

ESSEN AFFAIRS

THE MAGAZINE FROM MESSE ESSEN

MESSE
ESSEN

www.messe-essen.de

01
23

INDUSTRY 4.0

It's time: digitalisation
for SMEs

METPACK

Back at last: the global fair for
metal packaging

FEMALE POWER

More and more: women in
management positions



DISCOVER NEW WORLDS

WELCOME TO MESSE ESSEN
11–15.09.2023

www.messe-essen.de





Photo: Michael Lübke

Dear readers,

“Industry 4.0” has also been a familiar term to trade fair organisers for quite some time, and when METPACK brings the metal packaging industry together in the near future, the networking of machines and processes will be an important topic (page 19). But to be honest, despite global competition, many small and medium-sized enterprises in Europe have not given digitalisation the importance it deserves.

The IndustryFusion Foundation (IFF) would like to change that when it comes to joining, cutting and surfacing technology – and will use SCHWEISSEN & SCHNEIDEN in September as a major platform to do so. We gladly took up the challenge, and together with the IFF and the German Welding Society (DVS), developed a digitalisation circuit for the global trade fair. The significance that digitalisation holds in the


industry was reinforced by the presence of four CEOs from German market leaders, whom we met during a visit to IFF’s model factory. You can find out more starting on page 8.

There are developments taking place in Essen, particularly in the area of social inclusivity. More and more women are taking on leadership roles in our city, even in traditionally male-dominated fields. We showcase five of them starting on page 32.

I wish you an enjoyable and informative read.

Best wishes,

Oliver P. Kuhrt,
CEO of Messe Essen GmbH

A young man with curly brown hair and a blue and red plaid shirt is looking intently at a plant. He is holding a thin, reddish-brown branch with small green buds. The plant has large green leaves, yellow and orange flowers, and a pinkish-red tulip-like flower. The background is a blurred indoor setting with blue light fixtures.

At Messe Essen, spring traditionally begins at the end of January with IPM ESSEN. You will find a review of the global horticultural fair on page 7.

CONTENTS

FOCUS

- HERE WE GO** 08
At SCHWEISSEN & SCHNEIDEN, Industry 4.0 becomes real – and tangible for SMEs

TRADE FAIR

- »ONCE A GREEN CAPITAL – ALWAYS A GREEN CAPITAL«** 16
Essen Mayor Thomas Kufen on sustainability progress made by the city and Messe Essen
- WHAT WE'VE MISSED MOST** 19
What three METPACK protagonists will be focusing on
- RADICAL CHANGE AT THE PUMP** 20
TANKSTELLE & MITTELSTAND achieves a record at its Essen premiere
- ENERGY PUSH** 22
E-world energy & water brings an expanded supporting programme and new offers
- TREASURES MADE OF PAPER** 24
Philatelic rarities will be on display at the World Stamp Exhibition
- SNEAK PEEK** 25
Five top events in the coming months
- THAT POSITIVE ENERGY** 26
Portrait: Florian Hess wants to exploit synergies between the Nuremberg International Toy Fair and SPIEL
- RUNWAY XXL** 28
“Music & Fashion” promises to be a different kind of fashion show
- OFFICE HOURS FOR DOCTORS** 30
Essen hosts the German Medical Congress for the third time
- A MAGAZINE CELEBRATES ITS BIRTHDAY** 31
How ESSEN AFFAIRS is created – and the people behind it

ESSEN

- WOMEN'S POWER** 32
In Essen, more and more top positions are being filled by women – a selection
- HOTELS** 36
Hotel an der Gruga and Hotel Franz
- TIME TO PARTY** 38
You can look forward to these summer festivals

STANDARDS

- EDITORIAL** 03
- NEWS & SERVICE** 06
- IMPRINT** 38
- CALENDAR** 39



»WE'RE GOING BACK HOME WITH NEW CONTACTS,
MANY MEDIA REPORTS ON OUR REGION AND WITHOUT ANY BROCHURES,
AS THEY'VE ALL BEEN HANDED OUT.«

Gitte Hoeg Andersen from the Danish tourist destination Sønderjylland after Reise + Camping



REISE + CAMPING/FAHRRAD ESSEN UNWAVERING POPULARITY

Some 85,000 visitors helped Reise + Camping make an impressive comeback! North Rhine-Westphalia's largest holiday fair and Fahrrad Essen, held in parallel from 23 February, attracted a significant number of visitors, particularly over the weekend, with 750 exhibitors and destinations presented. "We are very satisfied with our presence at the fair, and are already anticipating next year's event," explained Dieter Albert, President of the German Camping Club. Gitte Hoeg Andersen, PR and Marketing Coordinator of this year's partner region, Sønderjylland, also described the Danish destination's presentation as a "huge success", saying, "We're going back home with new contacts, many media reports on our region and without any brochures, as they've all been handed out."

www.reise-camping.de

www.fahrrad-essen.de

NEW IN THE PORTFOLIO CHINA IN ESSEN

The China HomeLife Exhibition is already held in eleven countries around the globe. Here buyers can come into direct contact with Chinese suppliers of products or raw materials without having to travel to East Asia. Organiser Meorient International Exhibition has selected Messe Essen as the German venue for the exhibition series. Around 500 exhibitors are expected at the premiere from 5 to 7 June 2023.

www.chinahomelife.com.cn

READING SPONSORSHIP FACTS FOR EDUCATION

Messe Essen is committed to fact-based education. As a reading sponsor, the company provides the pupils of the Essen Nord-Ost Grammar School with access to the info app MEGAfoN®. The app is aimed at users aged 14 and over and draws its content from news from the German press agency dpa. The app, which is entirely free of ads for users, not only provides the latest news but also prioritises topics that are relevant and engaging for young people. The aim is to counteract the loss of trust young people have in journalism and to create a platform for objective news reports.

www.megafoN-online.de

NEW SERVICE**TRADE FAIR STAND
AS DIGITAL TWIN**

From now on, exhibitors at Messe Essen have the opportunity to have their trade fair stand visualised as a three-dimensional model. The digital twin stand can be integrated on the exhibitor's website, for example, making it "visitable" online beyond the duration of the event. What's more, text boxes, videos and links can also be integrated via touchpoints. Matterport technology is being used for the production, which transforms the stand into a walk-in 3D model.



Explore the virtual
IPM Discovery
Center 2023 at
IPM ESSEN.

**EQUITANA****INSPIRATION FOR EQUESTRIAN SPORT**

People and brands, innovations and ideas, sports and shows: EQUITANA 2023 has proven that it is indispensable as a platform for equestrian sport. "EQUITANA has once again brought together everything that equestrian sport currently has to offer. The response was outstanding – from both exhibitors and visitors," said Exhibition Director Christina Uetz from organiser RX Austria & Germany. More than 600 exhibitors and 112,000 visitors arrived at Messe Essen from 9 to 15 March.

www.equitana.com

**IPM ESSEN****EXTREMELY
INTERNATIONAL**

Over 40,000 trade visitors from more than 100 countries visited Messe Essen from 24 to 27 January, to exchange views, obtain information and place orders at IPM ESSEN. At the world's leading trade fair for horticulture, 1,330 companies from 46 nations presented their innovations and new products. Air-purifying plants, eco-friendly packaging and peat alternatives were particularly in vogue.

"The internationality of the trade visitors was not far from the 2020 level," Oliver P. Kuhr, CEO of Messe Essen, was pleased to say. The proportion of foreign trade visitors was 33% (2020: 40%). Among the exhibiting companies, the foreign participation rate of 66% was even four percentage points higher than in 2020. Eva Kähler-Theuerkauf, President of the North Rhine-Westphalia Horticultural Association and Chairwoman of the IPM Advisory Board, summed up: "Anyone who was not there either as an exhibitor or a visitor definitely missed out!" As a general reminder, from 23 to 26 January 2024, the 40th IPM ESSEN will be launched with a special anniversary programme.

www.ipm-essen.de



HERE
WE GO

CEOs together (from left): Igor Mikulina (MicroStep Europa), Dr Michael Schnick (Kjellberg Finsterwalde), Simon Telöken (TEKA) and Gerd Weissenfels (IBEDA) in front of the production hall of the IndustryFusion Foundation's Green Smart Factory.



At the upcoming SCHWEISSEN & SCHNEIDEN, digitalisation will become tangible. A network of big names from the joining, cutting and surfacing industry will present market-ready use cases for the networked factory – and could write a piece of industrial history in the process.

■ Outside, excavators are milling about, the cable shafts are open and walls are still being painted. All the machinery has not arrived yet either. The factory, which may write a piece of industrial history, is clearly still a construction site. But the significant factors are not limited to what is visible. And the optimistic spirit that permeates the construction site aligns perfectly with the underlying message: German SMEs are getting serious about Industry 4.0.

In late May, the Green Smart Factory of the Industry-Fusion Foundation (IFF) will officially go into operation in Bad Wörishofen, Bavaria. Here, the foundation – in which many big names from the joining, cutting and surfacing industry have joined forces – wants to test Europe's first manufacturer-independent, open-source networking solution for the production industry. A practical test also starts the countdown to the big bang, a good three and a half months are left until SCHWEISSEN & SCHNEIDEN. At the global trade fair from 11 to 15 September 2023, the IFF plans to present market-ready use cases for new forms of networked production, new standards and new business models – and use the trade fair as a platform to win over fellow comrades-in-arms.

“At the last SCHWEISSEN & SCHNEIDEN, I saw the label ‘Industry 4.0-ready’ at many stands. Now we hope to convince exhibitors to actually implement this with us,” says Dr Michael Schnick, Managing Director of Kjellberg Finsterwalde. Kjellberg is an exemplary hidden champion from Germany. Last year, the company celebrated its 100th anniversary in the presence of the Minister President of Brandenburg. It is one of the global market leaders in plasma cutting technologies. But Dr Schnick is not sure that this will still be the case in ten years’ time – as even the deepest domain knowledge from the “old economy” will not be enough to shape the digital transformation.

The backbone of European industry is at stake

Kjellberg's contribution to the model factory is the Q3000 plus plasma power source, where the “plus” stands for scalability, as Dr Schnick explains: “The machine also needs to be versatile for the adaptable factory of the future.” This applies to the hardware, which can be retrofitted in modular fashion, but above all to the software. The machine has all the intelligence it needs to send and receive data – so far, mainly for the company's own service. ➔





The Q3000 plus plasma power source is Kjellberg's contribution to the factory of the future, explains Managing Director Dr Michael Schnick.

TEKA head Simon Telöken in front of the AirCube, which is not only equipped with high-tech filters but also with a range of sensors.

TEKA
Die Luftreiniger



→ The model factory aims to examine the benefits that arise when their systems are networked with those of other manufacturers. “We could not create Industry 4.0 solutions on our own,” says Dr Schnick.

Even more than for Kjellberg, this applies to the thousands and thousands of smaller SMEs with fewer than 250 employees that form the backbone of European industry. It’s widely acknowledged that digitalisation is fundamentally altering not only business models but also the rules of the game. The opportunities offered by networked production are also well known. Condition monitoring, predictive maintenance, new business models and even Everything as a Service (EaaS) – even if all of these have been outlined in theory, they have yet to be implemented on the ground.

With support from Intel, the industry’s first data room is being created

Many obstacles for SMEs still need to be overcome – ranging from the lack of IT competence to the question of data sovereignty and financing. As a result, the figures are sobering. Take Germany, for example. According to the Federal Network Agency, only one in eight SMEs in the manufacturing sector used big data in 2020 and just under one in ten used at least one form of artificial intelligence, and even the EU’s most recent Country Report for 2021/2022 states that “digitalisation is still not a top priority for many German SMEs and companies tend to concentrate on measures that can be implemented quickly” instead of tackling the matter strategically.

All the more reason to consider it a coup that the IFF succeeded in convincing not only a few dozen SMEs but also IT companies to join its collaborative efforts. The US technology company Intel, for example, sees IndustryFusion as one of its group-wide lighthouse projects and has contributed significantly to an open source solution which ensures that potentially any number of machines or components


can communicate securely and reliably with one another via uniquely assigned IP addresses. “We are creating our industry’s first data room,” promises IFF President Igor Mikulina, who, as CEO of MicroStep Europa, is essentially acting as the host of the model factory with his company.

»In all my previous experiences with associations, I have never found the work to be as practical as it has been here.«

Simon Telöken, Managing Director TEKA

Among those who thought about their digital connectivity early on is the filter system manufacturer TEKA. The result is a dark grey tower located on an exterior wall of the plant: the AirCube. It is not only equipped with high-tech filters but also with a range of sensors. “We are able to monitor the entire life cycle of the machine and ensure operational reliability around the clock,” explains Managing Director Simon Telöken. But not only that, the sensors enable continuously variable control of specific processes and filter performances – even signalling the best time for a filter change. It may still be a dream of the future, but an automated recycling chain for the filter cartridge would even be conceivable. To establish the criteria for such applications, Telöken collaborated with his most formidable competitors as part of the IFF project. “In all my previous experiences with associations, I have never found the work to be as practical as it has been here,” he says.

Significantly higher resource efficiency is also promised by an IBEDA innovation that is already installed in the model factory. Up to ten gas supply systems, in which sensors measure the current filling level, can be monitored with the Gas Control Unit (GCU), which, in turn, is connected to production systems. This ensures a continuous →



IBEDA CEO Gerd Weissenfels sees great networking potential in the new Gas Control Unit.

→ process and also prevents the premature replacement of cylinders whose residual gas quantity could still be used for certain processes.



»Those who have standardised machines will have a higher utilisation rate.«

Igor Mikulina, IFF President

The next step would be integrating the gas supplier into this ecosystem, who could then carry out automated deliveries based on real-time data. IBEDA CEO Gerd Weissenfels reports that there is great interest in this area: “What we are working on here as a standard must also become the standard for other industries.”

IFF President Mikulina is already thinking one step further, namely in the direction of new financing models such as Equipment as a Service, citing an

example from his client base: “Having a cutting system may not be crucial for a small company, but being able to cut materials in a high-quality and resource-saving manner is important,” so a leased solution might be the better alternative. And modern systems can cut so many different metals that it is impossible to have all the raw material in stock. He believes that shared production would be a better solution here. “Those who have standardised machines will have a higher utilisation rate,” Mikulina is convinced. Up until SCHWEISSEN &



Photos: Felix Kistler; PR

SCHNEIDEN, the IFF also wants to develop a use case for business models.

Messe Essen, together with the IFF and the German Welding Society (DVS), will organise a digital rally that will provide guests with an enjoyable way to learn about specific use cases that Industry 4.0 holds. The motto of the joint initiative: Get connected – get digital! “This promises real added value for attending industry experts,” explains Christina Kleinpaß, Project Director at Messe Essen. “With the rally, we want to provide our visitors with such comprehensive information that they can make sound decisions.”

IN-DEPTH KNOWLEDGE, SHORT PATHS: SCHWEISSEN & SCHNEIDEN 2023

Last but certainly not least, the German Welding Society (DVS) will ensure knowledge transfer at this year’s SCHWEISSEN & SCHNEIDEN. The DVS CONGRESS will once again take place in Messe Essen’s Congress Center West, bundling lectures from operational practice and findings from current research projects. The finals of the national competition “Jugend schweißt” (“Young Welders”) is another highlight at the fair, featuring the participation of the fair’s conceptual partner. Germany’s best welders between 16 and 23 years of age will show their skills here.

An information area focused on the expanding field of underwater technology will be established in Hall 7, showcasing comprehensive expertise on the subject. The focal point will be a specially built diving container where experts can demonstrate this demanding technology as well as suitable equipment.

International joint stands offer a dedicated space for trade visitors who are interested in learning more about the products and services of a specific country. This year, there will be national stands from China, France, Japan, Korea, Taiwan and the USA. Trade visitors interested in new ideas should also take note of Hall 3. This is where start-ups are gathered, which – thanks to the Young Innovative Companies programme sponsored by the Federal Ministry of Economics and Technology – have the opportunity to present their forward-looking solutions at low cost.

In order to keep distances short and create synergies in the midst of all this diversity, the hall layout has been optimised. Halls 1 to 5 are reserved for companies from the welding sector, Halls 6 to 8 for exhibitors in the field of cutting. The appropriate equipment, filler materials, surfacing technology, services and digitalisation offers are available directly in the respective exhibition areas. “This guarantees short distances and perfectly aligned offers,” explains Project Director Christina Kleinpaß. “Our visitors will find products and matching solutions nearby. In this way, we offer exhibitors great potential for their presentation without any scattering loss.”

The “SCHWEISSEN & SCHNEIDEN year”, 2023, will be rounded off with BEIJING ESSEN WELDING & CUTTING in China, scheduled to take place from 27 to 30 June at the Shenzhen World Exhibition & Convention Center.

Together for more sustainability: Mayor Thomas Kufen, also Chairman of the Supervisory Board of Messe Essen (left), and Messe Essen CEO Oliver P. Kuhrt.





»ONCE A GREEN CAPITAL – ALWAYS A GREEN CAPITAL«

Messe Essen's new Sustainability Report provides information about the range of measures taken to become a climate-neutral and socially and economically responsible trade fair location. Mayor Thomas Kufen welcomes this commitment – and has equally ambitious goals for the city.

ESSEN AFFAIRS: In 2017, after being named the “European Green Capital”, Essen declared a “Green Decade”. Now we're at half-time. On which issues do you think the city is heading in the right direction?

THOMAS KUFEN: “Green Decade” describes the time between our title year as European Green Capital in 2017 and the International Garden Exhibition (IGA), which will be held in the region and also in Essen in 2027. Our motto is “Once a Green Capital – Always a Green Capital”. We are consistently pursuing the goals we set back then, and we are also following up on the achievement of our goals. For example, in our Progress Report, which was published for the second time last year. A simple traffic light system shows where we now stand within the twelve thematic fields that were defined when we applied for the title. We have already achieved some targets, e.g. that all Essen residents can reach our city's green pathway network within 500 metres. The implementation of our climate adaptation strategies is showing a positive trend, with encouraging developments in biodiversity and improved air quality. ➔

→ **Where can more be done?**

There are areas in which the traffic lights are still red. In noise reduction, for example, and in recycling. We still have a lot to do here. That's why our efforts will not simply end after ten years, but continue.

»For me, it is fundamental that we, as the administration and municipal corporation of the City of Essen, set a good example.«

Thomas Kufen, Mayor of the City of Essen

Since 2021, Essen has been the first major city in North Rhine-Westphalia to pursue a sustainability strategy oriented on the UN's Sustainable Development Goals. Why did you use this additional instrument?

Sustainability does not only concern environmental aspects. The sustainability strategy of the City of Essen aligns with the UN's 17 goals, encompassing social aspects such as gender equality, universal access to education and healthcare, and promoting decent work and economic growth for all.

Municipal subsidiaries are also involved in this strategy. Messe Essen would like to be climate-neutral by 2030 – is that a realistic goal?

For me, it is fundamental that we, as the administration and municipal corporation of the City of Essen, set a good example. We are a decisive part of this urban society. We provide public services, act as an employer, are an economic factor and should also be a driver of change. That is why I welcome and expressly support Messe Essen's objective. Incidentally, it fits in very well with our city-wide goal of being a climate-neutral municipality by 2040.

Hydrogen is meant to play a decisive role in the energy supply of the future. As the "Energy Capital of Europe", do you see Essen as having a special responsibility in this regard?

Essen has always been the cradle of energy. Two of the four major energy and electricity concerns in Germany are based in Essen. At the same time, industrial sectors in Essen, and firms like thyssenkrupp, Trimet and Evonik, need answers to energy questions. Essen-based companies are already playing a leading role in the energy transition, as at least one Essen-based company is participating in nearly all major European hydrogen projects. As a city, we are driving this development forward, including with a Hydrogen Advisory Board that I established. Essen's leading position in the hydrogen sector is evident through the composition of the advisory board and the establishment of the first Hydrogen Innovation Hub in Europe.



Would you like to learn more? Simply scan the QR code and obtain a copy of Messe Essen's complete Sustainability Report.

WHAT WE'VE MISSED MOST

METPACK is back again at last. After six years, the metal packaging industry will be gathering again in Essen in the near future. Three protagonists reveal what they will be focusing on.



Robert Gary
CCO Stolle Machinery

■ I think everyone is looking forward to METPACK after not being able to attend for such a long time. After all, this is the biggest show in our industry. It brings so many international customers together in one place and gives us the opportunity to showcase new ideas and see what others are doing to improve the metal packaging industry. We will highlight our company-wide commitment to sustainability when it comes to our products, services and systems. We have made steady progress in developing and integrating productive and sustainable features that use less materials while reducing power, gas and water consumption. They also use alternative energy sources. We look forward to discussing this progress, and also sustainable practices in procurement, shipping, training and more.



Gernot Geldner
Jury chairman of the
METPACK Innovation
Award

■ I have been closely associated with METPACK since 1989, was a founding member, part of the METPACK Committee for many years, its chairman and now I am the jury chairman of the METPACK Innovation Award. One aspect of this trade fair that I have consistently appreciated is its inclusive nature, which provides a platform not only for prominent industry players but also for smaller companies with exceptional ideas. For instance, I recall the Spider Head Liner, a delta robot from the Spanish company Matruiz – a fantastic idea that we awarded gold in 2014. In 2017, PrintABLED from Italy won; this was also from a very small company that presented a special UV-LED system. I see this year's METPACK as the crowning end of a long career. At the age of 74, I don't feel melancholy. Rather, I am eagerly anticipating reuniting with some old friends and soaking up METPACK's vibrant atmosphere.



Rolf Geide
CEO Soudronic

■ For Soudronic, METPACK 2023 will once again be an event focusing on personal discussions with our customers. That is what we've missed most these past few years. In terms of content, we will focus on what Soudronic stands for, namely the three-piece can. We will once again present a range of products live, along with our developments in this field. To this end, perhaps more than usual, we have given our products a lot of space on the stand. From my perspective, there are three key themes that currently exert a significant impact on the industry: sustainability, recycling and convenience.

Photos: PR

PROFITABLE

From 2 to 6 May 2023, Messe Essen will become the hub of the world of metal packaging – for the first time again since 2017. More than 300 exhibitors from 25 countries are expected to attend METPACK, including the Japanese steel giant Nippon Steel for the very first time. The company produces over 40 million tonnes of crude steel annually. "The metal packaging market is an important cornerstone of our business and METPACK is a good opportunity to make new contacts. The associated conference gives the trade fair the necessary technical depth – all things considered, a profitable combination of theory and practice," says Toshiaki Takamiya, Senior Manager at Nippon Steel, who will be one of the speakers at the METPACK Conference on 3 May in the Congress Center West.

RADICAL CHANGE AT THE PUMP

Petrol stations are currently experiencing their biggest upheaval in quite some time. This makes the TANKSTELLE & MITTELSTAND industry get-together, which is taking place in Essen for the first time – and setting a new record in the process – all the more important.

■ Frank Feldmann has been in the petrol station industry for 25 years, but the 59-year-old has never experienced so much radical change. “However, the industry is pretty seasoned,” says Feldmann, who together with Bernd Scheiperpeter heads the purchasing society of independent petrol stations “Einkaufsgesellschaft freier Tankstellen” (eft). The managing directors of eft are confident about the trade fair premiere. On 15 and 16 June, TANKSTELLE & MITTELSTAND will be held at Messe Essen for the first time.



»I am sure that everyone will feel at home in Essen.«

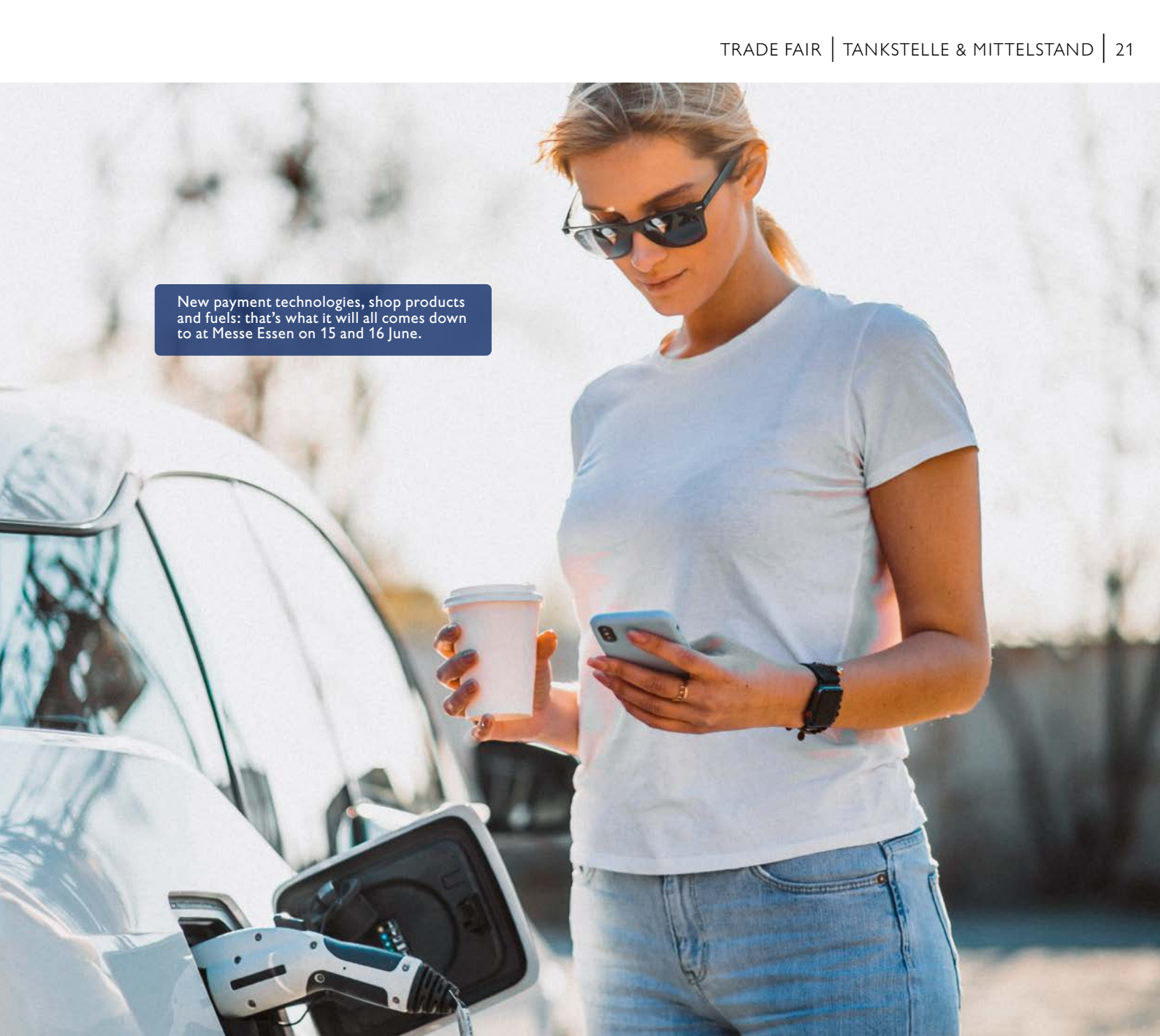
Frank Feldmann, Managing Director,
Einkaufsgesellschaft freier Tankstellen (eft)

Originally, the move from the prior location in Münster to the Ruhr area had been planned for 2021. But the coronavirus pandemic made this impossible. The need for discussion and information among eft members, who together operate more than 2,760

stations – more than every fifth filling station in the German network – is all the greater now. Of course, the question of future fuels and the transition to resource-saving automobility will be a weighty topic, but not the only one. Innovations in filling and payment technology – keyword “apps” – will also be presented in Essen, and novelties in the convenience sector will be particularly interesting for the fair’s target group. “The shop is an important source of income, especially for owner-operated petrol stations that make their own decisions on their selection,” explains Feldmann. “To avoid missing out on any trends, you need to have a hands-on experience with products – by seeing, touching and testing them.”

Photos: PR, shutterstock © PH888





New payment technologies, shop products and fuels: that's what it will all come down to at Messe Essen on 15 and 16 June.

More space marketed than ever before

Whether the fair, which looks back on a 50-year history, will break the 2019 visitor record (5,600) at its debut in the Ruhr region is difficult for Frank Feldmann to assess, due to pandemic-related cautiousness on the part of some potential visitors. But the switch to Essen has already paid off in terms of exhibitors. "The reason for the move was that we needed additional space, and Essen was able to offer us about 40% more," explains Feldmann. Already three months before the fair gets underway, they had marketed more space than ever before. Nonetheless, he is more than confident that the familiar

character that visitors and exhibitors always praise at TANKSTELLE & MITTELSTAND will be maintained in the new, larger surroundings. "I am sure that everyone will feel at home in Essen."

www.tankstellenmesse.de

ENERGY PUSH

This year's E-world energy & water offers an extended supporting programme and new offers for companies from May 23 to 25. Europe's leading trade fair for the energy industry has already been active online for months.

MORE DIALOGUE

Already six months before the start of the fair, the E-world community met up during the "Green Heat" online event series. In a total of five entertaining lunchtime sessions, examples were presented of how the heat supply for industries, neighbourhoods and private households can be transformed sustainably. The virtual kick-off to the fair followed in February. High-profile guests, including Klaus Müller, President of the Federal Network Agency, Dr Sopna Sury, COO of RWE Generation, and Dr James Watson, Secretary General of Eurogas, took a stand on "Energy Perspectives for 2023 and Beyond". In addition, experts provided insights into international energy markets – from Bangladesh to Sweden – as part of the new "E-world wide" programme. Networking sessions offered the opportunity to dive deeper into the latest developments and make new contacts.

MORE INTERNATIONALITY

"The great demand from international exhibitors for stand space has shown us how important the global exchange of information is when it comes to energy policy," says Stefanie Hamm, Managing Director of E-world GmbH. Prominent new exhibitors include Orsted (Denmark) and Schneider Electric (France). Belgium, the United Kingdom and Norway have also shown a heightened interest. On top of this, Denmark will be represented at a joint national stand, as will Japan, Sweden and France. The "E-world wide" common area will expand on this offer. "For the first time, with the joint stand, we are offering foreign companies the opportunity to present their products and services to the trade public in an eye-catching, efficient and cost-effective manner," explains Sabina Großkreuz, also Managing Director of E-world GmbH.



MORE JOBS

The energy transition needs bright minds, and the demand from companies is great. The Career Forum will support even more targeted recruitment efforts this year. For the first time ever, it is not only aimed at students and young professionals, but at all career levels. All target groups have already been notified of the Career Day taking place on 25 May and were invited to attend the fair. Pupils and students will be admitted free of charge. For all participants, there will be a diverse morning programme with testimonials, panels and short company presentations. This will be followed by speed-dating sessions to bring companies and applicants together.



MORE KNOWLEDGE

The forum programme at E-world was already unique in years past. This year, for the first time, there will be four specialist forums, e.g. on integrating renewable energies and solutions that involve hydrogen as an energy source. The “Fibre Optic Forum” on 24 May will offer insights into the smart integration of subsidised and non-subsidised fibre optic expansion. Traditionally, the Energy Leadership Meeting takes place on the day before the fair, this time on 22 May. Among other things, top decision makers will discuss the lessons that were learned this past winter. Michael Bauchmüller (Süddeutsche Zeitung) will moderate the panel.

MORE SPACE

“Hydrogen Solutions” is the name of a new exhibition area in Hall 2, where companies can present their expertise, services and products related to hydrogen as an energy source. Exhibitors such as the hydrogen initiative, EE Energy Engineers HydroHub, the software developer, EMD Deutschland, TÜV Rheinland, TÜV Nord and the technical service provider, Hycon, have already secured their stands. Expertise covering the entire value chain of the hydrogen economy will be showcased. The Hydrogen Solutions specialist forum is integrated into the special exhibition area.

MORE PLANNABILITY

One thing is already certain: In 2024, E-world will return to its usual dates. Europe’s leading trade fair for the energy industry will then be held from 20 to 22 February 2024. “By announcing these dates, we are giving all those involved a clear planning perspective,” explains Sabina Großkreuz. Registration is already underway.

TREASURES MADE OF PAPER

Mauritius on the Ruhr: some precious philatelic rarities will be on display at the World Stamp Exhibition.



The Bordeaux letter with a blue and a red Mauritius as well as a special show on the inflation of 1923 are among the highlights of the exhibition.

■ It will be an exclusive group that meets at Messe Essen in late May. For the collectors who compete for medals and prizes at the World Stamp Exhibition (IBRA) must first qualify beforehand – and have often invested millions to do so.

IBRA submissions come from 70 countries, and the exhibition is being held for only the third time ever in Germany. The fair will be held in parallel to the International Stamp Fair. Jan Billion who has been organising the fair since 2002 was “positively surprised” by the fact, that the entire exhibition area of 12,000 square meters is occupied. Collectors’ hearts will certainly beat faster in view of some of the outstanding paper treasures that IBRA will bring together from

25 to 28 May. For instance, the “crown jewel of philately” will be on display: the Bordeaux letter, the only letter in the world stamped with both a red and a blue Mauritius of the first series. It was auctioned in 1993 for the equivalent of around 5.4 million euros to a collector who is still unknown today.

Speaking of money, the special show “High Inflation 100 Years Ago” will look back on the period of galloping currency devaluation in Germany in 1923, when stamps were frequently only valid for eight days. The highest value issued at that time was 50 billion Reichsmarks. Entry to both events is free.

Compounding World Expo/Plastics World Expo/Polymer Testing World Expo

■ Some 52% of visitors from abroad, just under 220 exhibiting companies, including almost all the big names in the plastics industry – these figures illustrate the character of a trade fair trio that the British company AMI is presenting to the sector. This year, Compounding World Expo, Plastics World Expo and

Polymer Testing World Expo will again be held together in Essen on 14 and 15 June.

www.compoundingworldexpo.com

www.plasticsrecyclingworldexpo.com

www.polymerestingexpo.com

Lubricant Expo/Bearing Show

■ The year 2022 saw the successful debut of Lubricant Expo, Europe's first free exhibition and conference connecting lubricant solution providers with a full range of end users and the entire supply chain for chemicals and systems. In 2023, Lubricant Expo will again be accompanied by the Bearing Show, a specialist conference for bearing technologies. Over 200 exhibitors and more than 80 speakers will provide input and ensure networking at the very highest level from 26 to 28 September.

www.lubricantexpo.com

www.bearing-show.eu



ORNAMENTAL PLANTS & FLOWERS MEXICO powered by IPM ESSEN

■ ORNAMENTAL PLANTS & FLOWERS MEXICO is located in the very heart of the market. Some 70% of Mexican plant production is within a three-hour drive of Centro Citibanamex in Mexico City. The proximity to the USA is another reason why OP & F has established itself as a hotspot for the green sector in Latin America; it is also highly attractive for German exhibitors. In 2023, the industry get-together will take place from 12 to 14 September.

www.opfexpo.com

MöLo

■ Finally, it's time: In 2021, the makers of MöLo, with a heavy heart, were forced to cancel the trade fair for removal firms and new furniture logistics. At long last, the industry get-together will celebrate its premiere at Messe Essen on 27 and 28 September. Exhibitors will come from all relevant areas of the industry. The accompanying specialist presentations will prepare furniture logistics professionals for the future, while the MöLo Awards recognises the most promising product innovations.

www.moelo.de



Mode Heim Handwerk

■ Mode Heim Handwerk is a cult event – thanks not only to its product diversity but also the numerous live demonstrations and stand promotions. At the next edition from 9 to 12 November, businesses, the retail sector, associations and non-profit organisations can present their products, projects and services in six different thematic areas: “Fashion + Beauty”, “Household + Ambience”, “Market + Pleasure”, “Building + Living”, “Travel + Leisure” and “Creative + Culinary”.

www.mode-heim-handwerk.de

THAT POSITIVE ENERGY

Florian Hess is Executive Board member of the Nuremberg International Toy Fair, which has also had SPIEL in its portfolio for two years. He has been well-acquainted with the trade fair business since childhood.

Florian Hess joined the Nuremberg International Toy Fair in 2016 and is now one of three Executive Board members. Since 2021, the 53-year-old has also been Executive Director of Friedhelm Merz Verlag, the organiser of SPIEL.



■ “I had almost forgotten this feeling.” Florian Hess is surprised by his emotions in recalling special moments after three years of exceptional circumstances: the feeling of being able to rely on a team; the gratitude of exhibitors and visitors; the almost exuberant mood at being reunited. In short, “that positive energy that you get from trade fairs”. The Nuremberg International Toy Fair was special for Hess in another respect, because for the first time

he held responsibility for the world’s largest toy fair as one of three Executive Board members. He had experienced a foretaste a few months earlier in Essen, here too in a new function as Executive Director of Friedhelm Merz Verlag, the organiser of the global fair for board games.

From an industry standpoint, the takeover of Friedhelm Merz Verlag by Nuremberg Spielwarenmesse

eG in 2021 capitalised on the clear logic of complementary offers: the leading fair for the entire toy sector on the one side, and the biggest crowd-puller for fans of board, card and role-playing games on the other. In addition, Dominique Metzler, the face of SPIEL for more than three decades, was looking for a long-term solution for when she retires in late 2023.

Coordinator and coach

In organisational terms, however, the formats could hardly be more different. On the one hand, SPIEL's two-woman team of Metzler and Claudia Blöser, to whose achievement Florian Hess pays "deep respect"; on the other, a permanent staff of 55 in charge of about ten other formats in addition to the parent event in Nuremberg. "This 'luxury' is also reflected in the level of detail with which we work on individual topics," explains Florian Hess.

In the short term, he sees the greatest synergies being produced in services for the B2B sector. The fact that in recent years more and more board game buyers only went to Essen and no longer to Nuremberg "gnawed a little" at the International Toy Fair and made SPIEL even more attractive. "Nevertheless, there is still room to expand the trade visitor area and its services. The task here is to identify what we need to offer buyers to ensure their success at the fair without changing the character of SPIEL? When it comes to networking between the city and the trade fair, Essen could also take cues from the "toy city" of Nuremberg. In any case, Hess received a positive response to his ideas from Mayor Thomas Kufen and the Essen Marketing Association, describing them as "very good". Essen may become even more visible as a toy city at the next SPIEL from 5 to 8 October 2023.

Internally, Hess considers himself a coordinator and coach for the newly established SPIEL team, which comprises members with proven industry expertise. The new Managing Director Carol Rapp previously held the same position at Asmodee Germany, and the new PR Manager Robin de Cleur also arrived from the German branch of the world's largest games publishing company. "And I've been doing trade fairs for a long time," says Florian Hess matter-of-factly. That's almost an understatement, because Hess was

basically brought up in the exciting atmosphere of trade fairs. His parents ran a publishing house that specialised in printing trade fair catalogues and was also the general agency for a Swiss household appliance manufacturer. Consumer fairs were a crucial sales channel here, and Hess has been part of the action since he was four years old. Later, he supervised trade fair clients himself in the family business and managed his own formats before joining the International Toy Fair in 2016. In between, he spent six years in London as a strategy consultant for companies in a range of industries – a completely different world that nevertheless seemed familiar to him. "You rapidly come into an industry and need to understand very quickly what makes it tick. Thanks to access to top decision makers, you can also help shape it just as quickly – although the trade fair sector is even a more vibrant thanks to the many contacts." His work as Executive Board member of the International Toy Fair also has a global character. "Dialogue Tour" is one concept that takes Hess and his staff to many target markets. For Hess, it is "also a matter of courtesy to meet people where they are".

»What do we need to offer buyers to ensure their success at the fair without changing the character of SPIEL?«

How does that fit in with his work-life balance, a personal goal of the 53-year-old for 2023? "My family might say that I'm away too much, but for me, the amount of travel is just right." Then, of course, when the father of two boys, aged six and eight, is home, there are games galore – although he's just as happy when his kids suddenly turn the family room into a cave world or a "Ninja Warrior" arena. "It doesn't always have to be a finished product."

www.spiel-messe.com

The catwalk at the first "Music & Fashion" will be 50 metres long.

MUSIC & FASHION



by Alexander Britt

RUNWAY XXL

“Music & Fashion” promises to be a different kind of fashion show, featuring live music, acrobatics, a lifestyle fair – and thanks to the Grugahalle, perhaps also a record.

■ Perhaps 15, maybe 20 metres. Typically, this is the length of the stage that means everything in the fashion industry. But the catwalk that awaits models on 1 July this year in Essen’s Grugahalle has very different dimensions. It is 50 metres long. And other factors could also make “Music & Fashion” a record-breaking premiere. Organiser Alexander Britt expects up to 6,000 spectators – making it the biggest German fashion show of all time.

Although the term “fashion show” only describes the concept somewhat inadequately. Because what Britt, who runs a modelling agency in Wuppertal, is planning has never been done before. “We are combining the runway with a show production,” he says. This includes acrobatic interludes, as well as live music by established acts like “Glasperlenspiel” and newcomer bands. Britt also promises a colourful international mix of famous names and new faces among the designers and models. Culinary delights will also be on offer, ranging from nourishing meals from the food truck to exquisite creations. And because a lifestyle fair will also be part of “Music & Fashion”, the demands on the location were already high

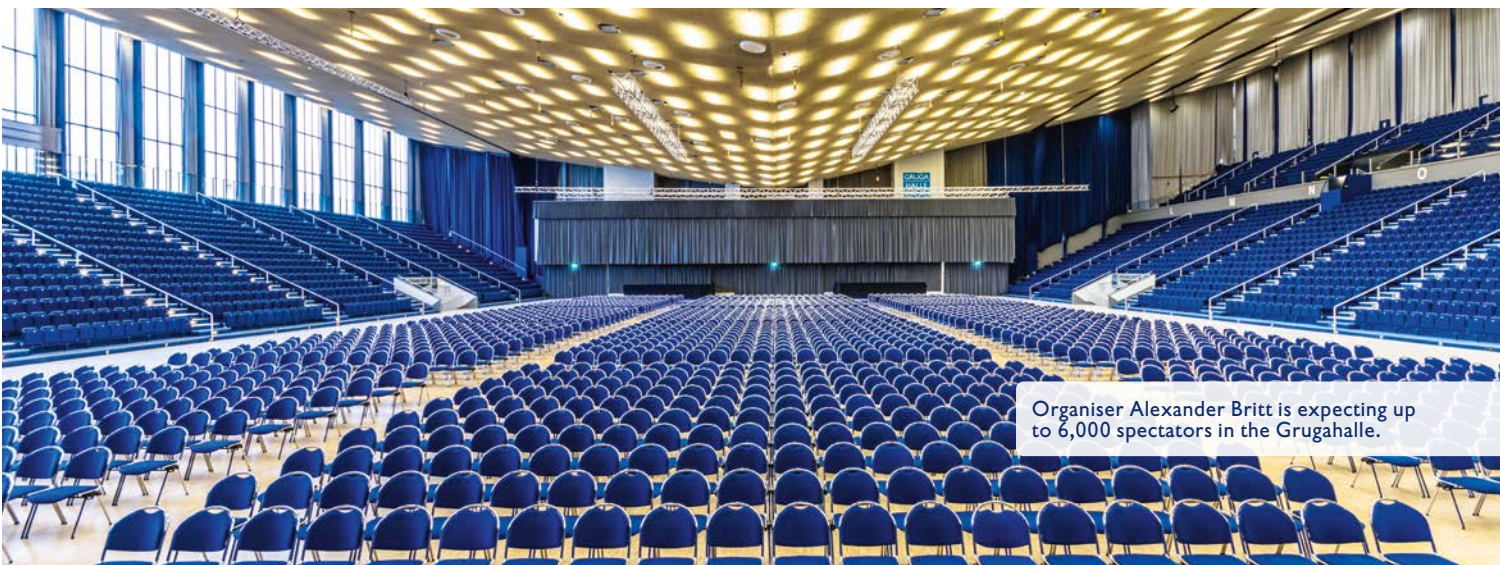
from a practical standpoint. “I also wanted a beautiful, architecturally striking location, and the Grugahalle was my first choice.”

»I wanted a beautiful, architecturally striking location, and the Grugahalle was my first choice.«

Alexander Britt, organiser of “Music & Fashion”

“Music & Fashion” succeeds the former opening show of Berlin Fashion Week, which Britt’s project manager also headed. A close connection to the German capital will be maintained in the future. For instance, the second “Music & Fashion” will close the Berlin fashion fairs “Premium” and “Seek” a mere six days after the premiere. The only difference will be that the catwalk there will not be quite as long.

www.music-and-fashion.com



Organiser Alexander Britt is expecting up to 6,000 spectators in the Grugahalle.

OFFICE HOURS FOR MEDICAL EXPERTS

For the third time, Essen is hosting the German Medical Congress – and this is not the only interesting figure when it comes to the “parliament of the medical profession”.

www.bundesaerztekammer.de

1,000

THE GERMAN MEDICAL ASSOCIATION EXPECTS MORE THAN 1,000 GUESTS TO ATTEND THE OPENING IN THE PHILHARMONIE ESSEN.



366

pages long – this was the length of the resolution protocol of the 2022 German Medical Congress.



250

VOTING DELEGATES WILL BE SENT BY THE 17 MEDICAL CHAMBERS TO THE GENERAL ASSEMBLY OF THE GERMAN MEDICAL ASSOCIATION. A TOTAL OF OVER 600 VISITORS ARE EXPECTED.



26.5 hours are scheduled for the plenary sessions from 16 to 19 May 2023.

20,930 m²

of space will be occupied for sessions and activities, including accompanying events like the annual conference of Marburger Bund.

4

years – the term of office of the President of the German Medical Association. Dr Klaus Reinhardt is standing for re-election in Essen.

2x

The German Medical Congress has convened twice in Essen so far: in 1929 and 1966. This will be the 127th edition.

A MAGAZINE CELEBRATES ITS BIRTHDAY

On the occasion of the 30th issue of ESSEN AFFAIRS, an article on our own behalf: This is how Messe Essen's magazine is created – and these are the people behind it.

■ When one magazine is published, the next edition is already under way. In line with this old magazine maker's wisdom, the ESSEN AFFAIRS team cultivates a special ritual. At the end of each production, when the final print approval at the Woeste printing company in Essen is pending, Andreas John, Head of Advertising and Protocol, Editor-in-Chief Jens Poggenpohl and Editor Dirk Maertens reserve a conference room for an initial debriefing and to outline a rough sketch for the near future. This was also the case with this anniversary issue.



A well-rehearsed team: Jens Poggenpohl, Dirk Maertens, Daniela Mühlen, Andreas John and Tamara Bobanac (from left)

The in-depth planning is an expression of the special position that ESSEN AFFAIRS occupies in the communication cosmos at Messe Essen. "No other medium is able to make our wide range of trade fairs, conferences and events so visible, and, at the same time, tell exciting stories from Essen and the Ruhr region," explains Daniela Mühlen, Senior Vice President Communication and Advertising at Messe Essen. Admittedly, the magazine's regular audi-

ence – the 10,000 or so decision makers worldwide who receive the magazine in individual mailings – is demanding, which is why the team looks for the stories and people behind an event. After preliminary research and the initial topic schedule, there is always a round of internal feedback. Essen's urban society and external partners such as guest organisers have also long since discovered ESSEN AFFAIRS as a platform.



Haven't yet subscribed to the magazine or newsletter? Register via the QR code and never miss an issue again.



Once the research is complete, the editorial phase begins. Art Director Tamara Bobanac composes texts, graphics and photos into layouts, which are commented on by Daniela Mühlen and Andreas John after internal coordination. This is followed by informal talks, internal coordination and an exchange with those providing quotations before proofreading and translation for the English-language edition get underway. In the end, the team presents the complete PDF and a selection of cover options to CEO Oliver P. Kuhrt, after whose approval the issue goes to press – and then the game starts all over again...

WOMEN'S POWER

Things are changing in urban society: More and more top positions are being filled by women – even in traditional male domains. A selection.



BARBARA ALBERT,
vice-chancellor

The internationally renowned chemist Barbara Albert has good memories of her first year at the University of Duisburg-Essen (UDE). Nearly 41,000 students were finally able to attend classes in person again and the rector was able to appoint more than 30 new professors. UDE, which celebrates its 20th anniversary in 2023, “has undergone fantastic development”. One sign of its success is the fact that numerous research proposals of exceptional quality from various scientific fields are currently in the pipeline. Next year will show how these hold up in the competition, but for the rector it is already clear that UDE will be a university that “can be measured against the requirements of the future. We provide both answers to exciting scientific questions and sustainable solutions to the social, political and economic challenges of our time,” says Albert.

www.uni-due.de



Photo: Ralf Schultze

SARAH DUNGS,
real estate developer

A run-down office building, a deserted department store – other real estate developers might wave them off, but Sarah Dungs sits up and takes notice. The 29-year-old is Co-Managing Director of Greyfield Group, a company based in Essen which is committed to a sustainable approach to our built environment. The company's credo: "We don't need new properties, we need new ways of thinking." Greyfield is currently implementing its largest project to date right on its own doorstep. The preservation and new use of the former Funke printing plant will avoid approximately 100,000 tonnes of construction waste, an additional 37,000 square metres of ground sealing and around 21,000 tonnes of new CO₂ emissions. Some 85% of the space has been leased to date, and the premises should be ready to move into this year.

www.greyfieldgroup.de



Photo: Westenergie

KATHERINA REICHE,
hydrogen expert and promoter of women

There are two unequal but equally demanding challenges that occupy Katherina Reiche away from her day-to-day work as CEO of Westenergie AG. On the one hand, as Chair of the National Hydrogen Council, the former Parliamentary State Secretary advises the federal government on one of the central challenges of the energy transition. On the other hand, the 49-year-old head of Germany's largest regional energy supplier and infrastructure service provider wants to strengthen women on their career paths – including and primarily in traditional male domains like the energy industry. To this end, the company has founded the FEMpower Academy and set a visible sign in the foyer of its headquarters at Opernplatz in Essen: Large-format portraits of 51 female employees have been hanging here since last year.

www.westenergie.de




**SELEN KARA and CHRISTINA ZINTL,
new artistic directors of Schauspiel Essen**

As progressive as the art world likes to pretend it is, artistic directorships at major theatres are still mostly a male affair. Schauspiel Essen is taking a radically different approach, beginning with the 2023/24 season. Director Selen Kara (pictured left) and dramaturge Christina Zintl will lead Essen's Grillo Theatre and its associated stages as equal artistic directors. The co-heads have already developed a vision for their initial five-year term of office. Under the motto "A NEW GERMAN THEATRE – UNDER CONSTRUCTION" they plan to "promote a new social togetherness by treating diversity as a matter of course".

www.theater-essen.de

HOTEL AN DER GRUGA

YOUR PATH TO
MESSE ESSEN

 2 MIN.

Eduard-Lucas-Straße 17 | 45131 Essen
Fon +49 201 84 11 80 | info@hotelgruga.de

“We want to make our guest’s stay as pleasant as possible.” This is how Christoph Weber describes the mission of Hotel an der Gruga, of which he is the third generation of his family to manage. For trade fair and congress guests, the location is already exceptionally pleasant. Just a few steps across Norbertstraße – and one is already there.

The 39 rooms in four categories are modern and contemporary. A large bed (1.40 m wide), bathrobe or Nespresso machine – a full range of options can be selected and booked. Flat-screen TV including Sky I + II, telephone and Wi-Fi are all a matter of course. Weber, being a restaurant owner himself and having stayed in metropolises such as Paris, London and New York, recognises that exceptional service is of utmost importance. Therefore, the hotel exceeds the standards of a three-star hotel.

www.hotelgruga.de



HOTEL FRANZ

Steeler Straße 261 | 45138 Essen
Fon: +49 201 507 07-301 | info@hotel-franz.de

“Four-star-plus character” – this is the motto at Hotel Franz, which seems like a perfectly normal business hotel at first glance. On closer inspection, the inclusive nature of this establishment becomes apparent, as its team has consisted of people with and without disabilities for over a decade. This is an additional reason why the hotel has been intentionally designed to be entirely accessible.

Sustainability is also a top priority here: Hotel Franz was awarded several environmental prizes for the solar energy system on its roof and other climate protection measures. Guests can rent e-bikes at the reception and use them to reach Messe Essen via the Grugatrasse in a highly environmentally-friendly way. The hotel sauna is ideal for unwinding after coming back.

www.hotel-franz.de

Photos: PR



**YOUR PATH TO
MESSE ESSEN**

 10 MIN.

 15 MIN.

TIME TO PARTY

From techno to rock, from funfair to light show: a selection of festivals that await you in Essen over the coming months.



02.-11.06. SOCCA WORLD CUP

In June, Kennedyplatz will be transformed into a temporary stadium: 40 national teams from six continents will compete in the Socca World Cup. In addition to 2,500 free seats in the stands, there will be a fan mile with many activities.

www.six-a-side.de/essen2023

08.07. SMAG SUNDANCE FESTIVAL

Summer, sun, electronic music: Smag Sundance at Seaside Beach Baldeney, the beach club on Essen's Lake Baldeney, has been providing the perfect open-air atmosphere for 15 years.

www.smagsundance.de



14.-23.07. SUMMER FESTIVAL AT THE GRUGAHALLE

The Summer Festival at the Grugahalle has established itself as Essen's most popular family festival – celebrating its 50th anniversary this year. The flea market, the largest of its kind in Germany, invites you to browse and discover.

www.grugahalle.de

29.09.-08.10. ESSEN LIGHT FESTIVAL

For the eighth time, the Essen Light Festival presents video mappings, light installations and light productions by international artists along a two-kilometre route. LED technology and electricity from renewable energies ensure low resource consumption.

www.visitessen.de



12.-16.06. PARK SOUNDS

It doesn't get much more relaxed than this: At "Park Sounds", visitors can picnic in Essen's Stadtgarten and listen to exciting sounds. In cooperation with the Philharmonie Essen, students from Folkwang composition classes and their professors present changing programmes every evening – geared to the acoustic situation in the park.

www.theater-essen.de

08./09.07. STONE TECHNO

Festival atmosphere at the Zollverein World Heritage Site: Together, the Ruhr Museum and techno collective The Third Room will once again celebrate an interdisciplinary, electronic festival for music lovers and connoisseurs.

www.stone-techno.com



Photos: Mike Henning, Sven Lorenz, Julian Meuse/DKfV, Stefan Weissmann/Lugana Entertainment

IMPRINT

Publisher: Messe Essen GmbH,
P.O. Box 10 01 65, 45001 Essen, www.messe-essen.de

Editorial responsibility: Daniela Mühlen,
Senior Vice President Communication & Advertising

Overall coordination and advertising
management: Andreas John

Managing editor: Jens Poggenpohl

Art direction: Tamara Bobanac

Editorial team: Dirk Maertens (Maenken Kommunikation)

Photo editor: Lothar Kempkes

Photo credits: Messe Essen; Kurbanov und Muchnik GbR
(unless otherwise stated)

Cover image: shutterstock © greenbutterfly

Realisation: Maenken Kommunikation GmbH,
Von-der-Wettern-Str. 25, 51149 Cologne, Germany,
www.maenken.com

Printing: Woeste Druck + Verlag GmbH & Co. KG,
Im Teelbruch 108, 45219 Essen-Kettwig,
www.woeste.de



MESSE
ESSENCONGRESS
CENTER
ESSENGRUGA
HALLE

DATES UNTIL DECEMBER 2023

TRADE FAIRS IN ESSEN

02.–06.05.2023

METPACK*

International trade fair for metal packaging

13.–14.05.2023

PV LIVE!*

Trade fair for vehicle parts, workshop equipment and workshop system

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

05.–07.06.2023

CHINA HOMELIFE*

The largest fair of Chinese producers in Europe

14.–15.06.2023

Compounding World Expo*

The European exhibition for plastics additives and compounding

14.–15.06.2023

Plastics Recycling World Expo*

The international exhibition for plastics recycling

14.–15.06.2023

Polymer Testing World Expo*

The international exhibition for polymer testing

14.–15.06.2023

TANKSTELLE & MITTELSTAND*

The petrol station exhibition

11.–15.09.2023

SCHWEISSEN & SCHNEIDEN*

International trade fair for joining, cutting, surfacing

26.–28.09.2023

Lubricant Expo*

Europe's largest exhibition for Lubrication Technology

26.–28.09.2023

The Bearing Show*

Europe's largest exhibition for Bearings Technology

27.–28.09.2023

MöLo*

Trade fair for movers and new furniture logistics

05.–08.10.2023

SPIEL

International game forum

09.–12.11.2023

MODE HEIM HANDWERK

The shopping event for the whole family

01.–10.12.2023

ESSEN MOTOR SHOW

Performance festival of the year

TRADE FAIRS ABROAD

27.–30.06.2023

BEIJING ESSEN WELDING & CUTTING* (Shenzhen)

International trade fair joining, cutting, surfacing

12.–14.09.2023

ORNAMENTAL PLANTS & FLOWERS MEXICO powered by IPM ESSEN (Mexico City)

International plants expo Mexico

CONGRESS CENTER ESSEN

13.–14.05.2023

Marburger Bund

142nd annual general meeting

16.–19.05.2023

German Medical Congress 2023

01.–02.06.2023

NRW Visceral Medicine Congress

06.06.2023

Bank im Bistum

General assembly

15.06.2023

Brenntag

Annual general meeting

21.09.2023

GermanBroker Technology Forum

16.11.2023

HÜTTENTAG

"PRESERVING TRADITION, SHAPING THE FUTURE!"

21.11.2023

Medion

Annual general meeting

25.11.2023

noweda

General assembly

GRUGAHALLE

17.05.2023

E.ON SE

Digital annual general meeting

06.06.2023

Sascha Grammel Almost Finished!

18.06.2023

Missionswerk Hoffnungsstrahl

24.06.2023

iKON World Tour Take Off

01.07.2023

Music & Fashion By Alexander Britt

14.–23.07.2023

50th summer festival
Anniversary in Grugahalle

26.08.2023

ABI Zukunft trade fair
Information fair for the time after graduation

07.09.2023

Werbeartikelmesse NRW 2023
NRW's largest selection of products for marketing and communication

16.09.2023

We love schlager music
Schlager night

29.–30.09.2023

JOBMEDI NRW

The information fair for medicine, nursing and social affairs

07.10.2023

Festival of Hope
With Franklin Graham

21.10.2023

5th Job Fair Essen
Find your new career!

03.11.2023

Alaaf im Pott 2023
The biggest carnival party in the Ruhr area

04.11.2023

SIXX PAXX Magic Tour

05.11.2023

Essen Record Exchange
In the foyer

09.11.2023

CHRIS TALL
"Beauty Needs Space"

ESSEN

— 1887 —

EINE MIXED-REALITY-ZEITREISE



THE FUTURE OF CITY TOURS HAS JUST BEGUN

Time travel is possible in Essen – right in the middle of the city centre! „Essen 1887 – A Mixed Reality Journey Through Time“ lets visitors travel to the day of great industrialist Alfred Krupp’s funeral. Through mixed reality glasses visitors step into the world of 1887, standing in front of historic house facades and sceneries while never losing sight of the real world. Absolute highlight of the nearly two-hour tour are the lifelike avatars of historical and fictional personalities – all of them played by celebrities from film, TV and music.



www.essen1887.de

GET YOUR TICKETS NOW!

visitessen 