2022, the China International Exhibition Center will be the venue.

IPM/WOP Dubai

November 2022, Dubai, UAE

Sustainability is one of the three main themes of EXPO 2020 in Dubai, and the fact that the United Arab Emirates is committed to the green economy in the long term gives an additional boost to horticulture and landscaping – and to IPM Dubai as the horticultural platform in the Arabian Gulf. The fair will take place in autumn 2022, as usual parallel to WOP DUBAI (World of Perishables), which focuses on the trade and distribution of fresh produce.

ORNAMENTAL PLANTS & FLOWERS MÉXICO

13.–15.09.2022, Mexico City, Mexico

Already for the third time, OP&F MÉXICO powered by IPM ESSEN will be held in the centre of Mexico's horticulture production. Some 70% of Mexican plant producers are located within a three-hour drive from Mexico City, and the metropolis is also an ideal starting point for trade with the USA.

FOR THE SOCIAL STATE

The German Welfare Day brings together all those involved in the social sector. Now it is being held in Essen for the third time – with over 2,000 participants and many pressing issues.

■ Who actually takes care of social issues in Germany? Administrative authorities, of course – the federal, state and local governments, as well as the social welfare courts. But there are also voluntary welfare organisations with nearly five million full-time and voluntary employees, private social services and thousands of people who do social work. This is a complex structure which means a greater exchange of ideas is necessary. So it's nice that there is a forum for this: the German Welfare Day.



The leading social congress can look back on an impressive tradition that dates back to 1880. This period also saw the founding of the German Associ-

ation for Public and Private Welfare, which organises the congress – now every three years. From 10 to 12 May 2022, Essen will be the venue for a qualitatively and quantitatively impressive event for the third time. Some 2,000 guests are expected at the Convention Center Essen; more than 40 forums are on the programme in the entire Congress Center East and the Saal Essen event room. Hall 7 will be used for the plenary session, and hall 8 will be the venue for a “Market of Opportunities” with more than 50 exhibitors. For the festive “Contact Evening” on the second day of the congress in the glass foyer, the CCE team expects 800 guests – including political VIPs.

“A number of different problems await solutions”

“The welfare state secures our future – let’s make sure we secure the welfare state!” is the motto of the 82nd German Welfare Day, and its appeal seems more topical than ever. “Under this motto, we would like to focus on the important and stabilising effect our welfare state has on democracy and our communities. The current pandemic has shown that although the welfare state has proven its worth in many places, it is not always crisis-proof and stable. The pandemic has also exposed some of the shortcomings that have been known for a long time,” explains Michael Löher, Executive Director of the German Association for Public and Private Welfare – for example, with regard to educational equality and participatory options, as well as the differences between rich and poor or between regions.

“In recent years, we have noticed growing tensions within society and a number of different problems require solutions. Against this backdrop there need to be new answers and tools within the welfare state, and ultimately, a fundamental change in attitudes,” says Löher.

The glass foyer of Messe Essen is the setting for the “Contact Evening” at the 82nd German Welfare Day.



BOHEMIANS AND CHAMPIONS



“We Will Rock You”: The global musical hit makes a guest appearance with 15 shows in the Grugahalle. Once again, the Grugahalle proves its versatility.

■ It is undoubtedly one of the greatest successes in recent musical history – on 14 May 2002, a musical based on the songs of the legendary rock group Queen celebrated its premiere at the Dominion Theatre in London’s West End. Twelve years later, the curtain fell for the last time; more than 6.5 million people had seen one of the 4,600 performances. Since then, “We Will Rock You” has toured the world, thrilled more than 15 million fans in 17 countries – and is now also coming to the Grugahalle.


A total of 15 shows are on the programme from 21 June to 3 July 2022, with the Grugahalle once again proving its versatility. Originally, the Colosseum Theatre in Essen was planned as the venue. However, the building was sold in February 2020, so the Grugahalle stepped in. For the rock spectacle, the multifunctional arena will be set up like a musical theatre.



Freedom fighters on stage

“We Will Rock You”, written and produced by British author Ben Elton with the help of band members Brian May and Roger Taylor, tells the story of the Bohemians, a group of rebels in a dystopian future, using 24 Queen songs. A corporation rules the world, everyone thinks and acts the same, dresses alike and listens to the same computer-generated music.

Instruments are forbidden in this world, and nobody remembers what rock music is anymore. Only the Bohemians are still in the vanguard, fighting for the freedom of thought, fashion and music – and you can already guess with which Queen megahit this fight will end...



Thanks to the interplay of engineering feats and the power of nature, the Emscher is once again an idyllic river landscape in many places.

FROM CESSPOOL TO OASIS

The Emscher was once the dirtiest river in Europe. Then a globally unique rehabilitation programme began. Now the ecological showcase project has reached its most important goal. The Ruhr continues to work on its reputation as a model region in matters concerning water.

■ The stream of cars flows incessantly across Fulerumer Straße in Essen's Frohnhausen district during rush hour. Those with a bit more time than commuters on this sunny morning can discover what is almost a rural idyll from the viewing platform next to the road. Looking east towards the University Hospital, you can see the Borbecker Mühlenbach river meandering gently through the landscape, lined on both sides by trees and bushes. If you look to the west, the river has disappeared under a canopy of leaves. "Nature is retrieving its rightful space,"

says a delighted Ilias Abawi, press spokesman for the Emscherengenossenschaft water management association. Whereas on the western side, the renaturation of the Borbecker Mühlenbach began ten years ago and its "evolution in miniature" is now complete, on the other side nature is still in the "succession phase". This is the situation in many, many places in the Ruhr region. The renaturation of the Borbecker Mühlenbach is only a small part of a globally unique multi-billion-euro project: the revitalisation of an entire river system.



19 municipalities with around 2.2 million inhabitants lie in the catchment area of the Emscher and its tributaries.

The Borbecker Mühlenbach is connected to the Emscher river system via the Berne. This system bore the main ecological burden of industrialisation in the Ruhr area. Because mining posed the danger of large-scale subsidence, it was impossible to transport the wastewater underground. And so, despite all the sewage treatment plants built by the Emschergenossenschaft associat-

ion, which was founded in 1899, the Emscher turned into a foul-smelling cesspool. “The Ruhr gave the region its name, but the Emscher gave its life” has been a common saying ever since – and it is not exaggerated.

Freed from grime – after more than 170 years

After the end of mining, the Emschergenossenschaft association began planning the centennial project in 1992 – the transformation of the cesspit into a blue oasis. The conditions for the Emscher and its tributaries to make a comeback were created underground. The central construction project in the renaturation process is the large Emscher wastewater canal (AKE, Abwasserkanal Emscher). Some 19 municipalities with around 2.2 million inhabitants lie

in the catchment area of the Emscher and its tributaries. The pipe system between Holzwickede and Dinslaken covers more than 400 kilometres; in August the last and largest of three pumping stations was completed, and since the end of the year the Emscher has been completely free of pollutants – for the first time in more than 170 years. The pumping stations are necessary so that the wastewater canal between Dortmund und Dinslaken, with its gradient of 1.5 thousandths, does not reach depths at the end of the stretch from which it could not rise to the sewage treatment plant at the Emscher’s mouth into the Rhine in Dinslaken.

THE EMSCHER CONVERSION PROJECT

- The conversion began in 1992
- Total costs amount to approx. 5.5 billion euros
- The 113 shafts of the Emscher wastewater canal are up to 40 metres deep
- The underground pipe system covers 439 kilometres
- The Emscher and its tributaries are 352 kilometres long
- Around 2.2 million people benefit directly from the conversion

www.eglv.de/emscher/der-umbau

This sounds like a huge engineering feat. It is, especially since the canal runs through one of the most densely populated regions in Europe. Some →



A before-and-after comparison like this one from Dortmund shows how spectacular the Emscher's comeback really is. For decades, it was known as the open sewer of the Ruhr region. The "before" photo was taken in 1976.

→ 2.2 million people live in the Emscher catchment area, and there are roads, railway tracks and other canals everywhere. "At the beginning of the project, we had to check the subsoil at 200 locations to see if we could even build such a large canal system at a depth of up to 40 metres," recalls Dr Uli Paetzel, Chairman of the Board of the Emschergenossenschaft and Lippeverband associations.

According to Paetzel, the fact that project management functioned so smoothly for a project involving 19 municipalities is due in no small part to the experience gained within the special set-up. "The Emscher conversion is the best example of a successful, inter-communal project – without any parish pump politics. I am convinced that the cooperative prin-

ciple can also serve as an example for other major challenges of our time."

In any case, international interest has been enormous. In 2018 alone, the Emschergenossenschaft association welcomed 10,000 guests from all over the world – an indication of how much the Emscher renaturation is perceived as a lighthouse project. For Paetzel, the disposal of wastewater is "currently the most underestimated environmental problem of all", and not only in emerging countries. Even in Europe, there are countries in which "barely half of the households are connected to sewers and sewage treatment plants. We urgently need to find a solution here on an international level!"

Focus on sewage and flood protection

The title of the latest project shows that the Ruhr region is determined in its quest to continue playing a leading role when it comes to water: "Climate-resilient region with international appeal". As part of the future initiative "Zukunftswerk", funded by the North Rhine-Westphalia state government, all the Emscher cities and the Emschergenossenschaft association have agreed on a joint project with concrete goals. To mitigate the consequences of increasingly heavy rainfall or heat waves, the rainwater run-off is to be significantly reduced and the evaporation rate increased by 2040. The flood disaster in July 2021, which had a particularly devastating effect in the north-eastern Eifel region, claiming the lives of more than 220 people in Germany and Belgium, recently showed how dramatically floods can affect Central Europe. Insurance losses from the flood are estimated at around seven billion euros in Germany alone.

HOTSPOT FOR WATER EXPERTS

Essen is also an absolute hotspot for the water industry when it comes to trade fairs and congresses. For example, the Essen Conference for Water Management, whose venue alternates between Essen and Aachen, is one of the most important nationwide, with around 1,000 participants.

www.essenertagung.de

Also every two years, acqua alta combines the topics of flood protection, climate impacts and disaster management.

www.acqua-alta.de

Infratech, which addresses topics of road construction and civil engineering, is aimed at water authorities and companies, among others.

www.infratech.de

In the offices of the Emscher-genossenschaft association in Essen, a service organisation founded in 2020 has started its work implementing protective measures together with the cities. “We want to make the Ruhr a showcase region in terms of climate change adaptation,” says Paetzel.

“Freedom Emscher” on 1,700 hectares

“Freedom Emscher”, another large-scale inter-municipal project that will take shape in the next decade right on the border between Essen and Bottrop, is also exemplary. Together with RAG Montan Immobilien GmbH, the two cities plan to initiate public and private investments of over 1.3 billion euros by 2030. At the heart of the development of the 1,700-hectare site are five areas formerly used for mining, which are expected to be gradually released from mining supervision by 2026.

Some 275 million euros of public funds from state and federal governments and the European Union, as well as the Emscher-genossenschaft association and Deutsche Bahn, are to be invested in the infrastructure of the underdeveloped area. “Only such an ambitious plan can pave the way for private follow-up investments to the tune of more than one billion euros. This has been our experience with other projects,” explains Markus Masuth, CEO of RAG Montan Immobilien GmbH.

The main aim is to attract knowledge-based companies and start-ups and thus create a new urban centre – not least with the enticing element of water. Open waterways will ensure an optimal urban climate, and a series of new paths are to be created both to and along the Rhine-Herne Canal and the renaturalised Emscher. A great deal is happening along what was once a foul-smelling cesspool, and above all, it is happening through teamwork.



At the Gelsenkirchen pumping station, which has been in operation since 2018, eleven pumps transport the wastewater from the Emscher wastewater canal 26 metres higher up.

SCHLOSSHOTEL HUGENPOET


August-Thyssen-Straße 51 | 45219 Essen
Phone +49 2054 1204-0 | info@hugenpoet.de

On the southern outskirts of Essen, a good 20 minutes from Messe Essen and Düsseldorf Airport, an elegant refuge awaits guests – Schlosshotel Hugenpoet. Its history dates back to the 8th century.

Today, the castle is a 5-star superior hotel where hospitality is lived and breathed. In every detail, one can sense that the hotel is still family-owned. A total of 38 rooms and suites, two restaurants, a bar and eight ballrooms offer all the amenities required for celebrations, conferences, meetings, weekend workshops or incentives lasting several days. In the castle's outer bailey is an even more exclusive meeting room.

The park of the hotel, which is surrounded by moats, is also exceptional. With its extensive green spaces, centuries-old trees and hidden romantic spots, it is probably one of the most beautiful parks in North Rhine-Westphalia. Speaking of romance, you can even get married here, as Hugenpoet also has a chapel.

**36 ROOMS and
2 SUITES**
**YOUR ROUTE TO
MESSE ESSEN**

 20 MIN.



www.hugenpoet.de

MINTROPS CONCIERGE HOTEL

Eduard-Lucas-Straße 11 | 45131 Essen
Phon: +49 201 201 2468340
info@mintrops-concierge-hotel.de

It really doesn't get any closer than this. Having stepped outside Mintrops Concierge Hotel, you're already standing at the pedestrian lights opposite Messehaus Ost. The hotel, which opened in spring 2020, is also an attractive proposition, especially for business travellers.

With its 52 apartments (20 to 50 m²) with their own fitted kitchen and separate work area, you are also set for longer stays. If desired, you can start the day with a high-quality breakfast in the cosy lounge.

The hotel owes its name to a modern interpretation of the concierge, who takes care of the wishes and needs of the hotel guest. Full use is made of digital possibilities: from 24/7 check-in/checkout to online registration and service offers to billing. All the time saved in this way is spent on personal, cordial communication with the guest, which the Mintrop family has also cultivated over decades in the two "older sisters" of the Concierge Hotel.



**52 APARTMENTS
YOUR ROUTE TO
MESSE ESSEN**



1 MIN.

www.mintrops-concierge-hotel.de

ESSEN IN 24 HOURS

In spring, Essen attracts visitors with many green highlights, including the classic park of the Ruhr region – and a new, much-praised hiking trail.



9 A.M. ON THE HILLS

“Why don’t all big cities come up with the idea of creating trails like this?” the enthusiastic reporter for the Frankfurter Allgemeine newspaper asked himself after hiking the Kettwiger Panoramasteig trail. The answer might have something to do with the fact that the situation in Essen is highly unique. You can board the urban railway at central station in this metropolis of 600,000 inhabitants, get off 15 minutes later and catch a glimpse of your first deer in another 10 minutes. Essen’s new hiking trail is 34 kilometres long and loops around the idyllic districts of Kettwig and Werden. Since both have urban railway connections, the route can naturally be shortened to suit personal preferences.

www.visitessen.de

4 P.M. UNDER THE TREES

Most visitors to Villa Hügel are drawn to the building’s interior, which – as the former residence of the Krupp dynasty – resembles a palace. But the 28-hectare park surrounding the villa is no less spectacular. Situated on the slope high above Lake Baldeney, there are around 7,000 trees of 120 different species, some of which were planted in the 1870s under Alfred Krupp’s personal supervision. A sensual experience at any time of year.

www.villa-huegel.de



Photos: www.villahuegel.de/presse, Diana Blinkert/EMG

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MESSE
ESSENCONGRESS
CENTER
ESSENGRUGA
HALLE

DATES UNTIL OCTOBER 2022

TRADE FAIRS IN ESSEN

26.–28.04.

Altenpflege*

Leading trade fair for the inpatient and outpatient care sector

30.04.–02.05.

European Bridal Week*

The trade fair for the entire bridal fashion industry

04./05.05.

TI-Expo + Conference*

Trade fair and accompanying congress for technical insulation

21./22.05.

PV LIVE!*

Trade fair for vehicle parts, repair shop equipment and repair shop systems

27.05.

HYROX

The fitness competition for every body!

13./14.06.

IPM Summer Edition*

Communication and ordering platform for the green sector

21./22.06.

Cable Car World*

Trade fair for urban cable cars

21.–23.06.

E-world energy & water*

International trade fair and congress

13./14.08.

GLOW by dm Convention

13./14.08.

WFX World Fitness Experience

06.–08.09.

Lubricant Expo*

Lubricant solutions for the entire supply chain

06.–08.09.

THE BEARING SHOW*

Bearing technology for the entire supply chain

06.–09.09.

SHK ESSEN*

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

13./14.09.

DSP World Europe 2022*

20.–22.09.

InfraTech*

Trade fair for road construction and civil engineering

20.–23.09.

security essen*

The leading trade fair for security

23.–25.09.

Babini

The baby trade fair

06.–09.10.

SPIEL

International gaming days

18.–20.10.

INTERGEO*

Expo and conference for geodesy, geoinformation and land management

18.–20.10.

INTERAERIAL SOLUTIONS*

The leading trade fair for commercial and civil drones in Europe

18.–20.10.

SMART CITY SOLUTIONS*

Inspiration for the city of tomorrow

TRADE FAIRS ABROAD

14.–16.05.

HORTIFLOREXPO IPM powered by IPM ESSEN (Beijing)

07.–10.06.

BEIJING ESSEN WELDING & CUTTING (Shenzhen)

International trade fair joining, cutting, surfacing

07.–10.06.

German Pavilion at BEIJING ESSEN WELDING & CUTTING (Shenzhen)

13.–15.09.

OP&F México powered by IPM ESSEN (Mexico City)

CONGRESS CENTER ESSEN

27.04. Hochtief

Annual General Meeting

10.–12.05. German Welfare Day 2022

18.05. Geberit BAUTREFF 2022

20.05. AUTOFIT Congress

02.06. Bank im Bistum

Annual General Meeting

17.08. Conference – Landesverband der Hebammen Nordrhein-Westfalen e. V.

12.–14.09. Annual conference of the Society for Thoracic Surgery

27./28.09. KAI 2022

Congress for out-of-hospital intensive care and ventilation

29./30.09. TP Daycare congress

GRUGAHALLE

02.06. Bülent Ceylan – LUST OBJECT

03.06. Teddy – The new programme

04.06. Aryana Sayeed – New Beginning World Tour 2022

09.06. Herbert Knebel Solo

It's okay when I'm lying down

21.06.–03.07. We Will Rock You

07.07. AIDA

The opera by Giuseppe Verdi

15.–24.07. Summer festival at the Grugahalle

02.–07.08. RÜ PURE PLEASURE

04.–06.08. Hops Festival

20.08. ABI Future

04.09. Dieter Nuhr ... No joke!

10.09. Afro Beat Festival

11.09. Girls' flea market

20.09. Kaya Yanar – FAMILY CURSE

24.09. 3rd Job Fair Essen

07.10. Ina Müller & Band

08.10. 25th Oldies Night Essen

19.10. Özcan Cosar

20.10. KiTa Zweckverband Employee meeting

21.10. Fireman SAM and the pirate treasure

30.10. Bibi Blocksberg – Everything is bewitched!

WE SHAPE THE FUTURE: HYDROGEN IN ESSEN



MORE INFORMATION
WWW.EWG.DE/HYDROGEN
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