

# ESSEN AFFAIRS

THE MAGAZINE FROM MESSE ESSEN

MESSE  
ESSEN

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

02  
22

## SMART

Essen distinguishes itself  
as a health location

## CLEAN

New trade fairs for the  
hydrogen economy

## UNITED

METPACK brings an entire  
industry together



# FUTURE PERSPECTIVES

SUSTAINABLE AND DIGITAL

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MESSE  
ESSEN





Dear readers,

In recent years, Essen has developed into one of the most important health locations in Germany – both in terms of medical care and research. Economically speaking, the health industry has even become the leading sector in our city. This also generates important momentum for our trade fairs and programme. And in turn, we offer platforms from which both established organisations and newcomers can profit. You can read more about this on page 8.

The energy industry, traditionally the domain of Essen and the Ruhr region, is meanwhile tackling the challenge of the energy transition at full speed together with the world of politics. This fact is also reflected in our programme, as two new trade fairs in April next year

will cover the decarbonisation of the steel industry and the use of hydrogen. Then in May, E-world energy & water will provide an exchange platform for the entire European energy and water industry (page 26).

I wish you an enjoyable and informative read.

Best wishes,

**Oliver P. Kuhrt,**  
CEO of Messe Essen GmbH







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Party atmosphere: At Europe's largest beauty convention, GLOW by dm, more than 10,000 visitors met with over 200 influencers.

## »WE HAVE CLEARLY OBSERVED A TREND TOWARDS EVEN HIGHER VISITOR QUALITY.«

Telenot Managing Director Peter Wunderle on Security Essen



147,000 visitors, lots of purchasing power: following SPIEL, the board game industry is optimistic about the Christmas business.

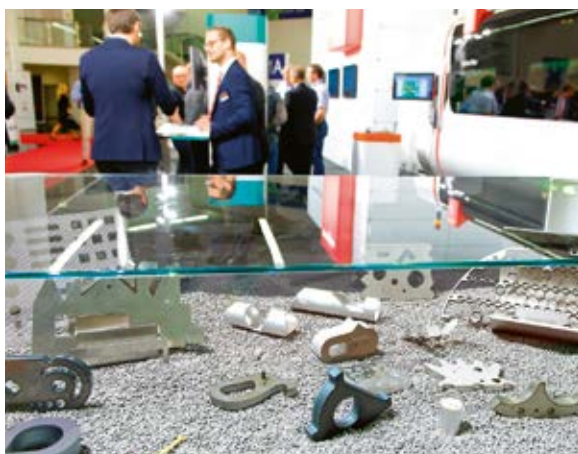
### SPIEL

## CONTRACT EXTENDED AFTER RECORD

SPIEL '22 ended with a record number of 1,800 new products presented. Not least thanks to their curiosity about board game innovations, the atmosphere was relaxed amongst some 147,000 visitors. A total of 980 exhibitors from 56 countries – and the organisers – were also very satisfied with the outcome.

The contract with Messe Essen was extended during the trade fair. “We are looking forward to holding SPIEL in Essen again in the next few years,” said Florian Hess, Co-Managing Director of the organiser Friedhelm Merz Verlag and Executive Board member at Spielwarenmesse eG, the new owner of SPIEL.

[www.spiel-messe.com](http://www.spiel-messe.com)



### CUTTING WORLD

## THE PERFECT FIT FOR CUTTING

As the only highly specialised trade fair in its sector, Cutting World will bring together supply and demand for professional cutting for the second time from 25 to 27 April 2023.

The German Cutting Congress, taking place in parallel, offers special added value. The congress will be held together with German Flame Cutting Day and will place expanded process digitalisation within the Industry Internet of Things (IIoT) on the agenda. Further focal points at the congress include cutting techniques, processing and marketing.

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



# 92%

of the visitors to SHK ESSEN plan to visit the fair again in 2024. This was revealed by a survey conducted during the trade fair for sanitation, heating, air conditioning and digital building management, which brought together 406 exhibitors and around 24,000 experts from 6 to 9 September 2022 – despite full order books and the unusual trade fair date. For the next edition, SHK ESSEN will move back to the usual spring date and open from 19 to 22 March 2024.

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

## EUROPEAN BRIDAL WEEK

### WEDDING FOR BRIDAL FASHION

The two leading fairs in the bridal fashion industry, Interbride Bridal Fashion Fair (Düsseldorf) and European Bridal Week (Essen), have got hitched! In the future, visitors to the joint fair will be offered a multifaceted portfolio of international, high-quality exhibitors who distinguish themselves from one another through individuality. While new target groups will be tapped for exhibitors, purchasers will be able to order in a focused manner – all under one roof. The new joint location will be Essen, where the fair will be held for the first time as European Bridal Week from 1 to 3 April.

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



Nearly 400 exhibitors at Security Essen were delighted with the high-quality professional customer contacts.

## SECURITY ESSEN

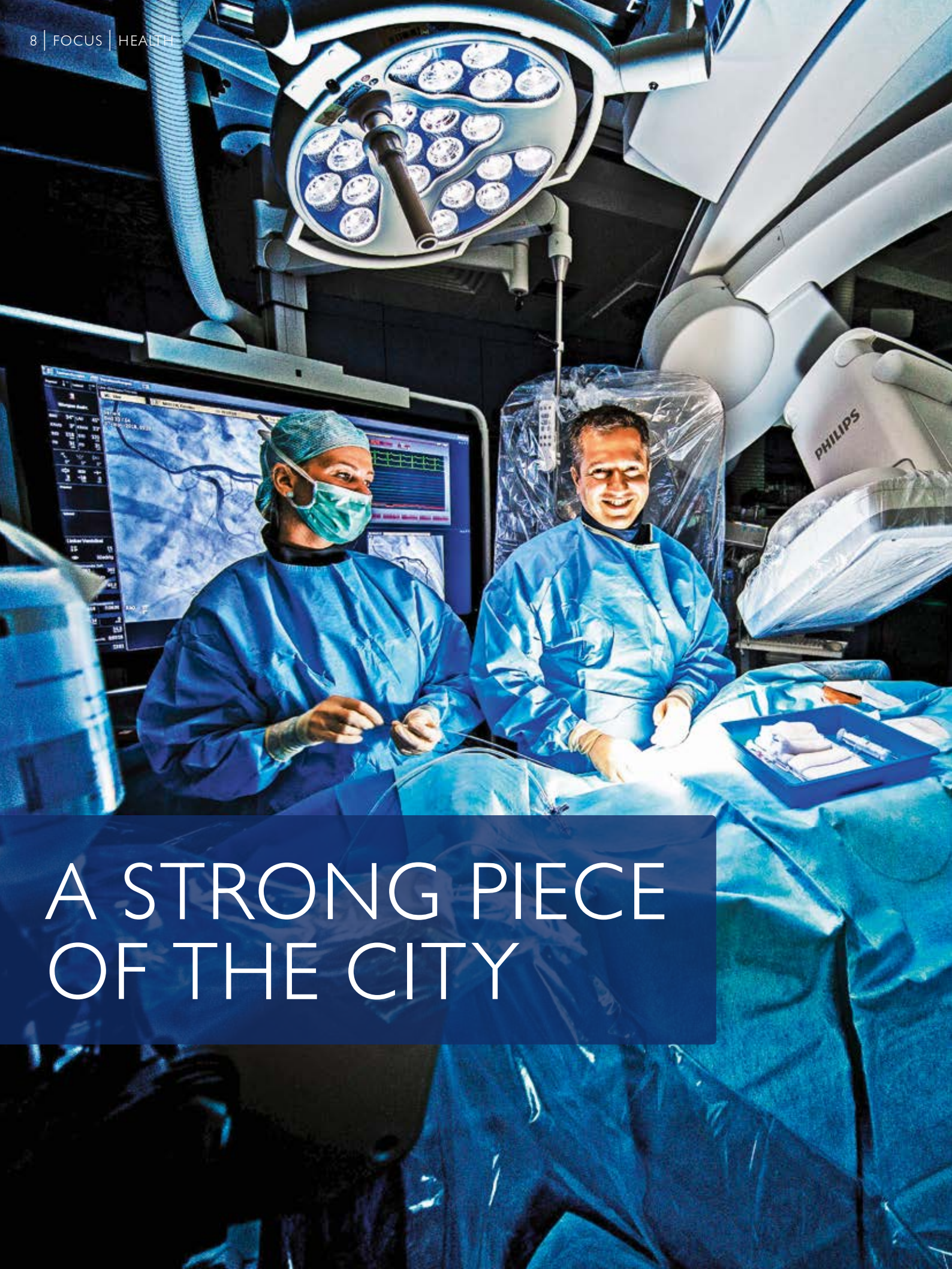
### TREND MOVING TOWARDS DECISION MAKERS

“Secure your business”: Security Essen more than lived up to its motto this year as the leading fair for the civil security sector. From 20 to 23 September, 383 exhibitors from 36 nations presented innovations to the trade public dedicated to protection and security for companies, institutions and private buildings. Around one-third of the trade visitors came from abroad, and 77% of the visitors either make or arrange investment decisions.

“We have clearly observed a trend towards even higher visitor quality,” concluded Telenot Managing Director Peter Wunderle. In addition to Telenot and Honeywell, many other companies have already booked their stands for the next edition of Security Essen from 17 to 20 September 2024.


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





# A STRONG PIECE OF THE CITY





In the cardiac catheterisation laboratory at Essen University Hospital, Institute Director Prof. Dr Tienush Rassaf and his team use 3D images that reproduce the surface of the heart as an electrical map. On the left in the photo is Jessica Luchtmann, a medical specialist.

Essen has developed into one of the most important health locations in Germany, home to a driving force for the smart hospital of the future, hidden champions with billion-dollar turnovers and a range of creative start-ups. Messe Essen is also making a contribution to this success story.

■ As is generally known, Essen is not located by the sea. But in describing her tasks, Anke Diehl nevertheless favours maritime images. The 56 clinics and institutes of Essen University Hospital, where she has worked as Chief Transformation Officer since 2018, appear as a collection of 56 “ships”, each with its own crew and travellers – and captains who usually focus on their own ship. “And I’m the pilot,” she says, “who communicates with both the bridge and the engine room and has to convince the crew that it can be worthwhile for a fleet to streamline.” Not least because one can more easily circumnavigate dangers that way. And anyone familiar with the degree of digitalisation in the German healthcare sector probably has an inkling of the numerous headwinds and shallows in this respect.



»When it comes to a networked data platform, no German hospital is anywhere near our level.«

Dr. Anke Diehl, Chief Transformation Officer,  
University Hospital Essen

But the fleet is holding course in its goal of turning Essen University Hospital into a “smart hospital”. Throughout Europe, it is considered one of the leading players in this particular transform- ➔



→ ation. At the same time, it spearheads “one of the most important health locations in Germany,” as Essen Mayor Thomas Kufen described it this September at the opening of the 7th Essen Health Forum at the Congress Center Essen.

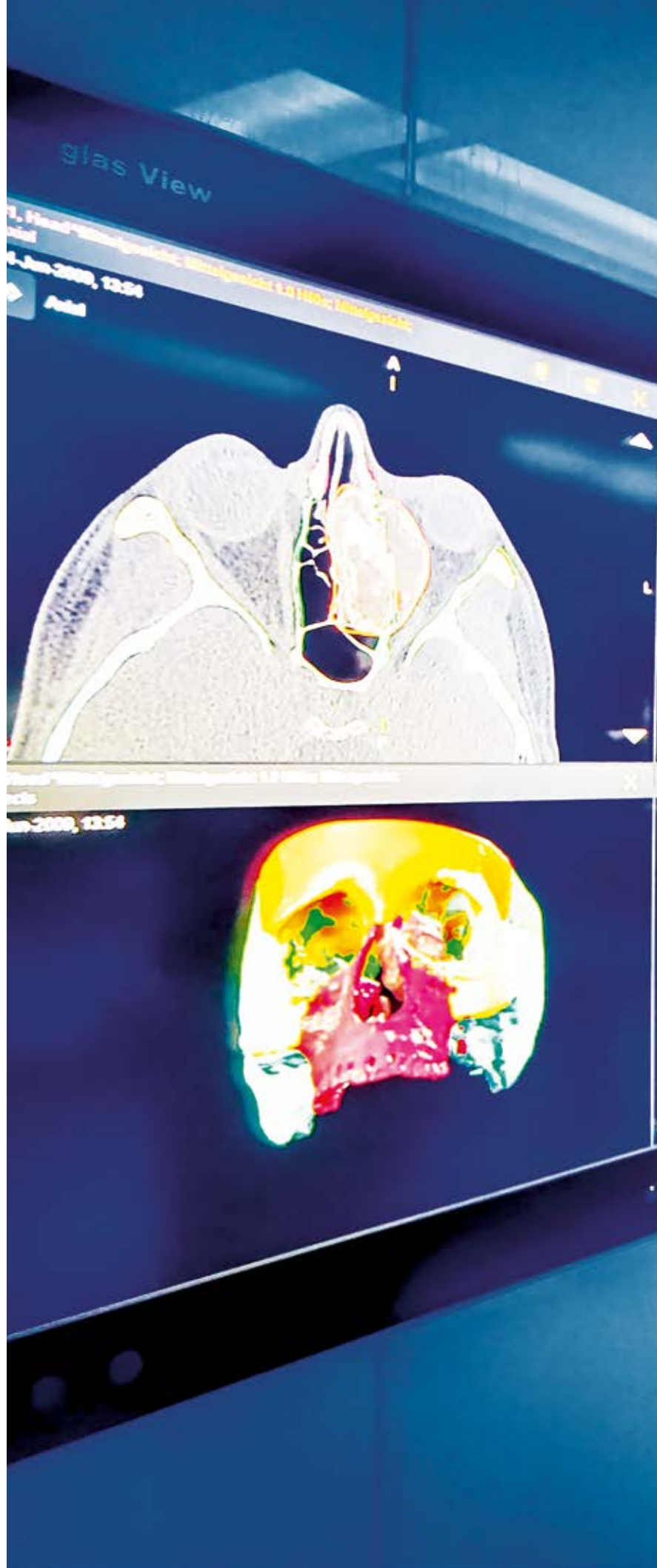
### Nearly 49,000 jobs

On the one hand, this applies to patient care. The city has 14 hospital locations, many of them with a clear specialisation and outstanding reputation, which is also reflected in the number of cases: 750,000 patients are treated in Essen every year – with just under 585,000 inhabitants. However, this also applies to the economic significance of the healthcare sector as a whole. With 1,800 companies and 48,700 employees subject to social insurance contributions, it has even been the city’s leading industry for some years. Josef Hilbert, Chairman of the Network of German Health Regions (NDGR) and Director Emeritus of the Gelsenkirchen-based Institute for Work and Technology (IAT), described Essen as “a strong piece of the economy” during the Health Forum.

And Messe Essen is also part of this success story. Its portfolio now ranges from ALTENPFLEGE, the leading trade fair for the nursing care sector, to medical congresses and health policy conferences. Next May, Essen will even be the centre of the German medical profession for a week. First the annual general meeting of Marburger Bund will take place, followed by the German Medical Congress.

The University Hospital with nearly 10,000 employees is one of Essen’s major players. The project announced by Medical Director Prof. Dr Jochen Werner in 2015 when he took office, under the label “Smart Hospital”, is correspondingly complex. And it can be felt everywhere: in the new emergency room with its digitally optimised workflows; →

Photo: Essen University Hospital







## ESSEN AS A HEALTHCARE LOCATION

14 hospital locations in 4 alliances

750,000 patients per year

1,800 companies from the social and healthcare sectors

48,700 employees subject to social insurance contributions



→ in operating theatres where surgeons can project the results of preliminary examinations into their visual field during the operation via augmented reality applications; and in an app jointly developed by physicians and psychologists that takes away children's fears of MRIs.

### A showroom not far from the fairgrounds

In early 2023, new approaches will also be on display outside the hospital when the "Smart Hospital.NRW" showroom opens in Girardethaus, not far from Messe Essen. In this consortium, led by Essen University Hospital and funded by the state of North Rhine-Westphalia with 14.5 million euros, an interdisciplinary team from various research institutes is collaborating with clinicians



»When it comes to a networked data platform, we are at the forefront in Germany and internationally.

**Dr Felix Nensa**, Radiology Professor focusing on artificial intelligence at the Medical Faculty of the University of Duisburg-Essen

and companies to develop three applications for artificial intelligence: multimodal control of large-scale equipment in the angiography and at the patient's bedside; the semi-automatic generation of medical reports; and the determination of risk factors relevant to patient care. "We want to show that the Smart Hospital is not about robots moving patients or computers making therapeutic decisions, but about high-class healthcare enabling empathic future medicine," emphasises Anke Diehl, who heads the consortium.

### Whether COVID-19 or stroke: SHIP is the key

The University Hospital is particularly proud of SHIP. This maritime term stands for the "Smart Hospital Information Platform", which links all systems and enables centralised evaluation. What sounds technical is actually the key to digitalised processes. In 2024, a current Gartner study predicts that providers with such a platform will outperform their competitors by 80% when it comes to the speed of digital transformation.

"When it comes to a networked data platform, we are at the forefront in Germany and internationally," says Felix Nensa. He helped develop the platform and is one of those rare people working on the frontier between medicine and IT. When he studied medicine and computer science simultaneously in the early 2000s, he was still an absolute exotic. Later, the 42-year-old co-founded a dating app start-up before deciding on a career as a radiologist.

Two examples make it clear how valuable SHIP already is. When the COVID-19 pandemic became acute in Germany in March 2020, it soon became clear the medical profession needed a tool to manage the capacity of intensive care beds. One Friday, a hackathon was scheduled, and by Monday the tool was ready – and is still being used today. Just as quickly, the "Stroke Bot" was created, a chat program in the treatment of stroke patients, for whom time is a decisive factor. When a patient is scanned in the hospital, the results are transmitted to SHIP. The platform creates video renderings and transmits them together with other patient data via push notifications to the interdisciplinary chat group. "Less than two minutes after a person has passed through the scanner, we can start coordinating the therapy, no matter where we happen to be," says Nensa, who is now one of five professors at the →









Marc Margulan (right) and Eren Cirit were awarded for their voice assistant Dexter at the ALTENPFLEGE Start-up Challenge.

→ Institute for Artificial Intelligence in Medicine (IKIM), founded in 2020 at the Essen University Hospital and the Medical Faculty of the University of Duisburg-Essen.

## Two heavyweights with tradition

While the transformation of Essen University Hospital has meanwhile gained international fame, other Essen heavyweights are “hidden champions”. But they too are setting the course for a digitalised era. The pharmacy cooperative Noweda, for example, operates the pre-order platform IhreApotheken.de together with Hubert Burda Media, paving the way for local pharmacies to go online. Noweda’s 9,000+ member pharmacies place more than

Photos (2): PR





20 million orders per year, with sales topping 8.2 billion euros in the 2020/2021 financial year.

The opta data Group has been an IT pioneer from the very beginning. Since 1970, the company has been making it easier to bill prescriptions by computer. In the meantime, the company also offers its 60,000 customers financing services, digital communication products and telemarketing. To stay ahead of the competition in digital health, the company also runs its own start-up programme.

## An Alexa for patient care

The Essen Economic Development Corporation (EWG) also supports start-ups in the health sector through its own start-up unit. One of the latest hopefuls is Dexter Health, founded by engineer Eren Cirit and physician Marc Margulan. An illness in the family and the associated experience of how inefficient and time-consuming many processes in the German healthcare system still are gave these two the idea for a type of Alexa for patient care.

Dexter is the name of the intelligent speaker that will hopefully facilitate communication between residents and nursing staff, especially in nursing homes. "There is nothing like it in Germany yet," says co-founder Margulan. Together with two research institutes in the region, a hospital in Essen and two nursing homes, Dexter is set for series production by next autumn. An application for direct, hands-free documentation of patient care directly from the resident's room should be on the market by early 2023.

An honour from close by has confirmed to the founders that their idea has potential. At the first edition of ALTENPFLEGE in Essen, they won the Start-up Challenge in the Smart Objects category. And the award was not the only reason that trade

## COMING UP: EVENTS IN THE FIELD OF HEALTHCARE

JOBMEDI NRW – career information fair for health, patient care and social services (25./26.11.2022)

Continuing Education Congress North Rhine AEKNO of the Medical Academy for Further and Continuing Medical Education (24./25.03.2023)

NRWGU Congress of the North Rhine-Westphalian Society of Urology (30./31.03.2023)

142nd annual general meeting of Marburger Bund (13./14.05.2023)

German Medical Congress 2023 (16.–19.05.2023)

Visceral Medicine NRW 2023 (01./02.06.2023)

KAI Congress for outpatient intensive care (05./06.09.2023)

TP Congress for day nursing service managers

Essen Health Forum by Essen.Gesund.Vernetzt

ALTENPFLEGE – the leading trade fair for the nursing care industry (April 2024)

fair newcomer Margulan was "very excited" about taking part. "We spoke with many practising professionals and made contacts with users as well as cooperation partners."



# WE HELP SHAPE THE FUTURE!

The Supervisory Board is actively involved in all matters concerning the company. ESSEN AFFAIRS asked its members to take part in a group photo.



Lower row (from left): Councillor Dr Elisabeth van Heesch-Orgass, Kerstin Groß, General Manager of the Chamber of Industry and Commerce for Essen, Mülheim an der Ruhr, Oberhausen in Essen, Oliver P. Kuhrt, CEO of Messe Essen, Thomas Kufen, Lord Mayor of the City of Essen and Chairman of the Supervisory Board of Messe Essen

Upper row (from left): Councillor Elisabeth Mews, Councillor Michael Kretschmer





Lower row (from left): Councillor Hans-Peter Schöneweiß, Councillor Wilhelm Maas, Councillor Günther Weiß, Mayor Rolf Fliß  
 Upper row (from left): Councillor Peter Tuppeck, Councillor Julia Klewin, Councillor Daniel Behmenburg, Councillor Kai Hemsteeg  
 Missing in the photo are Councillor Jessica Fuchs, Councillor Regina Hallmann and Mayor Rudolf Jelinek.



# A FESTIVAL FOR 46 YEARS





Motor sport supplier Sandtler holds an important record at Essen Motor Show. In 1976, the company became an exhibitor for the first time – and has been part of the high-horsepower festival without interruption until the present day.

■ The Sandtler catalogue enjoys an almost legendary reputation in motor sport circles – not least because in addition to the company's entire product portfolio, amateur athletes and their racing cars can also be seen on its pages. Tim Sandtler has his own memories of the catalogue. Because when he was taken for the first time to the Essen Motor Show as a boy in the mid-1990s, he stacked up the publications to be able to look over the sales counter. The anecdote is part of a remarkable history. Sandtler GmbH has been an exhibitor at the Essen Motor Show (EMS) since 1976 – without interruption. This is a probably a record when it comes to the history of companies exhibiting at the fair.

### Truck shuttle during the fair

So it's not surprising that Tim Sandtler describes the Essen Motor Show as "our most important trade fair". Now 35 years old, Tim represents the third generation in the family business, which was founded in 1960 in Bochum by his grandmother – and is now run by his father and uncle. The company

like to come to the Bochum showroom, where they can always find competent advice. Tim Sandtler was a successful professional racing driver himself before he joined the company.

The fact that Essen Motor Show is still an eminently important sales platform for Sandtler can be seen in the effort they put into their presentation. For two long months, about 10 out of a total of 60 employees work on the catalogue, which is traditionally presented at EMS. It takes two weeks to set up the stand, which measures just under 400 square metres. "We are probably one of the few exhibitors to have merchandise in stock," says Tim Sandtler. To enable customers to take their desired products home with them, a truck drives almost 20 kilometres to the Bochum headquarters twice a day during the trade fair to replenish the stocks again.

### BMW to take part again

This year, a prominent company will once again join the ranks. While European and American auto shows are undergoing a profound transformation, Essen is pleased about its stable registration figures and is even noticing one or two returnees. The BMW Group, for example, is back for the first time since 2016. Project Manager Ralf Sawatzki sees this as a confirmation of the Essen Motor Show concept. "Nowhere else will manufacturers find such a wide range of possibilities. They can show concept vehicles, sporty production models, high-powered motor sport racers – all this in an emotionalised form, regardless of the drive." For Sawatzki, one thing is certain: "We are the only horsepower festival!" And Tim Sandtler is also convinced: "There's simply nothing else like it."

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

»The Essen Motor Show is the most important trade fair for us – there's simply nothing like it.«

Tim Sandtler, Sandtler GmbH

grew when motor sport began to boom in the mid-1970s. During the heyday of the German Touring Car Championship (DTM), the company became its first supplier and is still the supplier of numerous professional teams today.

But private drivers are at least as important as the pro teams. Today, end users also purchase items in the online shop, but because Sandtler sells many parts that are relevant for safety, such as seats and helmets, where a perfect fit is important, customers



# A COLOURFUL REUNION

After a two-year break, IPM Essen will be picking up on new trends when it comes to retail and sustainability. What's more, a special international accent will be set at the world's leading trade fair by the motherland of horticulture.



■ Business as usual – these days, that's good news. Andrea Hölker, Project Manager of IPM ESSEN, is already highly satisfied a few months before the comeback: "All the halls have been booked, all joint participations registered – we expect an old familiar global fair."

After two years off due to the pandemic, the green sector is now looking forward to its official get-together all the more. When IPM ESSEN finally re-

opens its doors on 24 January 2023, visitors can expect "a mix of the tried-and-tested and the new", Hölker reveals, along with a global group of exhibitors in the supporting programme.

For instance, the IPM Discovery Centre in hall 7 will once again be transformed into a retail hotspot. Under Creative Director Romeo Sommers, POS concepts and future-oriented retail trends will be on display here in a space that is a combined show-



room, communication area and think tank. FDF World is a true IPM classic; here the Association of German Florists will present international star florists to its guests in spectacular shows.

## Trends and technology innovations

The IPM Concept Store in hall 5 sets a new accent. The idea is that exhibitors can present their products from the areas of home accessories, gift articles, tableware, stationery, floristry supplies and garden gourmet personally and individually – in a stand size from two square metres. “Specialist shops and garden centres are already focusing on expanding their product ranges,” Andrea Hölker says. “With the IPM Concept Store, we are now opening the gates of the green sector to companies that have had fewer touchpoints to garden centres up to now. This brings real added value for trade visitors.” The Horticulture Innovation Centre in hall 4 will be devoted to various aspects of sustainability. These include energy efficiency, the elimination of plastics, automation and peat reduction.



British star florist Laura Leong made a guest appearance on the FDF show stage in 2020. In 2023, Great Britain will be the IPM ESSEN partner country.

## The most famous gardener is the king

Creative impulses are also promised by the presentation of this year's IPM partner country, because the motherland of horticulture will be doing the honours: Great Britain. “We are pleased to be bringing a full national pavilion to IPM and are extremely proud to be the partner country for 2023,” explains CHA Trade Association Manager Pat Flynn, who is responsible for the presentation. “Britain has a multifaceted and innovative horticultural sector,” she adds.

It's a bit of a shame that the country's most prominent gardener is likely to be unavailable. Nevertheless, King Charles III, who began to cultivate his estates according to biodynamic principles in the early 1980s as the Prince of Wales, will certainly not lose his passion for greenery in his new role.

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



## SUSTAINED BOOM WITH **EXTRA BOOST**

Even before the pandemic, cycling and camping were fully on-trend. Now these sectors are moving from record to record. In late February, they will be featured at Messe Essen.

**Almost every fourth EU citizen (24%) spends at least 10 minutes a week on a bicycle without interruption and is thus considered a cyclist. The Netherlands takes the lead (61%); Germany is in the middle of the pack (34%).**



**13.95  
MILL.**



There were more than 13.95 million posts with the hashtag #vanlife on Instagram in autumn 2022. More and more people are getting excited about the idea of moving the centre of their lives completely or partially into a converted camping van. At Reise + Camping, “vanlife” will be a new focal theme.



**+204%**

**Sales of e-bikes in Germany have more than doubled in just four years, growing from 980,000 in 2018 to about 2,000,000 units in 2021 – and the trend is still rising.**

In 2021, the caravanning industry in Germany generated a turnover of 13.96 billion euros, a record result for the eighth year in a row. During this time, sales have more than doubled.



**3.9 MILL.**

Germans have once again been bit by the bicycle touring bug. 3.9 million Germans took a cycling trip in 2021 – 400,000 more than in 2020, but still not as many as before the COVID pandemic.

## HOLIDAYS AGAIN AT LAST!

Whether camping, cruise or package tour, near or far: Reise + Camping offers inspiration to suit every taste. From 22 to 26 February 2023, a comprehensive range of vehicles and mobile travel accessories also await visitors.

[www.reise-camping.de](http://www.reise-camping.de)

Fahrrad Essen starts one day later. Around 250 exhibitors will present their products in halls 4 and 5 of Messe Essen. A new focus is dedicated to cargo bikes, with another special area focusing on GPS and navigation.

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

# WITH HEART, SOUL AND A PLAN

For its commitment to social sustainability, Messe Essen was once again ranked as a top employer in the SME sector by the job portal Yourfirm.de in 2022. Find out why here.

■ Individual tailoring of **part-time work** facilitates the work-life balance. Where operational requirements allow it, **mobile working** provides even greater flexibility.

■ The **company pension scheme**, financed by Messe Essen, builds an additional pension provision for our employees. The company also offers voluntary deferred compensation. In addition, employees can take out **private top-up health insurance** at preferential conditions.

■ The **company reintegration programme** helps those affected by a longer absence get back to work at the right pace, thus avoiding a recurrence of the incapacity to work.

■ A wide range of **training and further education measures** supports our employees in their personal and professional development. So that our employees do not have to travel long distances, Messe Essen seeks to provide training courses close to the workplace or within Essen's municipal corporation network.

■ Messe Essen gives special consideration to employees with disabilities. In the case of physical limitations, they can take part in vocational preparation measures and further education training. In addition, they do not have to work overtime and receive five additional days of holiday per working year. Another example of **active inclusion** is the cooperation with the Franz Sales workshops, whose staff are hired for trade fair catering.

■ Our air-conditioned, ergonomic and state-of-the-art offices satisfy the highest standards for a **modern workplace** and have been awarded the "Safe Workplace" quality seal by the North Rhine-Westphalian accident insurance fund (Unfallkasse).



■ Messe Essen does not discriminate on the basis of gender, ethnic origin, age, sexual orientation, disability or religion. To ensure this, and that all employees are deployed to make the best possible use of their skills, we have implemented our own **diversity management concept**. Equal opportunities are actively promoted for employees. The proportion of female staff members is 50%.

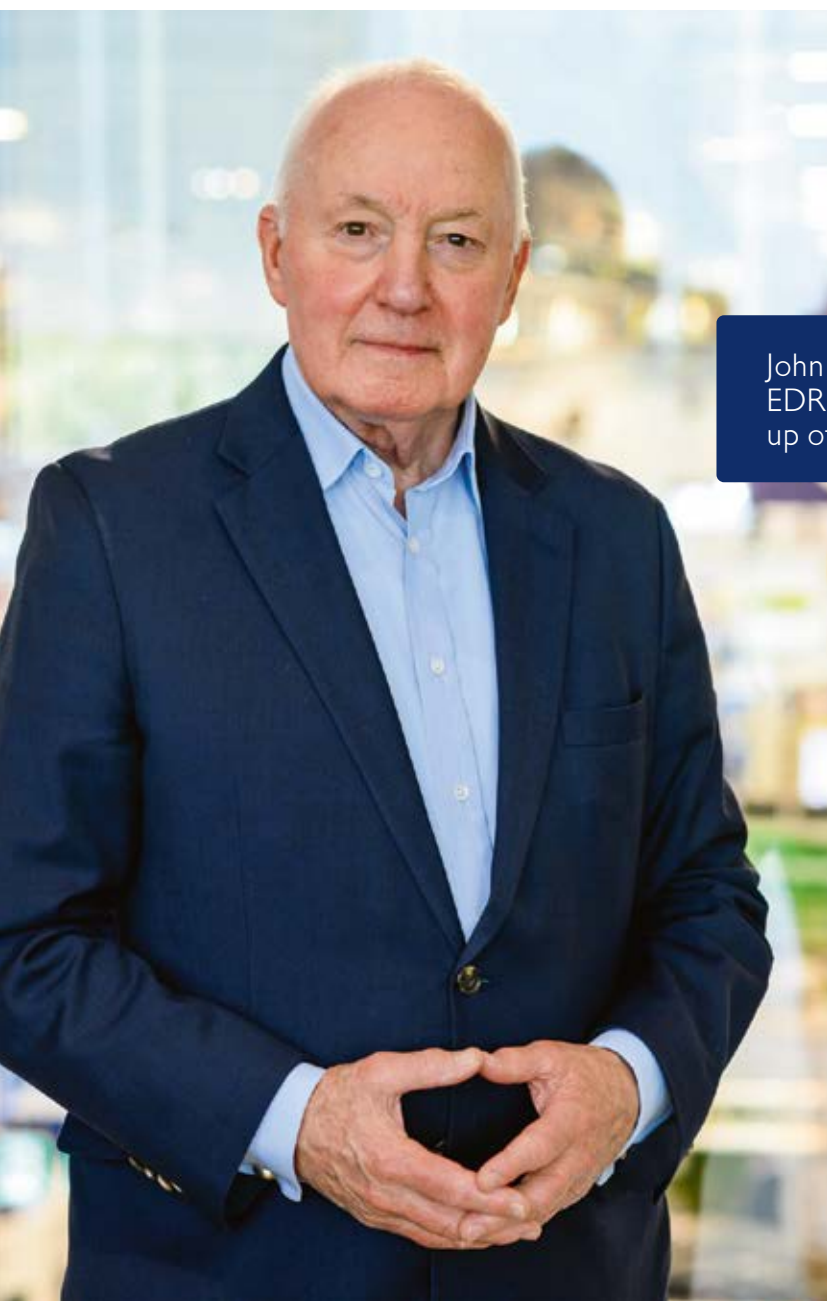
■ The recreation portal of the City of Essen offers numerous **offers to employees**, including reduced admission prices to leisure facilities in the region and exclusive concert tickets.

■ From sporting events such as the company fun run and company medical services such as free eye tests to products that meet baby's first needs, Messe Essen employees can access a wide range of offers as part of the company's **health promotion programme**.



# LOVE FOR DETAIL

John W. Herbert is an icon of the DIY industry. The gifted networker holds the threads of the global association together.



Centres (BHB), wrote this about the head of his global association on his 80th birthday: “At an age when others have been ‘retired’ for years, John W. Herbert is not even ‘tired.’” In fact, a year after his 80th birthday, the Englishman is still the central motor of a network that generates sales of 330 billion euros per year.

John W. Herbert, 81, is General Secretary of the EDRA/GHIN Association. The association is made up of 219 DIY chains from 76 countries.

Herbert was not born into this career. In York, in northern England, where he grew up, his family of eight lived in a small terraced house; devastating traces of World War II German air raids were still visible in his youth. Hence in 1962, when Herbert arrived as a British soldier in the former enemy country, his mistrust was great. But he quickly took a liking to his new task. As a member of NAAFI, the army’s recreational retail organisation, the trained retailer worked his way up from auxiliary worker to manager for the whole Sauerland region.

## He became a legend in Bonn

In 1975, he switched to the private sector and managed some of the first German supermarkets before being lured home two years later. Sainsbury’s, the UK’s largest retail chain, planned to enter the self-service market and was looking for a director for its first hypermarket. They decided on Herbert, even though he did not possess the formal degree that was considered indispensable at the time. “Today that would be unthinkable,” he suspects. The media hype was accordingly great, and Herbert was treated like an industry celebrity. But he would go on to become a legend after his return to Germany, where he invented a new kind of DIY store for Knauber. Delegations from all over the world came to the Rhine-

■ Birthday greetings can often be a required formality. But this birthday celebration was noticeably different, as the well-wishers wanted to give something back to the birthday boy. Peter O. Wüst, Managing Director of the Federal Association of German Home Improvement, Building and Garden

land, where “our man in Bonn” implemented innovative concepts using meticulous logistics and the principles of a gentleman businessman: credibility, honesty and the desire to serve. These are virtues that Herbert values, along with respect, which he felt was not afforded to him as a young soldier. Knowing each of his 1,200 employees at Knauber by name makes him proud to this day. In 2000, he left the company after 17 years – not to retire, but to move to the USA, where he managed the Expo Design Center of Home Depot, the global market leader. Two years later, Germany called again. In 2002, Herbert was elected Managing Director of BHB, and soon afterwards General Secretary of the European umbrella organisation EDRA, whose members have also been part of the Global Home Improvement Network (GHIN) since 2015.

## 442 trips in 20 years

Since then, the world has become a village for him, and the globe behind his desk in an office close to Cologne Cathedral is not just a decoration. Herbert has made no less than 442 trips in the past 20 years, visited the most important DIY chains on all continents, and the fact that the association now has members from all around the globe is also due to his personal efforts. The annual highlight of the association’s work is the Global DIY Summit, which Herbert helps organise right down to the seating plans in order to achieve the best possible matches and the greatest learning results, in line with Lord Sainsbury’s motto: “Retail is detail”.

It goes without saying that such a gifted networker is also a passionate exhibition visitor. He attends ten to twelve top events a year, and in September he led a delegation of 35 experts from 15 countries on their visit to Security Essen. “Protecting the private environment is an increasingly important topic for DIY stores,” Herbert is convinced, and he “felt very welcome” during his visit to the leading trade fair for security and fire protection – a particularly high compliment coming from him.

The question remains – how does one manage to be so agile at 81 without showing any signs of fatigue? One ingredient is positive thinking, nourished by the experience gained from widespread travel and the knowledge of how privileged people live in Europe.



John W. Herbert during his visit to Security Essen (on the left in the photo, Sabina Großkreuz, Senior Vice President Marketing at Messe Essen).

Another is sport. On the day of the interview, Herbert swam for exactly 37 minutes in the morning, and every day he tries to walk a few kilometres. Clearly, this also keeps the mind agile.

## THE EDRA/GHIN ASSOCIATION

The home improvement industry network is formed by two symbiotic organisations: the European DIY Retail Association (EDRA) and the Global Home Improvement Network (GHIN). The association includes 219 DIY chains with over 1.4 million employees in 76 countries. The 32,000 DIY member stores achieve an annual turnover of around 330 billion euros. The association sees one of its main tasks as enabling members to network and learn from one another. This is also the focus of the annual Global DIY Summit.

[www.edra-ghin.org](http://www.edra-ghin.org)



# MORE SPEED FOR CONVERSION

Accelerating the energy transition tops the agenda throughout Europe. Interest in the leading trade fair E-world energy & water, taking place in Essen in May, is correspondingly high. Shortly before it gets underway, two new special trade fairs will be dedicated to a key topic of the conversion: the use of hydrogen.

■ Anyone hoping to see the dimensions of the energy transition for themselves should definitely pay a visit to northern Duisburg. Here, Europe's largest steelworks, exemplifying one of the technologically most demanding tasks in the energy transition, stretches along the Rhine over an area of around ten square kilometres. Will it be possible to continue producing high-quality steel in the future while foregoing coal altogether?

The thyssenkrupp Steel group is taking on this task, and the Duisburg plant serves as a real-world laboratory. Hydrogen has been used in one of the blast furnaces since March of this year, and in September the group laid the foundation for the next transformative step by committing its own funds to the construction of the first direct reduction plant. In this process, hydrogen dissolves oxygen from iron ore that provides the raw material for steel – making coal-based blast furnaces superfluous. When the decision was reached, Martina Merz, Chairwoman of the Executive Board, spoke of a

“turning point for steel production in the Ruhr region”. This is by no means an exaggeration, considering the dimensions involved. The investment sum, including public subsidies, amounts to more than two billion euros, and the 20% CO<sub>2</sub> reduction that thyssenkrupp promises in the first step would reduce greenhouse gas emissions in the entire Ruhr region by 5%. By 2030, the CO<sub>2</sub> reduction in production should be well over 30%.

## Three halls are already full

The pioneering role of tradition-steeped steel producers is one of the reasons why Nicole Nagel, Managing Director of KCI Media Group from Kleve, describes Essen as the “perfect location for our new trade fair duo”. On 4 and 5 April 2023, the first Green Steel World will take a focused look at the decarbonisation of the global steel industry. Hydrogen Tech World, which runs in parallel, focuses on the processing, transport and storage of hydrogen. And here too, Nagel sees the region taking on a pioneering



A "turning point for steel production in the Ruhr region": at Europe's largest steelworks in Duisburg, thyssenkrupp is pushing ahead at full speed with the transformation towards a hydrogen economy.

»Essen is the perfect location for our new trade fair duo.«

Nicole Nagel, Managing Director KCI Media Group

role with its "fast-growing hydrogen economy and infrastructure, supported by local and national governments".

"Hydrogen Solutions" will be one of the thematic areas when E-world energy & water opens its doors seven weeks later. In 2022, Europe's leading trade fair for the energy industry switched to a date in early summer in the wake of the pandemic. This was extraordinarily well received by the trade community. Some 96% of the visitors and 88% of the companies announced at the end of the fair that they planned to be there again next time. And so E-world 2023 will take place from 20 to 23 May.

The response so far proves the organisers' decision was the right one. Market leaders, niche players and newcomers from all over Europe and overseas have followed up their announcements with action. Already in October, halls 1 to 3 were completely booked, with free stands only available in halls 4 and 5 – a clear indication of how the geopolitical

conditions have once again increased interest in E-world's portfolio of topics. "More than ever, ideas and concrete solutions for a secure, affordable and sustainable energy supply are in high demand," the two Managing Directors of E-world GmbH, Sabina Großkreuz and Stefanie Hamm, feel.

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

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

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





# A CLASS REUNION THAT LOOKS TO THE FUTURE

METPACK is back, and all the big names in the metal packaging industry will be participating once again in May 2023. But the industry's close ties to its most important gathering place also became evident in the turbulent times that preceded it.

■ Christina Kleinpaß has already experienced a good deal in her professional career at Messe Essen. But what happened after the cancellation of METPACK 2020 was new, even for her. “We received an incredible number of encouraging e-mails and calls from exhibitors – that did us an enormous amount of good,” recalls the Project Manager, who offers a “big thank-you” to the clients. Now the end of their shared ordeal is in sight: from 2 to 6 May 2023, the international metal packaging industry will finally meet up again in Essen.

## A giant as a new exhibitor

The importance that METPACK still enjoys is impressively shown by the number of registrations. Almost all previous exhibitors are taking part, and newcomers include Nippon Steel, a giant in steel production. Months before the start, Kleinpaß can already state: “The who's who of the industry will be represented here.” As usual, synergy effects with the parallel-running interpack in Düsseldorf will be exploited. “It's going to be a great METPACK,” Jörg Pfützner is also convinced. The industry expert, who is organising the METPACK Conference on the second day of the fair, sees the industry “emerging stronger from the pandemic crisis”. High capacity-utilisation figures and investments are proof of this.

Pfützner attributes the success of can recycling not least to sustainability aspects, which are becoming increasingly important for both consumers and politicians. The more the vision of a circular economy becomes a concrete goal, the more tin and aluminium play up their advantage as materials which can be easily and infinitely reused. For example, the tin recycling rate in Germany already tops 90%, and last year the industry associations European Aluminium and Metal Packaging Europe presented a roadmap that promises a 100% recycling rate for aluminium cans by 2030 – significantly topping the EU target of 80% by 2030.

With regard to material efficiency, the industry continues to stay on course: cans are becoming thinner and lighter. The challenge of the EU REACH regulation on the use of chemicals in the manufacturing process has also been taken up. Should it now also succeed in decarbonising steel production, the future prospects for the can should be rosy (see also page 26 of this issue).

## Digitalisation in the conference spotlight

Though environmental protection has become the dominant topic in industrial policy, the METPACK Conference will focus primarily on questions of digitalisation. “We have learned a lot about remote practices in recent years, and the penetration of automated controls and solutions has also increased,” reports Jörg Pfützner. A slow shift towards digital printing can also be observed.

»The industry has emerged stronger from the pandemic crisis.«

Jörg Pfützner, Organiser METPACK Conference

Next year's supporting programme will be complemented by a job fair, the METPACK Award, the special show “Historical Packaging Machines” and a poster show “Companies Yesterday and Today”. Jörg Pfützner is also looking forward to many spontaneous encounters with other experts and decision makers from the food and chemical sectors during the “class reunion”. “After all, these only arise when people are physically present.”

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



# ON THE PATH TO MORE NETWORKING

SCHWEISSEN & SCHNEIDEN is returning home. Just how high the expectations are for the world's leading trade fair for joining, cutting and surfacing technology can be seen in examples from a network hoping to comprehensively digitalise Europe's machines and plants.

■ Some consider the term Industry 4.0 to be worn out, others are already conjuring up the next trends. For Igor Mikulina, however, digitally networked production is not yet a reality in large parts of the European machine construction sector. “We don’t have Industry 4.0 yet because the prerequisites for it are lacking,” he explains. The Managing Director of cutting machine manufacturer MicroStep wants to change that. He is President of the non-profit IndustryFusion Foundation (IFF), which comprises a group of SMEs that have joined forces with leading companies from the IT and finance worlds. Preparations have been underway since 2020, and the official market launch will be the global fair for joining, cutting and coating technology, SCHWEISSEN & SCHNEIDEN. This is just one example of an emphasis on future technologies that will flavour the industry’s top event from 11 to 15 September next year.

## With Intel and SUSE as partners

The names that the IFF has gained as software partners are enough to make one sit up and take notice. Intel and SUSE bring their expertise and market power in the use of artificial intelligence and the generation of digital twins to the association. “However, the member companies always decide which data is transferred and how,” emphasises Igor Mikulina. Their common goal is a manufacturer-independent, open-source networking solution that

can offer low-threshold entry into the digitalisation of products and manufacturing. “We are developing a common language – the new standard for digitalisation.”

Concrete initial approaches have been identified by the network, which already spans the entire metal processing chain. Take filter systems, for example. Up to now, these have either run at full load or not at





certain welding processes. A simple solution here is pressure sensors. “But that’s just the tip of the iceberg,” says Mikulina. He is thinking bigger – for example: equipment as a service as a revolutionary financing solution for SMEs; resource production planning, thanks to which orders are shared according to availability; and new digital services, which currently still fall short due to the availability of real-time data. An initial project appetiser was presented at EuroBLECH in October. A model factory will be built in Bad Wörishofen by the spring of 2023. SCHWEISSEN & SCHNEIDEN will then serve as a platform for the network, to attract further members. “Its exhibitors and visitors have precisely the domain knowledge that we hope to network with,” says Mikulina.



»Together we are developing the new standard for digitisation.«

Igor Mikulina, President of the IndustryFusion Foundation

Together with the SCHWEISSEN & SCHNEIDEN project team, Mikulina is currently working on possible presentation formats. A timetable tailored to the leading trade fair is an indication of how high expectations are for it. In 2013, SCHWEISSEN & SCHNEIDEN was last held in Essen, followed by a guest appearance in Düsseldorf in 2017, then a postponement – and now it will enjoy a return to a modernised venue. Underwater technology has been decided upon as a further focal point. It is also clear that the main exhibition areas will again be much more closely interlinked with related themes – spatially networked, if you will.

[www.schweissen-schneiden.com](http://www.schweissen-schneiden.com)

all – which is inefficient, because requirements differ depending on the sheet size.

An integrated frequency controller to adjust extraction ensures electricity savings of several per cent without making the system more expensive. Or take gas cylinders in a cutting system, for example. If the pressure falls below a minimum level, the cylinder is replaced, even if it is still 30% full, i.e. enough for



# »WE ARE WELL POSITIONED«



Israel Giese, Senior Vice President Finance and Administration at Messe Essen, on his team's tasks and his first few months in a new role.

**ESSEN AFFAIRS:** Mr Giese, you have been Senior Vice President Finance and Administration at Messe Essen since 1 August 2022. How would you sum up your first few months?

**ISRAEL GIESE:** When I initially took over the Controlling, Human Resources and Legal departments in June 2021, it was planned that I would succeed Axel Schmitz. In order to grow into his tasks, a longer transition period was optimal – especially due to the fact that the COVID-19 pandemic had



Israel Giese (2nd from right) with his management team (from left): Stefan Ostermann, Dajana Michalik, Judith Winterpacht, Marc Roßmann and Martina Merle. The Finance and Administration unit currently employs a staff of 28.

deal with new COVID-19 regulations being introduced every hour. At the moment, of course, we are also greatly concerned with the topic of energy. On the one hand, with regard to the security of supply, which we have safeguarded, and on the other hand, with regard to the purchase prices. As a private company, we have to pass these on to a certain extent without unduly burdening our exhibitors. In the long term, we want to push ahead with the digitalisation of our processes – though this is easier said than done. We are talking about complex, time-consuming tasks here, and we have a very lean staff.

**Speaking of which, how concerned are you about the shortage of skilled workers?**

At the moment, it is not always easy for us to fill vacancies. However, I have realised that the Messe Essen brand is strongly positioned in the Ruhr region.

**What do you attribute this to?**

In our interviews, we sense that applicants know about the recent history of Messe Essen and appreciate the developments here. I can also see this in myself. I did receive offers from time to time before, but none of them really appealed to me. This was different when it came to Messe Essen. As a native of Essen, I felt an immediate connection, and the first few conversations excited me, although I must confess: when the pandemic started, I was uneasy.

**Is there actually a difference between the trade fair industry and other sectors of the economy?**

Both at Radio NRW GmbH, where I was a member of the management, and at Deutsche Post DHL Group, I had to deal with very abstract products. Here I only have to walk a few metres to immediately see what our work is all about. This impresses me; the cliché tends to brand municipal companies with a certain inertia. But I have experienced our company quite differently – as being very dynamic and customer-oriented.

paralysed our business operations. When I started, most of our 180 employees were on short-time work. But my new colleagues made it easy for me to get started.

**What issues are you particularly concerned about at the moment, and what are the prospects for the future?**

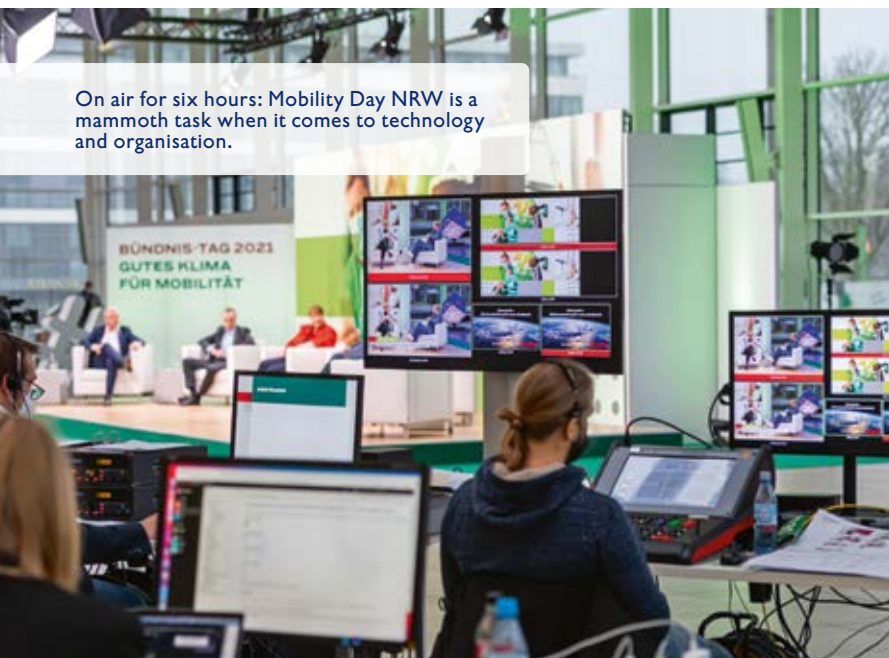
We still have to keep the pandemic in mind, although thankfully I no longer have to



# LIVE FROM THREE STUDIOS

Mobility Day NRW shows how hybrid congress formats can be organised professionally. Now it will be taking place for the third time in the Congress Center Essen.

On air for six hours: Mobility Day NRW is a mammoth task when it comes to technology and organisation.



■ The premiere ran according to plan. A large congress with numerous speakers and 800 guests is a somewhat demanding but by no means unusual task for an experienced agency like CP/COMPARTNER, which organises Mobility Day NRW on behalf of the North Rhine-Westphalian Ministry of Environment, Conservation and Transport (MUNC). But then a completely new challenge arose during the COVID-19 pandemic: “simply” staging the entire event digitally. On 16 December 2022, Mobility Day will take place in this form for the third time in the Congress Center Essen (CCE) – becoming an example of what a professional digital congress format can look like.

## More than 60 people in the crew

More than 30 employees from the agency are working on the event, and the same number of staff members are being provided by the technical partner; after all, three TV studios will be needed over a period of six hours. Two are installed in the CCE halls, and the third and largest studio is in the glass foyer. More than 60 speakers are expected to participate in over 20 panels.

“Under pandemic conditions, Messe Essen and the CCE Essen have offered us the ideal range of possibilities,” Markus Schütz, jointly responsible for the congress at CP/COMPARTNER, praises the team at Messe Essen. The fact that Mobility Day, at which experts from the Ministry of Transport exchange views with relevant players of the mobility transition, is taking place in digital form this year is not solely due to hygiene regulations. “Of the 3,000 viewers we had in 2021, some came from other European countries,” says a pleased Maik Grimmeck from the “Bündnis für Mobilität” in the MUNC. “In a digital form, we are able to go far beyond the borders of our federal state.”



Those responsible could therefore imagine a continuation of this model, ideally complemented by a range of live additions. In 2020, for example, a test track for a self-driving bus in an exhibition hall and a pedestrian bridge were planned. And because the CCE has proven to be an “extremely professional partner”, he feels there is no reason for the location to change in the next few years.

[www.mobilitaetstag.nrw](http://www.mobilitaetstag.nrw)

# TWO GANGS – ONE LOVE



The new production of West Side Story presents America's greatest musical with new energy.

■ Romeo and Juliet in 1950s New York: only an absolute classic like this can be summed up so briefly. And at the latest, the first few bars of “Maria” or “America” are enough to evoke the imagery and emotions of the greatest American musical: West Side Story. Recently, Steven Spielberg’s Oscar-winning film adaptation showed the enduring appeal of the musical, which premiered on Broadway in 1957. Now a new production of West Side Story is embarking on a major, multi-year world tour – and Essen’s Grugahalle will be the second stop from 10 to 15 January 2023.

## Teamwork by masters of their craft

With their story of two hostile street gangs – and a love that overcomes borders and prejudices but ultimately ends in disaster – composer Leonard Bernstein, choreographer Jerome Robbins, screenwriter Arthur Laurents and songwriter Stephen Sondheim redefined an entire genre. The new version also relies on teamwork by masters of their craft: director Lonny Price is a Broadway luminary, choreographer Julio Monge was once a student of Robbins, Anna Louizos is one of the most prominent set designers in the country, and Grant Sturiale is a multi-award-winning conductor and composer.

Director Lonny Price can hardly wait for the tour to start in mid-December. “My hope is that the next generation of theatre-goers will also fall in love with this play, identify with the characters on stage, and ultimately realise that there is much more that unites us than divides us in our search for love and understanding – despite cultural differences.”



And Alexander Bernstein, son of the legendary composer, is certain of one thing: “This musical is still as fresh and relevant today as it was when it premiered in 1957.”

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





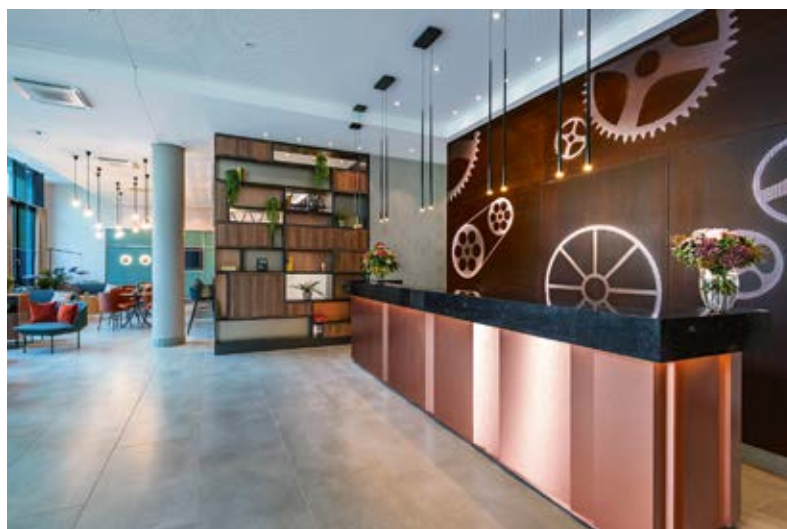
Am Porscheplatz 9 | 45127 Essen  
Fon +49 201 379 21-0 | [nhessen@nh-hotels.com](mailto:nhessen@nh-hotels.com)

Opened in September 2018, the NH Essen offers discerning guests the superior comfort of a four-star hotel.

The hotel has 182 elegantly furnished rooms – from standard to junior suites. Extra-comfortable mattresses and a selection of pillows ensure a restful night's sleep. High-speed Wi-Fi throughout the hotel and flat-screen TVs with international channels in all rooms also go without saying.

Your day at the NH Essen begins with a hearty breakfast from the extensive buffet, and in the evening you can relax with snacks and drinks at the bar. The hotel gym is available to you free of charge during your stay. The central location ensures easy access to all the highlights – including Messe Essen and the Grugahalle.

[www.nh-hotels.de/hotel/nh-essen](http://www.nh-hotels.de/hotel/nh-essen)





# MOTEL ONE ESSEN

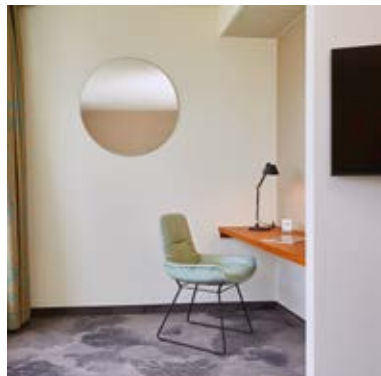
Kennedyplatz 3 | 45127 Essen  
Fon: +49 201 437 537-0 | [essen@motel-one.com](mailto:essen@motel-one.com)

The budget design pioneer Motel One has been at home on Kennedyplatz in the middle of Essen's city centre for ten years. The rooms have now been completely redesigned for the motel's anniversary. The design theme here, reflecting the entire interior design, remains the era of the economic miracle – in keeping with the age of the listed building, which was built in the 1950s.


The hotel chain's arc lamps, sideboards and typical egg chairs create a feel-good atmosphere, while photographs behind the reception area show daily life in Essen between 1950 and 1970. In the One Lounge, you can enjoy a healthy breakfast, drink coffee or bring the day to a close at the bar with a glass of wine or an international selection from over 45 varieties of gin.

The amenities naturally include free Wi-Fi and box-spring beds for a restful night's sleep. Stylish, central, affordable – simply typical Motel One.

[www.motel-one.com/de/hotels/essen](http://www.motel-one.com/de/hotels/essen)



YOUR PATH TO  
MESSE ESSEN

 12 MIN.



# ESSEN IN 24 HOURS

Curious about a completely different world? Discover the magic of Africa, a cosmos of fine wines – and the city in 1887.



## 12 NOON TIME TRAVEL

Horse-drawn carriages in Essen's city centre? People in historic costumes and actors and current celebrities interacting with you? Embark on a journey through time, made possible by the latest technology. Assisted by Nreal Light glasses, the here and now is mixed with virtual reality during this unique city tour. Unlike VR glasses, you never lose sight of your surroundings during the two-hour tour (offered again from April).

[www.essen1887.de](http://www.essen1887.de)



## 3 P.M. VODOO MAGIC

Henning Christoph has visited Africa more than 100 times. The photographer and ethnologist has always been fascinated by the voodoo cult, which is said to provide protection and healing to some 60 million followers in diverse natural religions. His collection of sculptures and devotional objects is the largest of its kind in Europe, and the private museum is a fascinating learning centre for experts and public alike – right on Rüttenscheider Straße.

[www.soul-of-africa.com](http://www.soul-of-africa.com)



## 6 P.M. WINE ENJOYMENT

Since 1995, a former barn at Schellenberg Palace in Essen-Rellinghausen has been home to a tasteful insider tip: the Wine Gallery. Christoph Heitkämper and his team have around 500 different wines in stock. The declared aim is to offer a mixture of classics from renowned regions and exciting newcomers from Europe and the "new world". The motto: "A great wine doesn't have to cost a fortune. You just have to find it."

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

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Art direction: Tamara Bobanac

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MESSE  
ESSENCONGRESS  
CENTER  
ESSENGRUGA  
HALLE

## DATES UNTIL MAY 2023

## TRADE FAIRS IN ESSEN

02.12.2022 **PREVIEW DAY**

03.–11.12.2022

**ESSEN MOTOR SHOW**

The horsepower festival of the year

06.–08.01.2023

**BAUMESSE **NEW****

The exhibition for construction, living, renovation and energy saving

07.–08.01.2023

**HOCHZEITSMESSE ESSEN**

The wedding expo with consulting and sales

24.–27.01.2023

**IPM ESSEN\***

The world's leading trade fair for horticulture

22.–26.02.2023

**REISE + CAMPING**

International travel &amp; tourism fair, camping &amp; caravanning

23.–26.02.2023

**FAHRRAD ESSEN**

Trade fair for bicycles, cycling, accessories and bike tourism

09.–15.03.2023

**EQUITANA**

Global equestrian fair

31.03.–02.04.2023

**BABINI**

The baby fair

01.–03.04.2023

**EUROPEAN BRIDAL WEEK\***

Trade fair for bridal and evening collections

04.–05.04.2023

**HYDROGEN TECH WORLD\***

Conference &amp; expo for hydrogen production technologies

04.–05.04.2023

**GREEN STEEL WORLD\***

Conference &amp; expo for steel decarbonisation and green steel production

12.–16.04.2023

**TECHNO-CLASSICA ESSEN**

Global fair for classic cars &amp; prestige automobiles

25.–27.04.2023

**CUTTING WORLD\***

The trade fair for professional cutting technology

02.–06.05.2023

**METPACK\***

International trade fair for metal packaging

23.–25.05.2023

**E-WORLD ENERGY & WATER\***

The leading European trade fair for the energy and water industry

25.–28.05.2023

**IBRA**

International stamp exhibition

## TRADE FAIRS ABROAD

13.–15.04.2023

**HORTIFLOREXPO IPM CHINA**

(Shanghai)

International plants expo Asia

## CONGRESS CENTER ESSEN

16.12.2022

Mobility Day NRW 2022

18.–19.01.2023

**DCONex 2023**

Congress + exhibition on pollutant management

04.03.2023

Essener Symposium

24.–25.03.2023

**International Continuing Education**

Conference North Rhine AEKNO

Medical academy for further and continuing medical education

30.–31.03.2023

**NRWGU Congress**

North Rhine-Westphalian Society of Urology

13.–14.05.2023

**Marburger Bund**

142nd annual general meeting

16.–19.05.2023

German Medical Congress 2023

## GRUGAHALLE

04.12.2022

Mario Barth – Men Are Women, Sometimes but Also Maybe

07.12.2022

Swan Lake – family ballet with narrator based on P. Tchaikovsky

Danced by the Prague Festival Ballet in a child-friendly, entertaining performance with narrator

10.12.2022

The Musical Box performs Genesis  
The Lamb Lies Down On Broadway

10.–15.01.2023

West Side Story

29.01.2023

Tarzan – The Musical

04.02.2023

**STUZUBI**

All about career orientation

05.02.2023

Girls' Clothing Fair

12.02.2023

Bibi &amp; Tina – Bewitched Hit Parade

23.02.2023

4th Job Fair Essen

24.02.2023

**MUSIC PARADE**

Europe's biggest brass band tour

02.03.2023

Bülent Ceylan – LUSCHTOBJEKT

04.03.2023

KREATOR &amp; LAMB OF GOD – State Of Unrest Tour 2022, UK/EU

26.03.2023

Girls' Clothes Fair

17.05.2023

**E.ON SE**

Digital annual general meeting

31.05.2023

Evonik Industries AG

Annual general meeting





# INNOVATION IS OUR DNA.

ESSEN  
BUSINESS



[EWG.DE/EN](https://ewg.de/en)