

ESSEN AFFAIRS

THE MAGAZINE FROM MESSE ESSEN

MESSE
ESSEN

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02
23

40TH | SUCCESS
STORY



GREEN

IPM ESSEN celebrates its
40th anniversary

TOGETHER

Northern Essen changes
its face

TUNED

The campaign motif for the
Essen Motor Show 2024



FUTURE PERSPECTIVES

SUSTAINABLE AND DIGITAL

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Dear readers,

In the future, a city's appeal will be significantly influenced by the extent of its green spaces, far more so than it is today. In the focus story of this edition of ESSEN AFFAIRS, you can explore promising strategies for achieving this goal and the challenges that must be addressed. The occasion is the world's leading horticultural trade fair, IPM ESSEN, which celebrates its 40th edition in January – an anniversary that we are very much looking forward to (page 8).

There is a "green leitmotif" running throughout this issue: We are pleased to get you in the mood for the upcoming SHK+E ESSEN, whose new name highlights the pivotal role of the electrification of heating in the heating revolution (page 18). We introduce Dr Heather Kaths, the first Professor of Bicycle Traffic in North Rhine-Westphalia, who researches a range of concepts for the mobility transition (page 20). And we introduce you to a thriving urban development initiative in northern Essen, which has not only enhanced the ecological climate but also fostered a positive social atmosphere (page 32).

I hope you enjoy reading this issue.

Best wishes,

Oliver P. Kuhrt,
CEO of Messe Essen GmbH



Pure happiness: SPIEL ESSEN was bigger than ever.
And even the youngest visitors were thoroughly satisfied.
Find out all the trade fair facts on page 6.



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»WE ARE LOOKING FORWARD TO AMAZING CONVENTIONS AT ONE OF THE MOST ATTRACTIVE TRADE FAIR LOCATIONS IN GERMANY.«

Markus Borchert, Managing Director We Love Conventions, on the German Film & Comic Con



SCHWEISSEN & SCHNEIDEN

»IT'S THE TRADE FAIR FOR INVESTMENTS«

With 826 exhibitors and 40,000 trade visitors from 124 nations, SCHWEISSEN & SCHNEIDEN has impressively confirmed its position as the world's leading trade fair for joining, cutting and surfacing technology. "The atmosphere in our exhibition halls was outstanding. Following the hiatus prompted by the pandemic, it became evident just how much the industry values this platform. Many companies have reported concentrated and successful sales discussions to us; they are also expecting good post-fair business," said Oliver P. Kuhrt, CEO of Messe Essen. "This shows SCHWEISSEN & SCHNEIDEN is the trade fair for investments." Guest surveys underpin this assessment: 83% of all trade visitors oversee purchasing decisions in their companies, and one-third used the trade fair to make or prepare investments.

Dr. Roland Boecking, Managing Director of DVS – German Welding Society, was also impressed by the success: "The trade fair offered a fantastic overview of the innovations and trends in the industry. We are already looking forward to SCHWEISSEN & SCHNEIDEN 2025." And the exhibitors seem to agree: 94% are planning to attend the next SCHWEISSEN & SCHNEIDEN, which will be held from 15 to 19 September 2025.

www.schweissen-schneiden.com

62,500

square metres of exhibition space, over 1,700 new products and 193,000 visitors from 85 countries: The largest SPIEL Essen to date took place from 4 to 8 October. Equally pleasing for the new team at Friedhelm Merz Verlag, organiser of the event, was that the new thematic structure of the halls was well received by board game fans.

www.spiel-essen.com

MODE HEIM HANDWERK SHOP AND PARTICIPATE

From A for automobile to Z for ziplocks: Mode Heim Handwerk underlined its reputation as a multifaceted experiential platform from 9 to 12 November 2023. In addition to lots of inspiration in six thematic worlds with about 400 exhibitors, numerous hands-on activities were once again very popular with guests both young and old.

www.mhh-essen.de





E-WORLD 2024

STRONG BOOKING STATUS

After the digital kick-off in November, E-world energy & water is now in the final spurt until the next edition takes place from 20 to 22 February 2024. It is becoming apparent that the leading trade fair for the European energy industry will seamlessly continue this year's record of 820 exhibitors from 27 nations. One example of this success is the Hydrogen Solutions exhibition area, which brings together a range of innovations related to hydrogen. It has doubled in size to 1,500 square metres.

www.e-world-essen.com

NEW PLATFORM FOR ONLINE COMMERCE

SUCCESSFUL IN THE WEB

Providing support for the digital transformation, demonstrating solutions and connecting stakeholders – this is the approach of the new trade fair “geh.digital”, which will be held for the first time at Messe Essen on 14 June 2024. At the invitation of the organiser, MAW Werkzeuge, retail businesses, manufacturers, online retailers and start-ups will have the opportunity to obtain comprehensive information free of charge. The offer ranges from agencies for online shops to diverse payment solutions. In addition, lectures and discussion forums are included in the premiere programme. The main sponsor of this leading event is the online marketplace eBay Germany.

www.geh.digital

PREMIERE FOR FAN MEET-UPS A TOUCH OF HOLLYWOOD

On 17 and 18 August 2024, the German Film & Comic Con will be held for the first time at Messe Essen. At the big fan meet-up organised by We Love Conventions, everything revolves around entertainment, film & TV stars, comics, DVDs/Blu-rays, merchandise and cosplay. In three halls covering around 20,000 square metres, visitors can get up close and personal with their favourite actors and actresses in autograph areas, photo shoots and Q&A sessions. In addition, a number of retailers will showcase their assortment of fan merchandise and accessories. “We are delighted that the German Film & Comic Con will be held in Essen in the future. The conditions there are perfect for hosting a large public event like ours. Messe Essen is ideally accessible and offers a number of hotels and restaurants in the immediate vicinity. We are looking forward to amazing conventions at one of the most attractive trade fair locations in Germany,” explained Markus Borchert, Managing Director of We Love Conventions.

www.germanfilmcomiccon.com



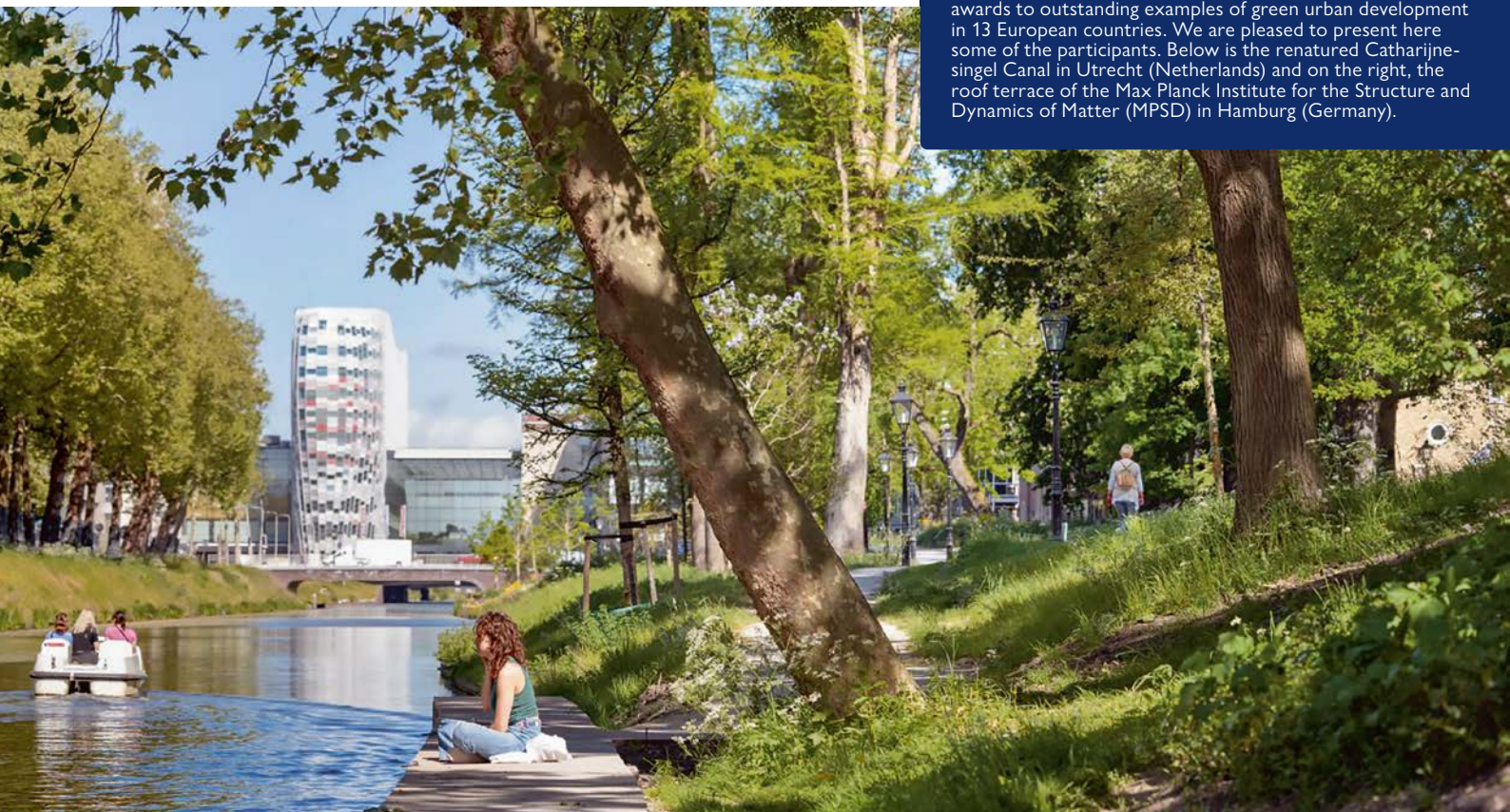
The “Star Wars” saga is still very popular with film fans.

HOW CAN WE MAKE THE CITY GREENER?

Experts have long agreed that the city of the future will only be habitable if the number of trees and plants is substantially increased. The reorganisational challenges are great – but there is also a great deal of expertise, along with good examples. The global horticultural trade fair IPM ESSEN plays a key role in the exchange of information. It will celebrate its 40th edition in 2024.



Since 2020, the Green Cities Europe Award from the European Nurserystock Association (ENA) has presented awards to outstanding examples of green urban development in 13 European countries. We are pleased to present here some of the participants. Below is the renatured Catharijnesingel Canal in Utrecht (Netherlands) and on the right, the roof terrace of the Max Planck Institute for the Structure and Dynamics of Matter (MPSD) in Hamburg (Germany).





■ When Markus Guhl took up his post as Chief Executive of the Association of German Nurseries (BdB) 13 years ago, there was one issue that didn't find traction. "Trees in the city were not an issue, even for the specialised public," says Guhl. Today, this seems like a distant memory. Meanwhile, most people have become aware of the many benefits a tree can offer – as a water evaporator, carbon sink, biodiversity catalyst, stress reducer, meeting place and provider of cool shade. In other words, without massive greening, life in the age of urbanisation and climate change may well be conceivable, but it will be anything but pleasant.

When IPM ESSEN, the world's leading trade fair for horticulture, celebrates its 40th anniversary from 23 to 26 January 2024, climate change will be one of the main conversation topics. And you can already be sure that both the guided tours on "climate trees and perennials" and the relevant specialist forums will be definite crowd-pullers. Eva Kähler-Theuerkauf, President of Landesverband Gartenbau NRW e.V. and Chairperson of the Advisory Board of IPM ESSEN, also knows that the demand for expert knowledge and dialogue is enormous. "IPM has always been important, but it has never been more important than it is today."





“Naturmolnet” is a pocket park in Malmö (Sweden), designed to bring the neighbourhood together. Local artists, residents and children have been involved in its design. They continue to change the face of the park.

➔ After all, increased awareness of the problem is only the first small step, and the gap between knowledge and action is widening. According to a study by the U.S. Forest Service, urban forests and tree populations decreased by 200,000 hectares globally between 2012 and 2017. An area eight times as large was also sealed during this period. The German capital serves as an example of what this means in individual cities. The Berlin Senate estimates the green deficit to be as high as 10,000 trees.

The figures are sobering

For some time now, Zurich has wanted to know the exact numbers. Every four years, the city's parks and gardens department uses laser surface scanning (lidar) to determine how large the area shaded by trees is. The result: Between 2014 and 2022,



the canopy area in Switzerland's largest city decreased by more than one square kilometre, and coverage in the settlement area fell from 17.5 to 15.4%. “We must redouble our efforts to reach the target of 25% of the settlement area shaded by trees by 2050,” states Marc Werlen, Head of Communications at Grün Stadt Zürich. In the few tree protection areas of the city, the loss has been lower. This and unfavourable legal requirements – in Zurich, for example, a mandatory clearance of eight metres for tree planting – need to be addressed.

Native or non-native – a debate “from a bygone era”

Another challenge is identifying suitable trees and shrubs. In its brochure “Future Trees for the City”, BdB has listed 65 tree species that are compatible with urban climates. In this context, Markus Guhl doesn't align with the often-heard political stance that gives preference to native species. “That perspective is entirely antiquated. Prioritizing site justice should be the ultimate goal.” He sees this confirmed by the results of the interdisciplinary research project “GrüneLunge” (Green Lung), which analysed the resilience of urban trees and forests using the city of Karlsruhe as an example. “We have found that significant trade-offs exist between different types of ecosystem services” explains Dr Somidh Saha, Senior Scientist and Group Leader at the Karlsruhe Institute of Technology. Specifically, native oaks were shown to offer better biodiversity, e.g. as a home for bats. However, non-

The Italian competition entry for 2023 is Parco Te, in Mantua. The eight-hectare park, which was created in the previously underused neighbourhood of the UNESCO World Heritage Site, Palazzo Te, links the historic area to the city as a contemporary public space.



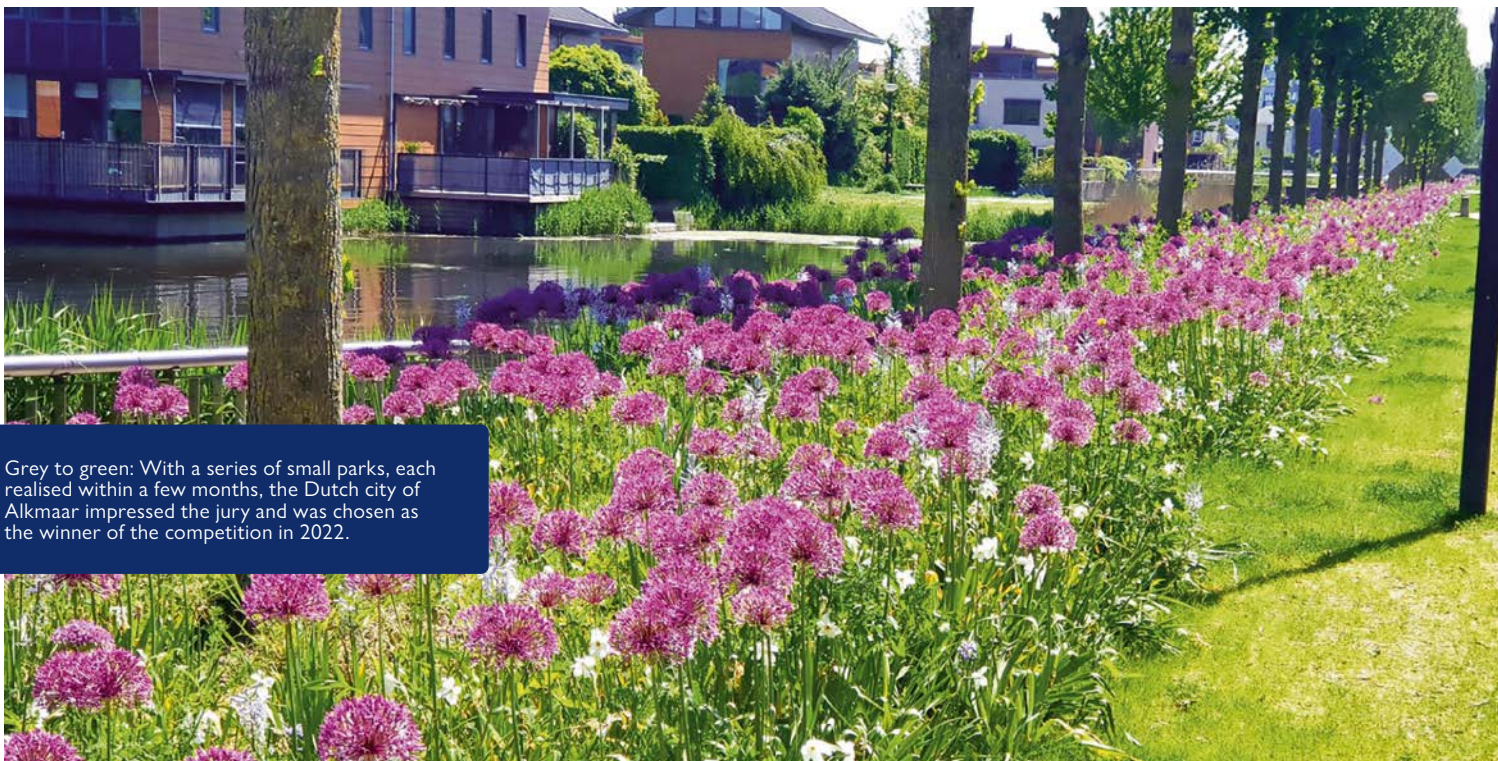
native oaks were “much healthier”. For Guhl, one thing is clear: “Without active urban redevelopment using non-native tree species, old trees will perish without any replacements.” Guhl believes his association has a duty to advise other municipalities, especially smaller ones.

The city as a sponge

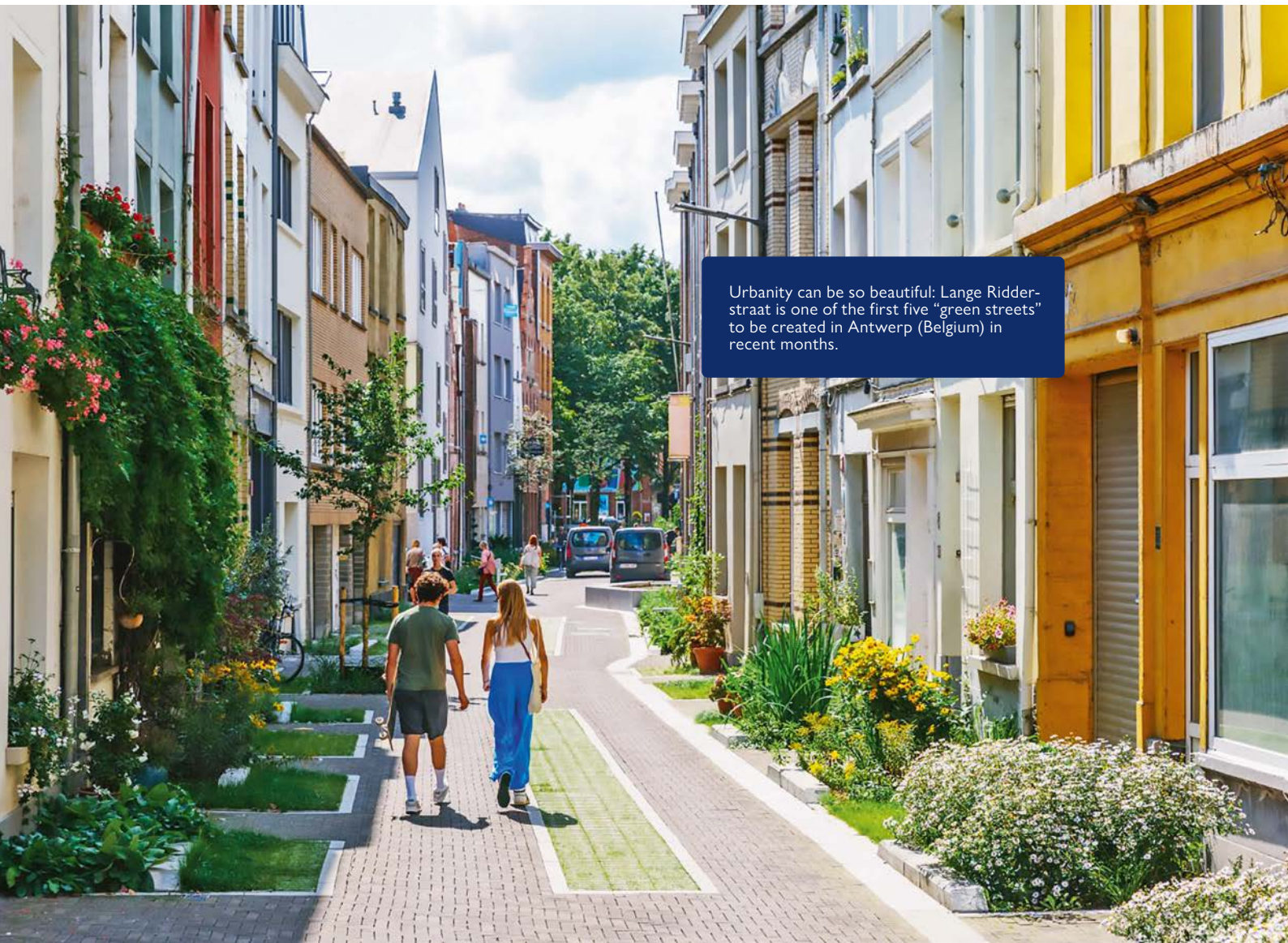
However, the biggest challenge to urban redevelopment lies below the ground. Over the past four decades, a “universe of substructures” has been created in streetscapes, laments the Viennese

landscape architect Daniel Zimmermann. Separate services, coupled with standardised minimum distances, have led to tree roots having far too little space. On average, the planting holes in German and Austrian cities are eight cubic metres in size, which means that urban trees only live between 20 and 30 years. However, it is only from this age that most tree species begin to have an impact on the climate.

One of the solutions is the “sponge city” principle, which has already been implemented in Sweden for 20 years. Zimmermann and his colleagues →



Grey to green: With a series of small parks, each realised within a few months, the Dutch city of Alkmaar impressed the jury and was chosen as the winner of the competition in 2022.



Urbanity can be so beautiful: Lange Ridderstraat is one of the first five “green streets” to be created in Antwerp (Belgium) in recent months.

→ have adapted the “Stockholm model” to Central European conditions. Sufficient underground space is thereby created for roots and surface water for each tree. In addition, thanks to the correct mixture of coarse stones, cavities and local fine substrate containing biochar, the subsoil acts as a sponge that can absorb and temporarily store water during heavy rainfall. This principle was used, for example, to design a section of Seestadt-Aspern in Vienna, one of the largest urban development projects in Europe. “We are already seeing outstanding effects after just a few years,” says Zimmermann.

A water-efficiency programme for the green sector?

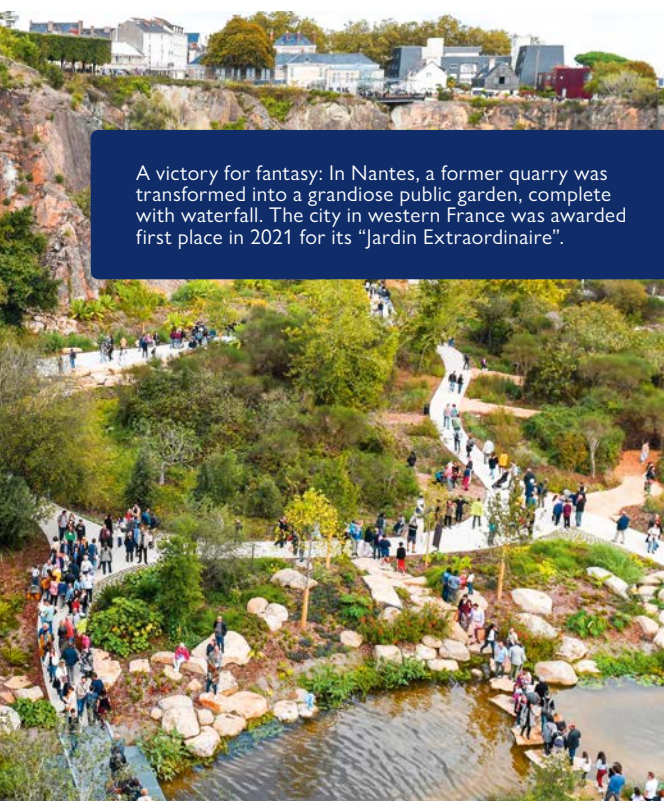
The water supply level is one remaining issue faced by green producers. After all, both extreme wetness and water shortages can threaten the existence of



many businesses. Association President Kähler-Theuerkauf welcomes the first National Water Strategy, which was adopted by the Federal Cabinet in March 2023, “but now it is important to break this strategy down to the municipal level. For this is where decisions are made as to who gets the water.”

Many companies are prepared to invest in resource-saving innovations such as computerised drip irrigation and sensor systems, or have already done so. “They should be supported to a certain extent.” Specifically, Kähler-Theuerkauf has a “water efficiency programme” in mind, similar to the “energy efficiency programme” to do justice to climate adaptation. North Rhine-Westphalia could serve as a role model. Here, associations have succeeded in pushing the state to support a multi-risk insurance programme for three years. “I hope that we can achieve this nationwide.”

www.ipm-essen.de



A victory for fantasy: In Nantes, a former quarry was transformed into a grandiose public garden, complete with waterfall. The city in western France was awarded first place in 2021 for its “Jardin Extraordinaire”.

23 – 26 JANUARY
OUR HEART BEATS GREEN
40TH | SUCCESS STORY

IPM
ESSEN · GERMANY
2024
The world's leading trade fair for horticulture

PLANTS
TECHNOLOGY
FLORISTRY
GARDEN FEATURES

Each year, IPM ESSEN brings the international green industry together with enthusiasm and passion, looking to the future as a leading innovation driver. The remarkable array of plants and plant novelties, cutting-edge technical advancements, captivating floristic trends and garden features make IPM ESSEN the global source of green inspiration. Meet the green family!

WWW.IPM-ESSEN.DE @ in f y #ipmessen #weareipmessen

MESSE ESSEN

HOW IPM IS CELEBRATING ITS ANNIVERSARY

Over 1,500 exhibitors from some 50 nations are expected to arrive at Messe Essen from 23 to 26 January 2024, when the world's leading trade fair for horticulture celebrates its 40th edition. The product range extends from plants and technology to floristry and garden features. In terms of content, IPM has placed a stronger emphasis on the topic “climatic trees and perennials” with guided tours.

Also new is the Best Practice Award, with which Messe Essen and the Association of German Florists (FDF) are honouring products for the floristry trade. Numerous anniversary-related activities are also planned, such as a podcast in a greenhouse, a photo campaign and a selfie point echoing the anniversary campaign “Our heart beats green”.



You can use the hashtag #congratsIPMESSEN to celebrate the anniversary across social media at the global trade fair. Scan the QR code to find the channel of your choice. During IPM, good wishes will be presented on a social media wall.



Deeply rooted in the industry: Head of Project Andrea Hölker (left) became acquainted with IPM ESSEN in 1985; Sabina Großkreuz, Head of Marketing, arrived for the first time in 1998.

»YOU CAN FEEL IT RIGHT AWAY«

Sabina Großkreuz and Andrea Hölker on the special charm of IPM Essen, the secrets of success, strategies – and personal experiences.

ESSEN AFFAIRS: When and how did your IPM story begin?

ANDREA HÖLKER: 1985. Back then, the trade fair only covered one hall and there was virtually no stand construction at all, but there was a counter at the centre where I stood as a student temp. What I also well remember is the very informal atmosphere.

SABINA GROSSKREUZ: It must have been 1998 when I was a student working in the service area. It was bitterly cold, and as there was not enough space at the old exhibition centre, we had set up a tent in the inner courtyard where the Italian exhibitors were located. People were constantly coming to me with thermometers to complain that the tent was too cold. When complaints came from other halls that it was too warm, I could prove myself straight away.

Today, IPM ESSEN looks quite different.

What are its secrets of success?

GROSSKREUZ: In Germany, we bring two outstanding and perhaps even unique prerequisites for a global trade fair. On the one hand, we have very strong national plant production, which also attracts a great deal of international attention, but it cannot cover the entire demand. This makes Germany a very important market for other countries. There's a good reason why the Italians and Dutch have been exhibitors right from the very beginning.

This is also reflected in the various global offshoots of IPM ESSEN. IPM China was the first to get underway 18 years ago...

GROSSKREUZ: Which was exactly right at the time. We were, and always are, in competition to be the first to open up new markets. And we have become particularly important for the Chinese market, simultaneously attracting significantly more visitors from China to the parent event. Of course, there was a slump due to the coronavirus pandemic, and there are also markets that we have given up again because the general conditions are not quite right. At the moment, it is important for us to focus more strongly on new markets again. We are looking at the Southeast Asian region, for example, and we would also like to increase our presence in Africa at some point.

HÖLKER: It was also important for our foreign strategy to offer our exhibitors assistance in developing these markets, gaining even more loyalty and trust this way. In other words, exhibitors believe in us because they generate more sales with us.

Do you sense a new public perception of horticulture due to the challenges associated with climate change?

HÖLKER: Climate change has been an issue in horticulture for a long time, and breeders have been working on climate-resistant plants for ages. But now the topic is being discussed even more widely. In 2024, we will be offering expert-led tours on the topic of perennials and climatic trees for the third time, including more tours than ever before. In previous years, the tours were booked out quite quickly, and exhibitors are now also showing

significantly more interest and understanding for the marketing effect of such measures. We experienced something similar with the IPM Discovery Centre, which also embeds smaller exhibitors and their products within an overall concept. This area is currently thriving. Incidentally, this is also what makes IPM so special. We have an enormous range, and the average stand is only 30 square metres in size. No other trade fair in Essen has so many stands and exhibitors. There's an incredible amount to see.

»We are the world's leading trade fair – but we're not resting on our laurels.«

Andrea Hölker, Head of Project IPM ESSEN

Isn't there also an element of conflict in this range? The anniversary campaign emphasises a passion for the product, while at the same time, the trade fair is increasingly becoming a high-tech platform.

GROSSKREUZ: Professionalism and emotionality are not mutually exclusive. There is still a very different feeling at IPM ESSEN than at any other trade fair. You can feel it right away when you enter the halls. In the middle of winter, there is that special fragrance of plants and freshness. This feeling of naturalness invigorates everyone – especially as these products surround us all every day.

What trends do you hope to set in the coming years?

GROSSKREUZ: First and foremost, we will continue to focus on the markets we already serve. We are so deeply rooted in these markets, both thematically and through our network, that we are confident we can recognise trends and tendencies together with our partners. As mentioned before, we will also continue to keep an eye on further internationalisation.

HÖLKER: We are the world's leading trade fair for horticulture, and we are proud of this fact. But we're not resting on our laurels.

FOR A WELL-FORTIFIED SOCIETY



For its 50th anniversary in 2024, Security Essen will present its own exhibition area on civil protection and civil defence. It's part of a comprehensive update of the leading trade fair, which honours the industry.

■ If there is a key term used in the national security strategy of the Federal Republic of Germany, then it is probably “resilience”. In variations, it appears no fewer than 32 times within the 76-page paper published in June 2023, a first in the country’s history. This echoes the multiple experiences of crisis

in recent years, which have convincingly shown that security in the 21st century is by no means a question of military capabilities alone.

Whether a disastrous flood or a pandemic, whether the protection of the energy supply or the health

system – how resilient a polity can be is shown not least in its capacity for civil defence. Or, in the words of the paper: “Due to the strong interactions between external and internal security, the ability of the German state to act externally increasingly also depends on its internal resilience.”

Prominent exhibitors return

Germany’s recently unveiled security strategy exemplifies the escalating global recognition of the need for a comprehensive approach to security. Security Essen had anticipated this development at an early stage. “Civil protection and civil defence” were already topics before. In the context of the upcoming edition from 17 to 20 September 2024, they will be firmly integrated into the fair architecture. A separate exhibition area presents innovative solutions for threat scenarios, which are more likely to increase than decrease in the coming years.

The new exhibition area, which also includes an area for special units and task forces, is exemplary of Security Essen’s further development. The sector honours the update: While market leaders Honeywell and Telenot already made their trade fair comeback in 2022, further prominent exhibitors have confirmed their participation in the anniversary edition. Hekatron, Dom, Atral Security, Funkwerk and Burgwächter are among the prominent names. As early as a year before the exhibition starts, there have been either no spaces or only a handful of spaces left in the particularly coveted Halls 6, 7 and 8. “We are once again the platform for the security industry,” Julia Jacob, Head of Project, Security Essen, is pleased to say.

From Drone Zone to digital conference

The supporting programme, which will be expanded once again in 2024, will also contribute to this. For the first time, a Banking Day has been planned, at which experts from the financial sector will be

able to learn more about the latest developments in the physical security industry – especially those concerning safes, ATMs and security rooms. A two-day Drone Congress is also being planned.

»We are once again the platform for the security industry.«

Julia Jacob, Head of Project, Security Essen

The Digital Networking Security Conference will be held again, which will illuminate the topic of “networked security” in all its facets. Training and Further Education Day, organised jointly with the German Security Industry Association (BDSW), is intended to support the industry in promoting young talent and recruiting skilled workers. In the Drone Zone, exhibitors will highlight the added value of drones for the security industry. The German-Dutch Forum offers an opportunity for bilateral exchange. And because the leading trade fair for civil security marks its 50th anniversary next year, it will be celebrated in a special manner. A party tent on the trade fair grounds and top acts from the pop circuit will spread an Oktoberfest atmosphere.

www.security-essen.de



A + FOR THE HEATING REVOLUTION


The future of heating is increasingly electric, and North Rhine-Westphalia's major industry get-together has reacted to this. From now on, it will operate under the name SHK+E ESSEN. The trade fair is also setting accents for even more efficiency in the sanitation sector and in terms of its opening hours.

■ The dispute about the Building Energy Act (GEG) has left its mark. "Uncertainty" is the most frequent term one hears in the specialist trade and the heating sector when it comes to describing end customers' current mindset. Not even the targeted record figures are creating a positive mood. After all, projected sales of well over one million heating units by member companies of the German Heating Industry Association (BDH) by the end of 2023 are also due to anticipatory effects, particularly when it comes to gas-powered systems.


Still, the future of heating is increasingly electric. And North Rhine-Westphalia's major trade fair is responding decisively. When SHK ESSEN next opens its doors from 19 to 22 March 2024, the concept will remain fundamentally open to all technologies. However, the energy sector of electrical energy and heating systems will take centre stage. Its significance is so pronounced that the long-standing industry gathering will now be known as SHK+E ESSEN. "With this thematic expansion, we will be seen as pioneer – both in the trade fair world and in the industry," remarked Torben Brinkmann, Head of Project, SHK+E ESSEN. In terms of technology,



The heat pump plays a key role in modern heating systems.



Guided tours revolving around easy assembly will be new at the SHK+E ESSEN.



this is only logical. For as is well known, heating with electrical power does not mean switching to a heat pump alone, even if it has a key role to play. But behind the heat pump is an entire system, including photovoltaic systems, inverters, energy management systems, battery storage solutions and wall boxes. All of this is encapsulated by the “E” in this major Essen trade fair.

“A good, systematic step”

The feedback from key partners has been unreservedly positive. Hans-Peter Sproten, General Manager of the NRW Trade Association until January 2024, explains: “Electricity-powered and sustainable heating and energy systems are becoming increasingly important for both new installations and when it comes to renovating existing buildings. We would like to reflect this development even more strongly at SHK+E ESSEN in the future.” BDH also welcomes the new orientation: “This is a good, systematic step. With the expansion of its range, SHK+E ESSEN is underlining its status as a forward-looking industry meeting place for renewable energies, sustainability and the security of supply in the heating market,” said Andreas Lücke, Senior Expert at the Federal Association of the German Heating Industry and Chairman of the Advisory Board of SHK+E ESSEN.

The new area is sure to attract the interest of professional visitors. At the last edition of the fair, more than half of the visitors were interested in what was then the special forum “Perspectives

on Electricity, Photovoltaics and Self-sufficient Heating”. In 2024, the E segment will be located together with the heating segment in Hall 3.

More speed for bathroom installations

However, the expansion of the range of products and services is not the only innovation awaiting industry professionals from western Germany and neighbouring regions in March. The sanitation and the heating section will showcase installation technology. “It’s all about everything that makes installation quick, safe and easy,” explains Torben Brinkmann. This includes fittings, piping components, tools and techniques for fastening and sealing. In order to present these to visitors in an efficient and time-optimised manner, there will be special tours, a visitor’s guide and lectures. The strong exhibitor response confirms the fair team’s efforts. This is reaffirmed by the news that Hüppe and Wavin are returning to the fair’s sanitation area following a break.

Time efficiency is also the key phrase when it comes to the SHK+E ESSEN opening hours: from Tuesday to Thursday, the fair will be open from 9 a.m. to 5 p.m. On Friday, the official fair programme ends at 3 p.m., although Brinkmann stresses that “exhibitors can also organise a get-together afterwards, for example, without any additional costs.” There will be no shortage of subjects to discuss.

ENGINEERING THE MOBILITY TRANSITION

In Calgary it could be gruelling; in her new home in Wuppertal it is often exhausting. And yet, Heather Kaths firmly believes in cycling as a viable mode of transport in urban spaces. As North Rhine-Westphalia's first female professor of bicycle traffic, the Canadian is conducting research on the subject.



»It's about a completely different approach to transport planning.«

Dr Heather Kaths, Chair of Bicycle Traffic at the University of Wuppertal

■ Heather Kaths has painful memories of her first attempt to use a bicycle for urban transport. A good 15 years ago, she ventured out onto one of the huge roads in her home city of Calgary – “where I promptly skidded on gravel,” Kaths recalls. “A passing pick-up truck pulled over. But instead of enquiring about my well-being, the driver just said that it served me right.” Nonetheless, this did not diminish her passion for bicycles. She even turned that passion into a profession. Since 2021, the 37-year-old has been the Chair of Bicycle Traffic at the University of Wuppertal – making her North Rhine-Westphalia's first female cycling professor.

The Federal Ministry for Digital and Transport is funding a total of seven such professorships until the end of 2026, and the federal state of North Rhine-Westphalia recently announced that it will also establish a second professorship from state funds. One of the declared aims of these professorships is to train the transport planners of the future.

The demand is great – Kaths finds job openings in her e-mail inbox every week. She wants to impart a

highly interdisciplinary approach to her students, one that diverges significantly from the car-centric urban planning traditionally practised in cities. “It’s a completely different approach to simply getting from A to B as quickly as possible. It’s all about shorter journeys and more appealing spaces. It has a lot to do with the psychology of perception and with questions of physical and mental health, but also with mechanical engineering.”

Using a simulator for new models

Kaths is a self-confessed data fan. For her doctoral thesis at the Technical University of Munich, she designed cycling models using counting stations and video cameras at traffic junctions. How do cyclists break the rules? Is it problematic when cyclists engage in unexpected behaviour? And how should streetscapes be designed to minimise critical interactions? These were the topics that the thesis explored, which won the Feuchtinger Wegner Commemorative Medal, the highest transport award in the German-speaking world.

In Wuppertal, she and her team are building on this research by setting up a simulator that allows one to experience riding a real bike in a virtual environment. She has also conducted research on bicycle assistance systems, which can provide cyclists with information on the optimal speed to catch a “green wave”, for example. However, Kaths believes that future systems should not depend on the full digital networking of cycling. “The beauty of cycling lies in its entirely analogue nature.”

Learning in the promised land

Kaths and her students don’t have to travel far to see what this looks like in practice. It’s only about 100 kilometres to the promised land of cycling, the Netherlands. In order to learn even more from the best, she is keen to set up an international master’s degree programme, which she is currently designing in cooperation with the universities of Amsterdam and Lund (Sweden). Research has already progressed further. This October, on Kath’s initiative, the annual meeting of the Cycling Research Board (CRBAM) was held in Wuppertal for the first time – and not in one of Europe’s leading cycling centres.

Yes, there are developments in the world of cycling, even in Kaths’ hometown, which is strongly influenced by the oil industry – even if she considers travel bloggers’ claims that cycling in Calgary is now “amazing” to be exaggerated. The situation is similar in Wuppertal. On the one hand, there are a range of best-practice examples here, such as the 22-kilometre-long Nordbahntrasse, created on two disused railway lines and winner of the German Cycling Award in 2015. On the other hand, Kaths has come to understand that the tongue-in-cheek moniker “San Francisco of the Bergisches Land” is rooted in reality. If she wants to take her two children to the nursery, she either has to opt for a long detour or trudge along roads “that you’ll only find in Wuppertal: narrow, steep and full of cars”.

However, Heather Kaths doesn’t have anything against cars in principle. They’re “a great mobility tool”, but the cities of the future should be designed in such a way that you hardly need them. This relationship is also reflected in her family’s home. The garage is full of bicycles – but their car is parked outside.

www.radverkehr.uni-wuppertal.de



FAHRRAD ESSEN IN TWO HALLS

“The bicycle market is returning to a state of normalcy,” says Gunter Arndt, Head of Project, Fahrrad Essen, a good three months before the start of one of the largest bicycle trade fairs in North Rhine-Westphalia. From 29 February to 3 March 2024, Fahrrad Essen will once again cover two exhibition halls, divided into the Trend Arena, where manufacturers present their innovations, and the Retail Area. Here, visitors can take test rides on a 3,000-square-metre track before making their final purchasing decision. The exhibition will be accompanied by a congress organised by the Association for Pedestrian and Bicycle-friendly Cities, Townships and Districts in North Rhine-Westphalia (AGFS NRW) on the first day of the fair.

www.fahrrad-essen.de

NO LIMITS ON THE ROAD

Vanlife is trendier than ever, especially among younger target groups. This is also reflected at Reise + Camping.



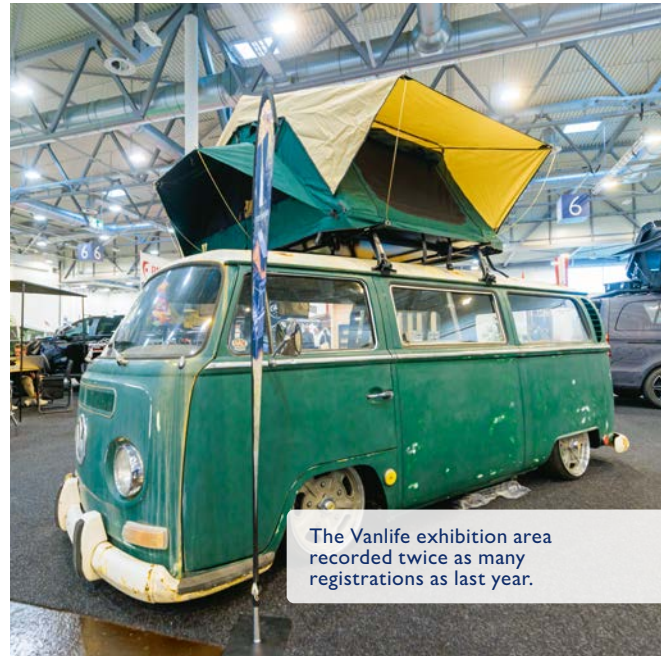
■ Sleeping berths for up to four people. A 65-inch TV in the living area and an ice cube compartment in the fridge: Daniel Dobsza's domicile is impressive, right down to the smallest of details. But this is not a holiday home, and actually, not a motorhome either – at least not in the classical sense. Because in its first life, Dobsza's vehicle was a public bus. The event technician spent 13 months converting it himself. It will be on display from 28 February to 3 March 2024 at Reise + Camping in Messe Essen.

Dobsza's unique 12-metre-long, 14.3-tonne vehicle will certainly be an eye-catcher in the Vanlife exhibition area. Because taking a longer break in a motorhome – or even spending (half) one's life there is a trend that continues to fascinate young people, in particular. There were nearly 15 million posts with the hashtag #vanlife on Instagram in autumn 2023. This is also reflected in the registration figures for Reise + Camping. "We are counting twice as many registrations in this area than last year," notes Project Manager Gunter Arndt.

In addition to vehicles, Reise + Camping presents many accessories for life on the road in a space covering 1,800 square metres such as kitchenettes and pull-out beds, which are particularly functional for small areas. Because the current trend is also fuelled by the fact that vanlife can be quite an inexpensive pleasure. If you are handy, you can live your dream with the decommissioned van of your neighbourhood handyman. Inspiration for this is provided in the Vanlife Lounge, where exciting lectures by Roman Zuk, Managing Director of the Munich start-up "Schneckenhouse", await visitors.

300-metre-long "Technology Avenue"

The motorhome and camping market is traditionally well represented at Reise + Camping. Following the long boom years and a special boost during the coronavirus pandemic, it struggled under supply problems and higher interest rates – but in the meantime,, vehicle registration figures are rising once again. Arndt is confident that the situation will further improve by the time the next



Reise + Camping event kicks off. The major holiday fair in North Rhine-Westphalia is a nostalgic nod to pre-pandemic times, while also setting new accents.

In Hall 3, for example, there will be a 300-metre-long "Technology Avenue", where industry leaders present everything designed to make a camper's heart beat faster, from refrigerators to air conditioners to solar modules. In the travel area, the special sections "Adventure Cruises" and "Scandinavian World" will be among the many crowd-pullers. A visit to Fahrrad Essen, which is being held at the same time, is also worthwhile (page 21).

www.reise-camping.de



Here, Daniel Dobsza guides you through his "holiday liner", a converted public bus. The unique vehicle will be on show at Messe Essen from 28 February to 3 March 2024.



Around 80 managers from the trade fair branch were guests in Essen.

RETHINKING THE TRADE FAIR

The new international trade fair seminar concept of the Association of German Trade Fair and Exhibition Cities (IDFA) celebrated its premiere at Messe Essen. Alongside networking, three key industry topics were on the agenda for the decision makers that were present.

■ For the first international trade fair seminar after the coronavirus pandemic, members of IDFA, which brings together, among other things, nine associations of major German trade fair cities, had further developed the concept of the event. While networking was the main focus previously, this time it was complemented by a substantial offering of additional content. From 17 to 19 September, three specific topics were on the agenda: recruiting skilled workers, IT security and the future of B2C trade fairs.

“For the excellent content preparation of the three seminar topics, my express thanks go out to Hamburg Messe + Congress, Leipziger Messe and Messe Stuttgart, the topic sponsors. The response to

the new concept was outstanding,” explained Oliver P. Kuhrt, Executive Chairman of IDFA and CEO of Messe Essen.

In focus: “Gen Z”

Inspired by keynote speeches from experts, the 80 or so executives who gathered worked intensively in individual seminar groups on solutions concerning the respective issues. A joint wrap-up session at the end of the seminar day ensured that participants could benefit from all the groups’ work results.

For Hamburg Messe + Congress, which introduced the first topic on the shortage of skilled workers,



After the workshops concluded, the seminar ended with a joint evening at Jagdhaus Schellenberg.

Head of Human Resources Kirsten Harms led the seminar. Under the title “Trade fair companies: great unknowns in the labour market?”, the group exchanged strategies for successfully addressing and retaining talent. To this end, exemplary practices were showcased, accompanied by the exchange of experiences and diverse approaches to solutions. One focus of the seminar centred around discovering young talent and developing employer branding strategies tailored to Gen Z. Markus Mehrheim, the founder of Hooman Employer Marketing, shared insights from his consulting experience and outlined the specific phases of crafting an employer brand with a distinct identity.

Together with the Institute for Event Research at Chemnitz University of Technology, Leipziger Messe dedicated the second seminar topic to B2C trade fairs. Dr Cornelia Zanger, the institute’s director, posed the question “Quo vadis, public trade fair?” and offered perspectives on the future outlook of this event format, positioned amidst cultural importance and periods of crisis. Following an overview of the latest research results, the group delved into specific points in a “world café” style format, with a particular emphasis on Gen Z. Sandro Gärtner, Head of Digital Communication at Leipziger Messe, discussed the prerequisites for engaging with this youthful demographic.

Cyberattacks – also an issue for trade fairs

The third seminar topic, chosen by Messe Stuttgart, revolved around the critical subject of IT security, a choice made for valid reasons, considering the direct impact it had on the organisation. Under the motto “What the hack?”, Dennis Stamm, CIO and Director Digital Services & IT, reported on the lessons Messe Stuttgart was able to learn from the 2019 hacker attack. Inna Claus, Chief Criminal Commissioner at the North Rhine-Westphalia State Criminal Police, raised awareness among participants on the topic of prevention. Florian Oelmaier’s subsequent talk was linked directly to this. The authorised representative of Corporate Trust, Business Risk & Crisis Management GmbH introduced participants to the darknet and the world of hacker groups.

Since a hacker attack can never be completely ruled out despite precautionary measures, the seminar also addressed the topic of cyber insurance. Thomas Droberg, Head of Cyber Insurance at the industrial insurer Marsh Deutschland, explained what to look out for when signing a suitable contract. And networking? This wasn’t neglected either during an evening together at the Jagdhaus Schellenberg restaurant.



»CELEBRATING YOU«

The Essen Motor Show is introducing fresh perspectives in marketing. For the first time, the campaign motif comes from the tuning community – and is also unusual in other respects.

■ Pascal Klein has become popular in the tuning scene with a unique project. Last year, nearly 10,000 subscribers followed on YouTube as the 33-year-old from Saarbrücken gave a Ferrari F430 a second life. The sports car had been totalled in an accident and was in boxes when Klein bought it. In the coming months, many more automobile fans will be given the chance to see the designer object, because as part of Europe's largest performance festival – which takes place at the beginning of December at Messe Essen – Klein's Ferrari was selected as the motif for the 2024 campaign.

Proximity to the audience as a trademark

This is a new development in the 40-plus-year history of the Essen Motor Show. For the first time ever, it was not an exhibitor vehicle that was given the coveted spot in the advertising campaign, but one from the community. "This is a message to the fans," explains Ralf Sawatzki, Head of Project, Essen Motor Show. "You may be able to present your car at other events as well – but here at the Essen Motor Show, we are celebrating you and even making your vehicle our key visual."

Full of anticipation: Vivien Haar and Ralf Sawatzki from the Essen Motor Show project team with Alexander Wege (crossover communication) and the 2024 campaign motif (from left).



This is a logical step, because hardly any other event emphasises proximity to the audience and celebrates the experiential character of a festival as much as the Essen Motor Show. This year, for the eleventh time, the event won Tuning and VW Speed magazines' THEO Award as the best event in the tuning and accessories industry, the EMS Facebook channel has over 245,000 followers, and the tuningXperience, in which 150 selected individuals will be given the chance to exhibit their cars during the ten-day exhibition, has been a visitor magnet for years.

Pastel colours and heart-shaped rims

Pascal Klein's Ferrari will also be on display, guaranteed to leave a lasting impression on all who see it. It wasn't just the rebuild project that was unusual – the design is, too. Pastel shades and heart-shaped rims are not necessarily part of the classic tuning catalogue, but this is precisely why Sawatzki and his team were enamoured of this "bold

move". "This car conveys exactly the kind of diversity that the Essen Motor Show stands for." "You don't have to please everyone," says Alexander Wege, Managing Director at crossover communication, which embraced the creative challenge of crafting an eye-catching motif with subtle, delicate shades. One thing is certain, it perfectly embodies the slogan "Time to shine".

www.essen-motorshow.de



Online all year round:
The Essen Motor Show Facebook channel has over 245,000 followers.

A strong team: 18 employees in the new Guest Events department take care of all trade fairs, congresses and events that are not Messe Essen's own events. Their number is growing continually.



»NO MATTER WHAT
YOU HAVE IN MIND –
WE'RE YOUR PARTNER«

The Guest Events and Congress Center Essen departments are now working together as one team. This suits a changing market – and offers customers even more solution expertise, explains Department Head Christina Grewe.

ESSEN AFFAIRS: Ms Grewe, until now, two separate departments handled guest events and congresses. A joint department was created on 1 December 2022. What is the reason for this?

CHRISTINA GREWE: The market is changing and we are seeing increasing convergence of event formats such as trade fairs, congresses and corporate events. So it made sense that we should no longer differentiate between event types internally, but rather organise ourselves in such a way that we can say to our customers: “No matter what you have in mind – we’re your partner.”

develops comprehensive expertise, and the projects benefit from thinking outside the box. This also offers the advantage of making the best-possible use of resources and assigning projects regardless of format.

This all sounds logical in theory, but in practice the formats differ considerably, don’t they?

The formats do differ, but the required processes are nearly identical. Only the scope per project is different. On average, we organise around 200 events annually, from meetings to global trade fairs such as SPIEL or Equitana. For such large events, we act as project leads and the specialist departments at Messe Essen work with us. For smaller events, we do it ourselves – which saves internal resources. We have acquired the necessary expertise over time and pass it on to our new colleagues through rigorous on-the-job training.



Christina Grewe
Head of Guest Events

Does this mean that customers no longer have a designated contact?

We are convinced that a designated person is needed as a contact. We feel responsible for the success of the project and are happy to work together as equals. Our customers see us as a sparring partner, and we develop many solutions together. For us, working together also means working as a team internally. For example, the Guest Events and Congress Center Essen departments used to be physically separate – today we are based in one office. This is the definition of “short paths” in practice. It enables us to speed up coordination processes, simplifying internal communication between several project stakeholders. Since the merger of the two departments, those who previously only managed trade fair congresses and exhibitor bookings have also gained in-depth insights into trade fair organisation and vice versa. My team members train each other so that each individual

And how have the customers reacted?

Overwhelmingly positively. They appreciate the interaction with the project teams and are pleased to have just one point of contact for their concerns. We have also put our internal processes to the test as part of the reorganisation. Together with the specialist departments and external service providers, we have already been able to streamline some processes. Our customers benefit from the time savings. They receive faster feedback, enabling more efficient project management.

THE ENERGY OF THE STREET

For more than a decade, urbanatix has stood for a crossover event that is in a class of its own. It combines street art from the Ruhr region with world-class artistry in a unique multimedia show – and also promotes talent from the region, both on and off the stage. Between Christmas and New Year, the ensemble and its new programme will headline at the Grugahalle for the very first time.



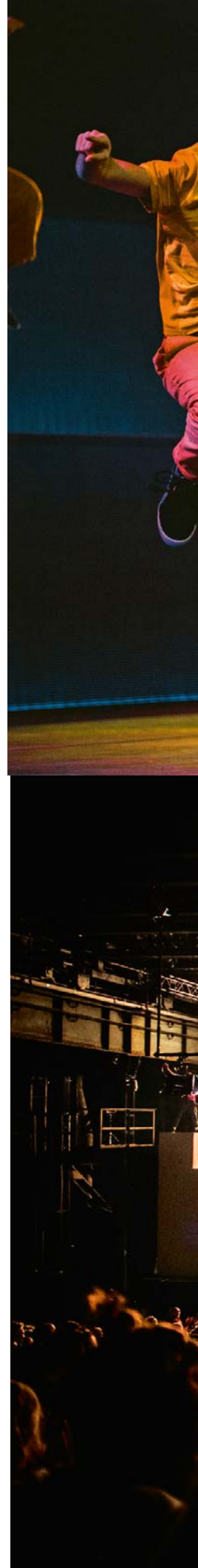
■ Similar to other metropolises, a subcultural youth scene has also established itself in the Ruhr region – an ideal nucleus for urban arts of all kinds. Because music and video art had also been bubbling up in the “Pott” since the turn of the millennium and the Capital of Culture year 2010 was just around the corner, Christian Eggert, owner of the DACAPO cultural agency, devised a plan for a new format. It was conceived to give the region’s talented motion artists a stage and also the opportunity to learn from internationally renowned choreographers and dancers. The result is urbanatix – and it has become a real crowd-puller. The twelfth edition now brings the ensemble to the Grugahalle for the first time ever with a new programme – an Xmas edition with a total of eleven shows between 25 and 31 December.

Around 30 up-and-coming street artists from the region aged between 20 and 30, as well as 15 international stars, including the Canadian artist Hugo Noel, will bring the energy of the Ruhr metropolis to the Grugahalle stage. “Borderless” is the motto: Dance, parkour, freerunning, tricking and biking are all combined with energising beats and video performances to create an experience that ignites all the senses.

Youth and integration work in action

Before the three-year coronavirus break, the ensemble regularly guest-starred at other events both in and outside the Ruhr region. But also beyond the stage, urbanatix – an artificial word composed of the terms “urban” and “artistry” – stands for youth culture, community and zest for life. An integral part of the concept is the OPENSOURCE training facility in Bochum. This 1,200-square-metre hall gives young people the space to try things out creatively and develop artistically.

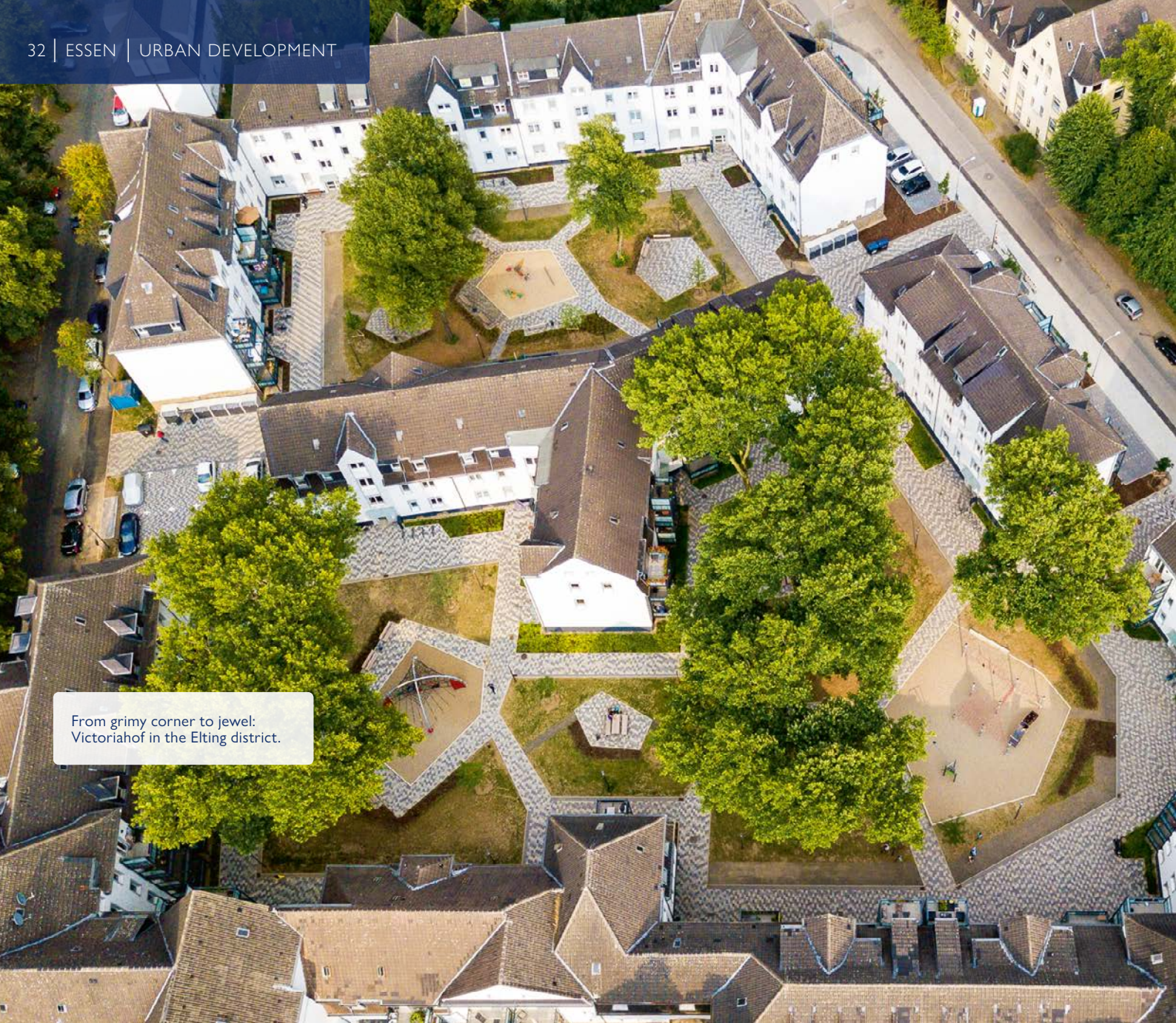
At the same time, OPENSOURCE serves as a school of life, as origin, social status, age and ability are all of no importance. Everyone can learn from everyone else. On average, 300 children and teenagers train here every month. In 2017, urbanatix and OPENSOURCE were awarded the European Culture Prize, the N.I.C.E. Award, for its nationwide-unique combination of show with active integration and cultural work.





For more than a decade, the urbanatix ensemble has been delighting audiences far beyond the Ruhr region. From 25 to 31 December 2023, urbanatix can be experienced in Essen with a new programme. Eleven shows are planned for the Grugahalle.





From grimy corner to jewel:
Victoriahof in the Elting district.

IN GRAND STYLE

For a long time, the Elting district was an exotic place, even for locals – until the real estate company Vonovia started an unusual development project. With the RWE Campus, northern Essen has now taken the next development step. A stroll through the city.

■ Faissal Moussa is sitting on the bench in front of a block of flats. But looks can be deceptive. Even since autumn arrived, the 60-year-old has been busy nearly every day here, tending the flowerbeds he planted on Zwingliplatz in Essen's Elting district. He recently planted an olive tree. And when he's not tending to it, he smokes and has a chat with passers-by. There was already a neighbourhood meeting place here before, with seating and a bookcase. Moussa has now turned it into an "oasis of well-



what they want. “We have learned that it is not only the flat or the building that gives people a home. We also have to look outside the front door.”

Workers’ housing with style

The Elting district has lived through a history of rise and fall typical of the Ruhr region. It all began at the end of the 19th century when developer Hermann Elting had residential buildings constructed north of the city centre for the workers of the Victoria Mathias coal mine in the immediate vicinity. Coal and steel had made Essen an economic metropolis. Up to 3,000 people worked in the coal mine, and Krupp was already the largest industrial enterprise in Europe at that time.

There was an urgent need for housing for miners, but this did not mean that the architecture was kept plain. On the contrary, some of the residential ensembles built in the style of the Wilhelminian period, with their rich ornamentation inspired by the Renaissance style, can still be admired today. They were rebuilt after being destroyed in World War II and later listed as historical monuments. Another accent is set by the large apartment blocks with no less spacious inner courtyards. Workers’ housing with style. ➔

being”, as he himself says – just like that, on a voluntary basis and driven only by the desire to make his neighbourhood more liveable. Stories like this one are exactly what propelling northern Essen towards becoming a showcase neighbourhood rather than a troubled district.

“What could be better for us than people like Mr Moussa?” asks Ralf Feuersenger, Regional Manager of the residential construction company Vonovia, which owns just over 1,100 flats and thus a good quarter of the neighbourhood. A little more than 30 million euros have been invested by Vonovia in modernising its flats so far, but the investment in time has perhaps been even more important: time to talk to the people in the neighbourhood about



Faissal Moussa tends to his “oasis of well-being” almost daily.

→ In 1959, the coal mine was still producing nearly 840,000 tonnes of coal. Shortly thereafter, it was closed down and the Elting district was caught in a downward spiral of de-industrialisation. Vacancy, decay and vandalism were the result, along with a disintegrating social fabric and lots of fluctuation. Despite its prominent location between the city and the university, the neighbourhood became an almost exotic place. As recently as 2014, even the Essen-based *Westdeutsche Allgemeine Zeitung* spoke of an “unknown beauty”.



This changed the following year. Vonovia launched an extensive modernisation project. Three large blocks owned by the company were renovated to make them more energy-efficient, almost every flat was given a balcony and green areas were laid out. Above all, a focus was placed on dialogue. Whether it's the question of a district day-care centre, parking options or the new mobility service of the start-up NEARBYK, which is owned by Vonovia and offers e-bikes and corresponding services before all major decisions, there are surveys, workshops or other participation formats.

In addition, a strong emphasis has been placed on art and culture. On central Eltingplatz there is now a pop-up gallery that is free of charge for artists, and a beautiful Wilhelminian building has been made available – also free of charge – as a studio and residence for two artists who are temporary guests of the Folkwang Museum, under the auspices of the “New Folkwang Residence Programme”. And behind Faissal Moussa's oasis of well-being is a sculpture by the artist Axel Loytved, whose form was created out of found objects and household rubbish from the neighbourhood.

Speaking of rubbish, it remains a challenge. One strategy is the “Pocket Money Project”, in which Vonovia pays young people to clean up the neighbourhood under the guidance of a street worker. Sabrina Schrang, who has just passed by Mr Moussa, even takes care of tidiness on a full-time basis as the neighbourhood manager of the Caritas-SkF-Essen gGmbH. She is proud of the participatory culture that has developed in recent years: “There is a good deal of cohesion. This year, for example, a festival of lights was held for the ninth time, and a former drug dealing spot was transformed into a square for youth culture.



Art and culture are particularly important in the development process.





And there is something else that distinguishes the Elting district from many other real estate developments. The neighbourhood is clearly not gentrified. Some 40 different languages are still represented in the neighbourhood's primary school, and many people are poor. But despite the modernisation, no one has had to move out, assures Ralf Feuersenger. An agreement was reached with the city to make the gross rent including heating costs the yardstick for municipal rent subsidies. And because supplying district heating is drastically cheaper than the old night storage heaters, any increases in the basic rent can be absorbed. "It's important to us to maintain diversity" – even if the area as a whole is gaining considerably in radiant power.

And this brings us to the second big player that has massively changed the face of Essen's north. On the other side of Altenessener Straße, where Vonovia's regional office is located, lies the RWE Campus, the international headquarters of the energy company. This is a huge complex including fitness centre, supermarket and day-care centre that offers just as many places for neighbourhood families as for RWE employees. "I am delighted that RWE is providing sustained support for this urban development

process around Nordstadt," stressed Essen Mayor Thomas Kufen at the inauguration of the campus.



»We have learned that it is not only the flat or the building that gives people a home.«

Ralf Feuersenger, Regional Manager Vonovia AG

A return to the origins

To be more precise, the company's relocation is a return. For this, the site of the former coal mine, is also the nucleus of Rheinisch-Westfälisches Elektrizitätswerk (Rhenish-Westphalian Power Plant), or RWE for short. It was here that the company was founded as a local public utility on the initiative of Hugo Stinnes, whose family once owned the coal mine, on 25 April 1898.

GHOTEL HOTEL & LIVING ESSEN

Hachestraße 63 | 45127 Essen
Fon +49 201 17002-0 | essen@ghotel.de

“Perfect for business travellers”: This praise from a Google reviewer has been confirmed by many guests since the GHOTEL opened in the spring of 2017. The three-star superior hotel in Essen’s Westviertel district offers 174 rooms. Each room has a shower-bath with hairdryer, safe, air conditioning, soundproof windows, telephone and flat-screen TV with digital reception and free Sky channels.

Services range from the breakfast buffet (from 6.30 a.m.) on to a bar open around the clock, and guests’ mobility preferences can also be accommodated: 57 hotel-owned parking spaces are available to guests, the main railway station is only 500 metres away and you can even rent folding bicycles at the reception desk. Speaking of which: the GHOTEL has been awarded the GreenSign Level 4 sustainability certificate.

www.ghotel.de/hotels/essen



YGGOTEL SOLSORT

**YOUR
PATH TO
MESSE ESSEN**



4 MIN.



11 MIN.

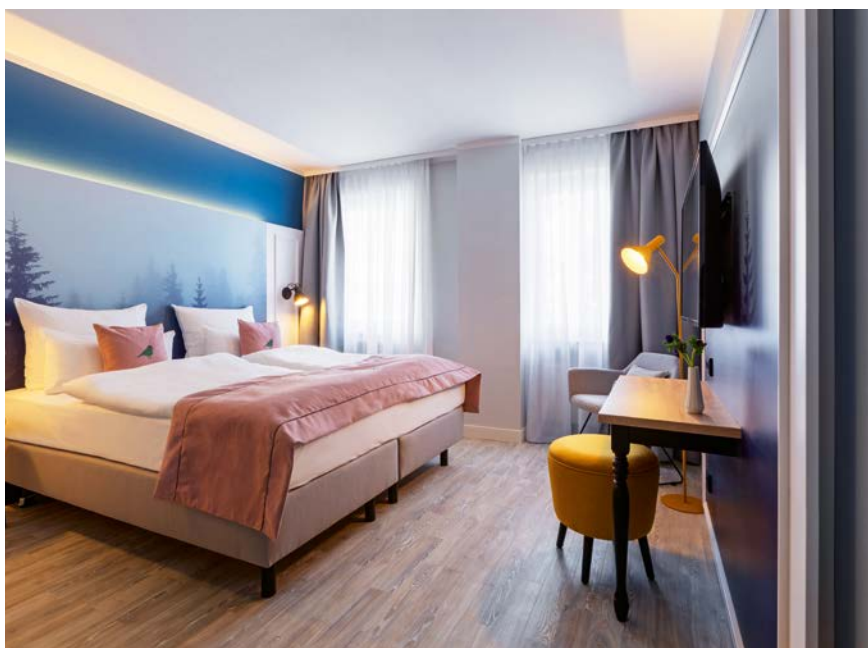
Rüttenscheider Straße 149 | 45130 Essen
Fon: +49 201 7226-0 | solsort@yggotel.com

The facade and distinctive lettering of the historic Arosa Hotel, where the Rolling Stones spent the night after their performances in the Grugahalle, have been deliberately preserved. Since reopening as the Yggotel Solsort in the spring of 2023, the interior has been dominated by Scandinavian design and lots of wood, and the wall paint is free of any harmful substances, assures Novum Hospitality. Hence the unusual hotel name, composed of the Danish term “hygge”, the universal phrase for cosiness, “eco” and “hotel”. And because each Yggotel is also named after a bird, in Essen it is called “Solsort”, which translates as “blackbird” – a bird as black as the coal that once made the Ruhr area so important.

Breakfast can be booked, and for dinner the hotel management highly recommends the lavish gastronomic offerings on Rüttenscheider Straße. The hotel has 88 rooms, and one in particular stands out: With furniture from the 1970s, photos of the Stones and the famous band logo, it evokes the VIPs of yesteryear.

www.yggotel.com/hotel-essen-yggotel-solsort

Fotos: PR



ESSEN IN 24 HOURS

Coal mines and football: Two Ruhr classics are on our list of recommendations this time around. Plus, a new film festival.



10 A.M. MYTH AND MODERNITY. FOOTBALL IN THE RUHR AREA

"The heart of football beats in the Ruhr," Franz Beckenbauer once said, and who would want to contradict the emperor? In the run-up to the European Football Championship in Germany, the German Football Museum and the Ruhr Museum are jointly presenting the first special photographic exhibition on football in the Ruhr region on the spectacular bunker level of the Zollverein Coal Mine Industrial Complex's coal washing plant. Until 4 February 2024, the exhibition will present more than 450 photos from the past and present, some of them classic, others unpublished. In a side gallery, highlights from the German Football Museum's permanent exhibition are on display, including the original jersey worn by Essen legend Helmut Rahn in the 1954 World Cup final.

www.ruhrmuseum.de

12 NOON ZOLLVEREIN TRAIL

From the Zollverein Coal Mine Industrial Complex UNESCO World Heritage Site, the day continues on the city's newest hiking trail. First off, you'll get a glimpse of the 100-hectare Zollverein site before the tour takes you right across northern Essen past what was once the very busy Rhine-Herne Canal. Nowhere else in Essen can you experience the region's structural transformation in such close harmony with nature. Literal highlights include the walkable mine tips, which are up to 50 metres high and decorated with imposing works of art, while also providing sweeping views of the area. For those who find 26.4 kilometres too strenuous in one go, the Zollverein Trail can also be hiked in several stages.

www.visitessen.de



7 P.M. SNOWDANCE FILM FESTIVAL

For nine years, the independent Snowdance film festival has been held in the town of Landsberg am Lech – and was so successful that a move to the big city was inevitable. The festival has found a new home in Essen and is now running its second local festival here. Some 50 international films will be screened in Essen's art house cinemas from 27 January to 4 February 2024: highly professional, entertaining and characterised by independent productions. Rating: definitely worth seeing!

www.snowdance.net

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)

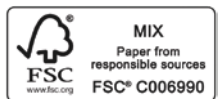
Photo editor: Lothar Kempkes

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

Cover image: Lars Heidrich

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

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



MESSE
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DATES UNTIL JUNE 2024

TRADE FAIRS IN ESSEN

01.–10.12.2023

ESSEN MOTOR SHOW

The HP festival of the year

05.–07.01.2024

BAUMESSE ESSEN

The exhibition for construction, living, renovation and energy saving

06.–07.01.2024

HOCHZEITSMESSE ESSEN

The wedding expo with consulting and sales

09.–11.01.2024

InfraTech*

Trade fair for road construction and civil engineering

23.–26.01.2024

IPM ESSEN*

The world's leading trade fair for horticulture

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E-WORLD ENERGY & WATER*

International trade fair and congress

28.02.–03.03.2024

REISE + CAMPING

International fair for travel & tourism, camping & caravanning

29.02.–03.03.2024

FAHRRAD ESSEN

Trade fair for bicycles, cycling, accessories and bike tourism

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Trade fair for sanitation, heating, air conditioning and electrics

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Altenpflege*

Leading trade fair for the inpatient and outpatient care sector

25.–26.05.2024

PV LIVE!

04.–05.06.2024

Cable Car World*

Trade fair for urban cable cars

14.06.2024 **NEW****geh.digital**

Simply trade digitally

26.–27.06.2024

Hydrogen Tech World*

Conference & expo for hydrogen production technologies

26.–27.06.2024

Green Steel World*

Conference & expo for steel decarbonisation and green steel production

CONGRESS CENTER ESSEN

18.12.2023

Mobility Day 2023

06.–08.03.2024

57th Conference for Water Management

09.03.2024

Essen Symposium

14.–16.03.2024

GPGE Congress

11.–12.04.2024

NRWGU Congress 2024

21.–26.04.2024

Hochtief

Annual general meeting 2024

08.–11.05.2024

95th annual meeting of the German Society of Otorhinolaryngology, Head and Neck Surgery

23.05.2024

Brenntag

Annual general meeting 2024

24.–25.05.2024

Congress for Haematology and Stem Cell Transplantation

24.–25.05.2024

AUTOFIT Congress

18.–19.06.2024

Congress on Geriatric Traumatology

27.–29.06.2024

Ophthalmological Congress – German Retina Society

GRUGAHALLE

02.12.2023

SADRIDDIN

06.12.2023

Kaya Yanar FAMILY CURSE

08.12.2023

Mario Barth Men Are Women, Sometimes but Also Maybe

14.12.2023

Christmas Concert 2023

16.12.2023

257ers – “MasTOURbation 2023”

End-of-year concert

26.–31.12.2023

URBANATIX

Street & Worldartistics

05.01.2024

Music Parade 2024 – Europe's largest tour of military and brass music

13.01.2024

Jan & Henry 2

A New Case for the Meerkats

19.01.2024

Dieter Nuhr

Nuhr on Tour

27.01.2024

DekaBank

03.02.2024

STUZUBI

11.02.2024

Conni – The Circus Musical!

24.02.2024

Martin Rütter

HE JUST WANTS TO PLAY!

25.02.2024

Paul Panzer “APAUULKALYPSE Every Journey Comes to an End”

29.02.2024

6th Job Fair Essen

01.03.2024

Ralf Schmitz “Schmitzfrei”

03.03.2024

Bijon Kattilathu

LIVE. LOVE. LAUGH.

07.03.2024

Luke Mockridge “TRIPPY”

14.03.2024

Bibi & Tina Bewitched Hit Parade

16.03.2024

Torsten Sträter “Switch on the Main Light”

22.03.2024

Bülent Ceylan “Yallah hopp!”

23.03.2024

90s Super Show Ruhr Area

12.04.2024

Steffen Henssler

Quickie – Live Tour 2024



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