

ESSEN AFFAIRS

THE MAGAZINE FROM MESSE ESSEN

MESSE
ESSEN

www.messe-essen.de

01
24

VISIONARY

Eva Kähler-Theuerkauf runs for ZVG President

CHANGEABLE

Security Essen celebrates its 50th anniversary

PROMISING

An island in the Ruhr becomes an event location



DISCOVER NEW WORLDS

WELCOME TO MESSE ESSEN
17-20.09.2024

www.messe-essen.de





Dear readers,

When the first Security Essen was held in 1974, the World Wide Web was still a utopia. Our first website went online 22 years later. These days, attacks from cyberspace pose perhaps the greatest threat of all to companies and state institutions. This example alone shows how the challenges within the security industry have changed. Security Essen has always reflected such changes – and will do so again at its 50th anniversary in September this year. Read more about this in our focus section from page 8.

We would particularly like to draw your attention to two other articles from this issue of ESSEN AFFAIRS. We portray Eva Kähler-Theuerkauf, who, as Chairwoman of the Advisory Board of IPM ESSEN, has made a significant contribution to the success story of the world's leading horticultural trade fair and is now running for the office of President of the German Horticultural Association (page 16). And we visited Ruhr Island at the Spillenburg Weir – a fantastically situated location not far from Messe Essen, which is now being opened up to the public (page 32).

I hope you find our magazine both informative and entertaining to read.

Oliver P. Kuhrt
CEO of Messe Essen GmbH



Dreams in white: European Bridal Week, Europe's largest trade fair for the bridal fashion industry, celebrated its tenth anniversary at Messe Essen in April. More on page 7

CONTENTS

FOCUS

- THEY ENSURE SECURITY** 08
Before Security Essen: Who is making our world safer? And what are the issues affecting the industry?

TRADE FAIR

- A WOMAN FOR A FRESH START** 16
The portrait: Why Eva Kähler-Theuerkauf wants to be President of the German Horticultural Association (ZVG)

- TRANSITION IS THE TOPIC** 19
Late June at Messe Essen: Two events for the decarbonisation of industry

- A WORLD IN EVERY HALL** 20
Essen's most traditional consumer trade fair sets an even stronger focus on special experiences

- »A CERTAIN CULT FACTOR«** 22
Interview: Markus Borchert, Managing Director of "We Love Conventions", before the first German Film & Comic Con in Essen

- »THE CABLE CAR IS THE MISSING LINK«** 24
Establishing Cable Car World internationally as well

- STAGE MAGIC** 25
On the Grugahalle programme: Three highlights from the coming months

- SYMBOL OF DIVERSITY** 26
Messe Essen celebrates an unusual anniversary during Carnival – with a clear message

- ASIA IN VIEW** 28
Messe Essen's foreign events

- »AN EXPRESSION OF APPRECIATION«** 30
Andreas John on the tasks of the Protocol/Supporting Programme department – and the attitude required for this

ESSEN

- SLEEPING BEAUTY FOR EVERYONE** 32
For decades, Ruhr island at Spillenburg Weir was an insider tip for couples seeking a bit of privacy. It is now being converted for public use

- HOTELS** 36
Select Hotel Handelshof and Hotel Bredeney

- NATURE, CULTURE, CUISINE** 38
Tips for a day in Essen

STANDARDS

- EDITORIAL** 03

- NEWS & SERVICE** 06

- IMPRINT** 38

- CALENDAR** 39



»REISE + CAMPING IS ALWAYS A HIGHLIGHT FOR US.
THE DAYS OF THE FAIR GIVE US THE BEST DIRECT CONTACT
WITH OUR TARGET GROUP«

Dieter Albert, President of the German Camping Club

IPM ESSEN HIGH QUALITY

Some 36,000 trade visitors arrived at IPM ESSEN from 23 to 26 January, gathering information and placing orders for new products from 1,403 exhibiting companies representing 43 countries across the exhibition areas of plants, technology, floristry and garden features. The 40th edition of the world's leading trade fair for horticulture was once again characterised above all by the strikingly high quality of the trade visitors. A total of 71% of attendees have purchasing and procurement responsibilities in their company. In 2023, this figure was 66%. Equally remarkable is the fact that 38.5% of guests travelled from abroad – despite massive disruptions caused by a nationwide rail strike. Some 91% of them also plan to visit the next IPM ESSEN. The next edition will be held from 28 to 31 January 2025.

www.ipm-essen.de



The new IPM ESSEN podcast "From the Greenhouse" contains a range of exciting conversations. Have a listen!

85,000

visitors collected information at this year's Reise + Camping and Fahrrad Essen in late February and early March. The weekends were particularly busy, with around 800 exhibitors and destinations spread over eight exhibition halls.

www.fahrrad-essen.de

www.reise-camping.de

HÜTTENTAG IN FOCUS: NEW SUCCESS FACTORS

The steel industry has taken the lead in the climate-friendly transformation of the trade. However, in order for sustainable steel to achieve its breakthrough, the industry will need a reliable supply of green electricity and non-fossil gases such as hydrogen and ammonia, in addition to economic policy tailwinds. Artificial intelligence can help with this. But what's the latest update on ongoing AI projects? On 19 November 2024, this year's HÜTTENTAG (STEELWORKS DAY) will discuss the new success factors for steel in expert presentations and on the podium in the glass foyer of Messe Essen. Afterwards, HÜTTENABEND (STEELWORKS EVENING) offers the opportunity for more in-depth discussions and contacts.

www.huettentag.de



Steel industry get-together: HÜTTENTAG 2024 will take place on 19 November in the glass foyer of Messe Essen.

EUROPEAN BRIDAL WEEK ANNIVERSARY WITH GLAMOUR

The trade fair was held in a celebratory mood – on the one hand, of course, because European Bridal Week celebrated its tenth anniversary this year. But the largest annual event in the bridal fashion industry also set new standards from 13 to 15 April under the event motto “Celebrating Difference”. Some 500 collections of innovative designs were waiting to be discovered by visitors from no less than 54 countries. “This trade fair truly exceeded our expectations,” summarised Event Director, Siegrid Hampsink.



Frank Mertz, Senior Vice President Sales at Messe Essen (left), congratulated Andrew Lookman, Managing Director of the organiser United Fairs with a cake on the ten-year success story of European Bridal Week.

www.europeanbridalweek.com



E-WORLD ENERGY & WATER LOTS OF RECORDS

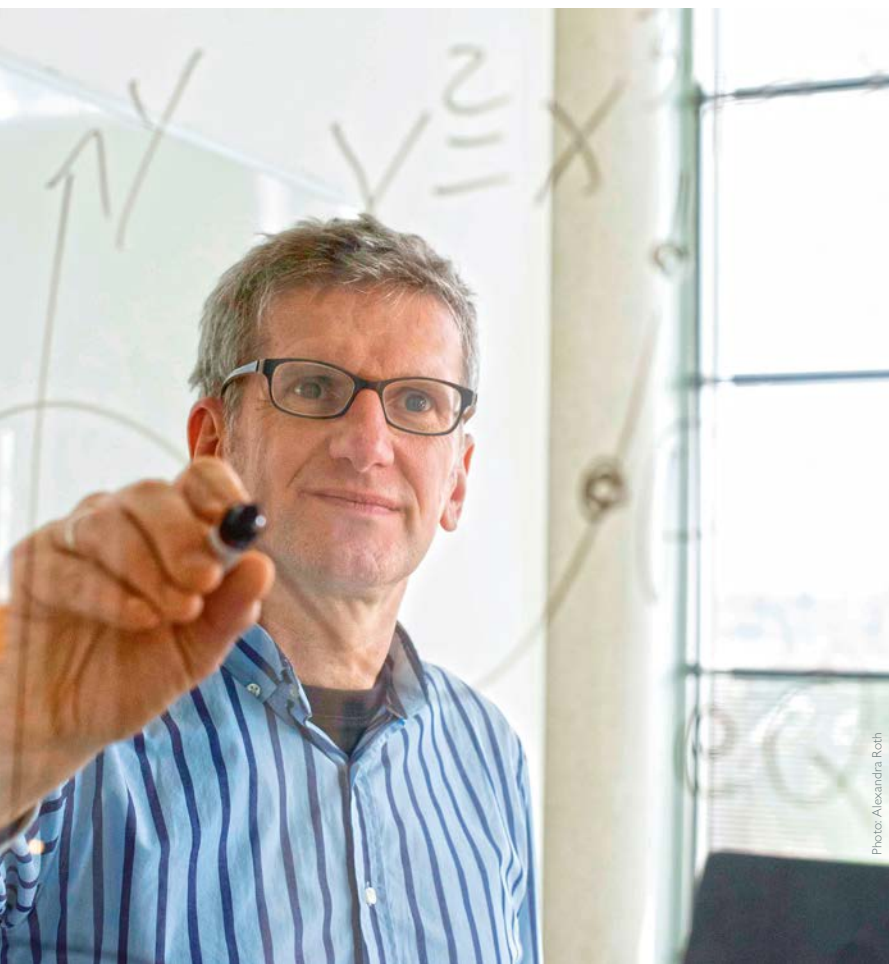
E-world energy & water has set a range of new records: 923 exhibitors from 30 nations presented their solutions for the energy supply of tomorrow at Europe's leading trade fair for the energy industry, at Messe Essen from 20 to 22 February. Together with around 30,000 trade visitors – another new record – they put current energy industry topics in the spotlight. “The exhibition halls were very busy on all three days and were marked by in-depth discussions between international business partners from 72 nations – another new record,” said Stefanie Hamm, Managing Director of E-world. Her Co-Managing Director, Sabina Großkreuz, added, “The strong exhibitor and visitor response shows that it was correct and important for E-world to return to its traditional date in the early part of the year.” Trade visitors particularly praised the extensive presence of the market leaders, the high level of internationality and the comprehensive range of products and services on offer. And by mid-April, 60% of the exhibitors had already booked their stand for the next E-world energy & water, which will be held from 11 to 13 February 2025.

Photo: DVS Media GmbH

www.e-world-essen.com

THEY ENSURE SECURITY

In daily life, online, around the world: On the following pages, we present companies, organisations and personalities who are making our world a little safer. Many of them can be found at this year's Security Essen, the leading trade fair for security.



PROFESSOR AFTER SECOND EDUCATION

■ Do you know where the German centre of IT security is located? In the Ruhr region. In Bochum, to be precise, where the Horst Görtz Institute for IT Security (HGI) at Ruhr University has been offering Germany's largest degree programme on the subject since 2022. HGI formed the nucleus of an ecosystem for security and data protection, which also includes the Casa Cluster of Excellence (Cybersecurity in the Age of Large-Scale Attackers) and numerous start-ups.

Bochum has also been home to the Max Planck Institute for Security and Privacy since 2019. It is headed by the French mathematician Gilles Barthe and the German Christof Paar (pictured), one of the world's leading experts in cryptography. Paar researches how new encryption methods are implemented in hardware and software and works with his team to identify security vulnerabilities. Paar's path to the scientific elite is quite unusual, as he is actually a trained telecommunications technician.

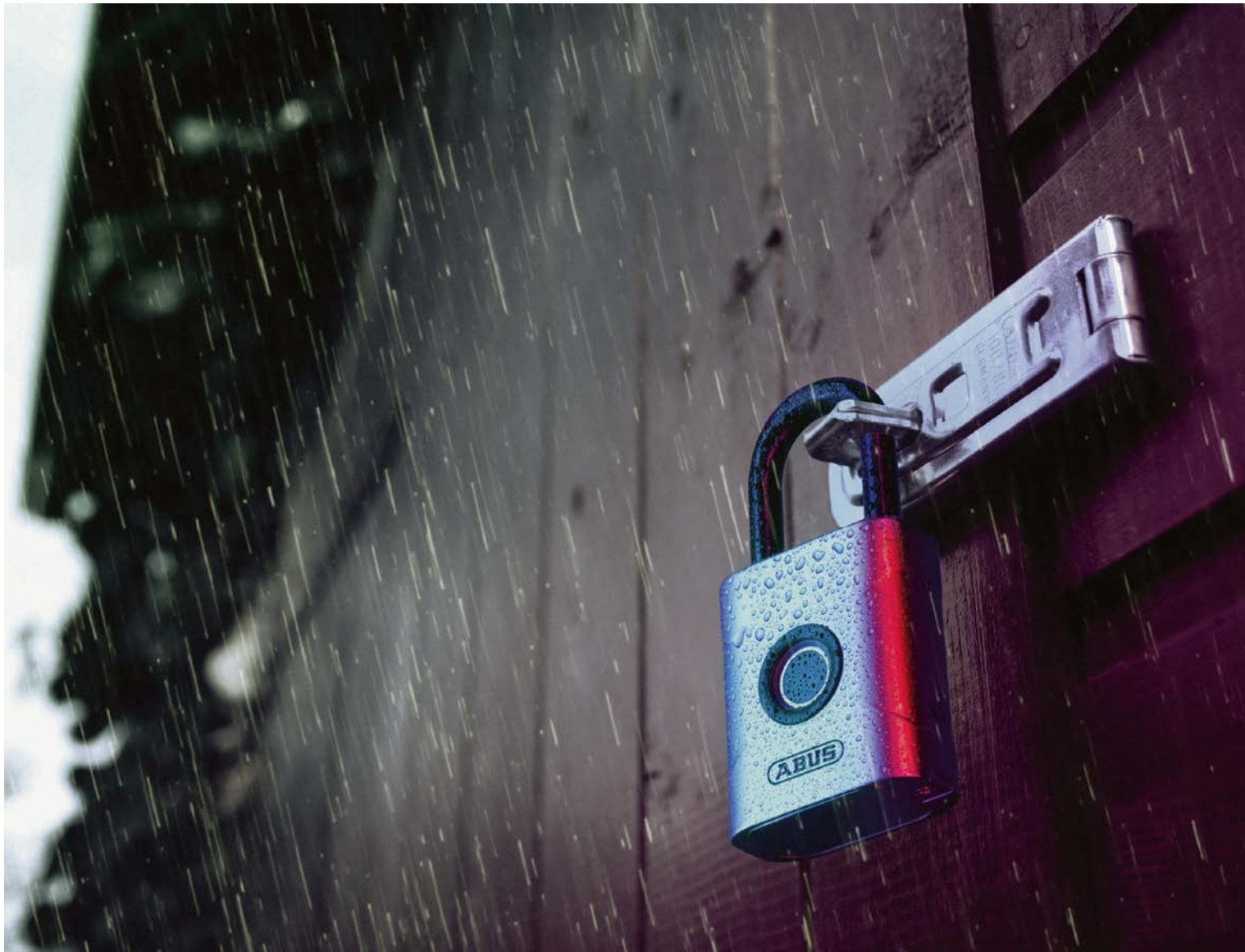
www.mpi-sp.org



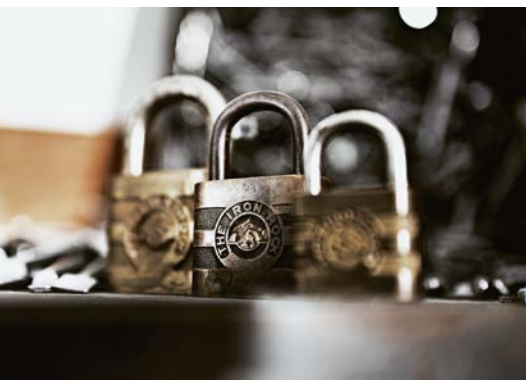
START-UPS ON THE CAPE

■ It may sound adventurous, but the fact that Finn Plotz (seated in the picture), at the tender age of 22, chose Cape Town rather than his hometown of Hamburg as the starting point for his – at the time already second – company foundation was actually coolly calculated. “We asked ourselves where we could address customers’ most pressing needs with minimal barriers to entry – and found South Africa, with its high crime rate, high fragmentation of the highly privatised security industry and low level of regularity, to be an appreciative environment,” explains the founder of SEON.

The start-up began with an alarm button. However, it soon became clear that the real sticking point for more protection was the digital performance of the control centre. This resulted in a software system consisting of three components. In the first step, the SEON software records all alarms. It then filters and prioritises them and finally sends all the information to the nearest intervention unit. Having processed 351 million alarm signals last year, SEON is currently active in five African countries and now hopes to gain customers in the Global North. What made Essen the launching pad for Plotz’s entry into the European market? “I have a habit of always asking industry experts where they source the latest news. And Security Essen was mentioned by all of them.”



Photos: PR



FROM PADLOCK TO SMART SOLUTIONS

■ This entrepreneurial story didn't originate in a garage. It began in a basement forge, where locksmith August Bremicker and his family manufactured padlocks from sheet metal and steel in 1924. Choosing the product name "Iron Rock" was a bold decision, though success took a bit longer to materialise. But it did come, and the ABUS Group has long been an international market leader in several product areas. With some 4,000 employees in over 100 countries, ABUS offers an extensive portfolio of security technology, and as a brand, it stands for a high level of reliability and durability with supreme ease of operation.

"We reflect on our humble beginnings with reverence and appreciation, and we face the future with confidence and a steadfast trust in God," says Christian Bremicker, CEO and co-partner of the company, which is still headquartered in Wetter (Ruhr). ABUS is celebrating its 100th anniversary in June with a major festive event for its national and international employees. In September in Essen, the company will then show how it intends to convey the "good feeling of security" in the present day: with intelligent, digital innovations in the areas of access control, video and alarm technology.





Photos: PR



ON-HAND IN AN EMERGENCY

■ The winter floods in Germany, the earthquake in Turkey and Syria, the war in Ukraine, these are just three of the locations to which the Federal Agency for Technical Relief (THW), the German government's civil protection and disaster relief organisation, was called upon last year. The structure of the federal organisation is probably unique across the world. Only 2% of THW members are employed full-time; the majority of operations are carried out by around 88,000 volunteers organised in almost 670 local chapters.

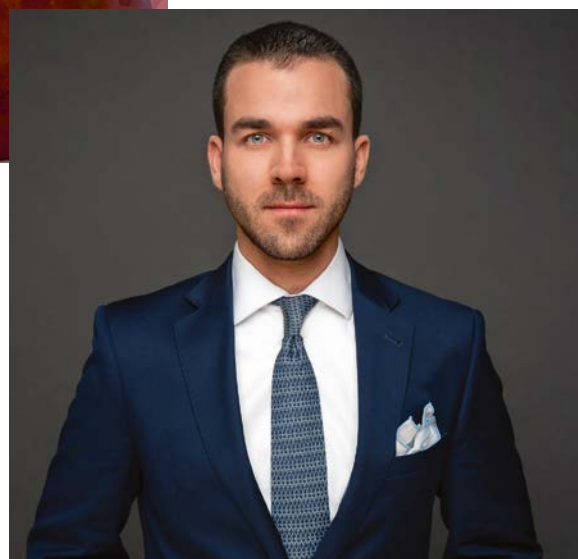
The German government has responded to changing threat situations and framework conditions with a "new start for civil protection" and the first "National Security Strategy". At Security Essen, they are reflected in the new thematic focus "Civil protection and civil defence, and special-purpose vehicles". Since 2016, THW has been gearing up for this by refining its training and equipment, and it is now advancing these efforts with the implementation of the "Framework Concept 2023".



AT HOME ON THE DARKNET

■ Even as a child, Mark T. Hofmann was fascinated by human psychology. During his studies, psychopaths and narcissists aroused his interest. Later, the organisational psychologist was certified as a criminal and intelligence analyst at the Department of Justice in the U.S. state of California. Today, he spends most of his working time in the digital dark zone: the darknet. Here he tries to understand the behaviour of hackers.

The 32-year-old has become a sought-after expert among companies and public authorities, news programmes and true crime formats, and also as a speaker. “Profiling Hackers – The Psychology of Cybercrime” will be the title of his keynote speech at the Digital Networking Security (DNS) conference at Security Essen, where the massive threat posed by ransomware will naturally also play a role. Hofmann outlines three warning signs to watch



for, aiming to prevent falling victim to deepfakes, phishing schemes or CEO fraud. “Whenever time constraints are pushed, emotions are stirred or you are asked to do something unusual, it’s crucial to take a moment to review the content.” However, as he will demonstrate in Essen, techniques employed by the multi-billion dollar hacker industry have become so advanced that even professionals like him occasionally find themselves perplexed.

www.mark-thorben-hofmann.de

NEW TASKS, NEW OPPORTUNITIES



The private security sector is expanding, assuming increasing responsibilities along the way. However, it also struggles with a shortage of skilled labour – and must respond to new legislative requirements across Europe. Security Essen offers the industry a platform for dialogue and the showcasing of innovative solutions.

■ KRITIS, RCE, NIS 2: Outside of the security world, these abbreviations may seem somewhat cryptic, but they have been on the minds of industry experts for some time now. The abbreviations refer to new EU regulatory requirements that are due to be implemented on a national level in October. And no matter how the specific timetable develops between now and then, the associated regulations will certainly be a topic of conversation at Security Essen. The leading trade fair for civil security is celebrating its 50th anniversary from 17 to 20 September.



Britta Brisch

Managing Director, ASW West –
Allianz für Sicherheit in der
Wirtschaft e. V.

A “regulatory turning point”

Britta Brisch, who took up the post of Managing Director of ASW West – Allianz für Sicherheit in der Wirtschaft e. V. in April 2023, speaks of a

“regulatory turning point” with regard to critical infrastructures. Brisch is particularly concerned about the introduction of the EU’s NIS 2 directive, which includes “providers of digital services, essential and important facilities and public institutions”, in addition to the actual providers of critical infrastructures. Experts estimate that around 30,000 companies in Germany alone will be affected by this – and according to Brisch, “Many companies are not aware that they will fall under the scope of the NIS 2 Directive and other safety regulations with their obligations in the future.” Consequently, she anticipates a correspondingly “in-depth exchange” on this topic at Messe Essen.



Carl J. Becker-Christian

Managing Director, BHE
Bundesverband Sicherheitstechnik e.V.

From a provider’s perspective, however, stricter regulations also offer potential. For example, the introduction of the KRITIS umbrella law “could certainly contribute to higher demand in the area of physical security”, says Carl J. Becker-Christian, Managing Director of BHE Bundesverband Sicherheitstechnik e.V. since last May. Similarly, NIS 2 “could also be an opportunity for installers to develop new services for their customers. These could include secure transmission networks or the secure networking of different systems.”

Technology against the shortage of specialists?

The Digital Networking Security (DNS) conference addresses precisely this topic and the drastically increasing demand for specialists in the field of cybersecurity. According to the latest IT security report from the German Federal Office for Information Security (BSI), “the threat in cyberspace” is “higher than ever before”, a reality that regrettably comes as no surprise to many affected companies and organisations. Can new technologies and advancing digitalisation also alleviate the omnipresent problem of the shortage of specialists? “To a certain extent,” is the answer from Dr Peter



Dr Peter Schwark

Chief Executive Officer, Federal Association of the Security Industry (BDSW) and Federal Association of German Cash and Valuables Services (BDGW)

Schwark, Chief Executive Officer of the Federal Association of the Security Industry (BDSW) and the Federal Association of German Cash and Valuables Services (BDGW) since November. However, as the role of private companies in the security industry has continued to grow, even a significant increase in personnel in recent years has not been enough.

Take personnel services, for example. Guard and security services and investigative agencies in Germany employ around 277,000 people – nearly 30% more than ten years ago. Nevertheless, around 9,000 positions remain unfilled. During Security Essen, the Junior Staff Development Day, co-organised by BDSW and Messe Essen, aims to stimulate the advancement of young talent and the recruitment of skilled workers. The regulatory framework that the pending Security Industry Act will establish in Germany continues to remain uncertain.

What is certain, however, is that at the state level, the ability to act internationally increasingly requires a “strengthening of resilience from within”, as called for in the Federal Government’s National Security Strategy. “Civil protection and civil defence, special forces and special-purpose vehicles” is the name of the new exhibition area at Security Essen in Hall 4 and the Galeria.

www.security-essen.de



A WOMAN FOR A FRESH START

Friendly but determined: this is how Eva Kähler-Theuerkauf leads the State Horticultural Association in North Rhine-Westphalia. Now she would like to represent the interests of the green sector as President of the German Horticultural Association – and she is backed by prominent voices from business and politics.

■ “Westphalians and Rhinelanders could hardly be more different” the cabaret artist Konrad Beikircher once said. He’s an expert in this domain, given the abundance of jokes and anecdotes circulating about the contrasting personalities of these unequal brothers. There is a serious side to the mat-

ter, which is due mainly to the fact that Westphalians tend to see themselves as somewhat under-represented within the federal state of North Rhine-Westphalia. In some 1,800 member companies of the North Rhine-Westphalia Horticultural Association, which was founded in 2016, only the

older members can remember the days of such reservations. It was different in the early days. Back then, it was considered a delicate task to merge the Rhineland and Westphalia regional associations.

Eva Kähler-Theuerkauf, previously President of the Rhineland Regional Association, was at the forefront of this process – a formative experience, as the 61-year-old recalls. On the one hand, a “holistic view” helped her to convey a sense of unity to the gardeners. “Whether in North Rhine-Westphalia or elsewhere, I don’t distinguish between tree nurseries, horticulture, landscaping or perennial plant cultivation. My focus has always been on viewing the green sector as a unified entity.” “Haus der Grünen Verbände” (House of Green Associations) in Oberhausen, which opened in 2023 and brings together six interest groups, is an expression of this attitude having borne fruit across the state.

A second realisation, which was admittedly not entirely new to the optimistic Lower Rhineland, is that if you want to have an integrative effect as president, you need to be able to deal with different temperaments and be interested in the stories behind the businesses. In other words, “You have to like people.” She now wants to bring her integrative strength to bear at the highest level. Eva Kähler-Theuerkauf will be running for the office of president when the General Assembly of the German Horticultural Association (ZVG) convenes in mid-September. Above all, however, she has resolved to make the voice of horticulture more audible outside the organisation. One of her key messages is: “We need to present ourselves more efficiently and effectively,” coupling the demand with a promise.

A notepad helps against closures

Kähler-Theuerkauf brings 30 years of industry experience to this task. From 1993, the qualified businesswoman and her then husband, Hermann



“You have to like people”: Eva Kähler-Theuerkauf at IPM ESSEN with NRW Minister of Agriculture Silke Gorißen (pictured left) and Norbert Engler, former Chairman of the Association of the German Wholesale and Import Flower Trade (BGI).

Theuerkauf, were managing directors of a horticultural business. Together, they managed the transition from a full-range provider to a lavender specialist, which most recently produced around 800,000 plants per year on 9.5 hectares of land around Kempen, on the Lower Rhine.

Even before the term “triple burden” became fashionable, Kähler-Theuerkauf was overcoming just that during this time: running the family business, looking after three children and doing voluntary work – whether at the local school, on the Kempen Town Council or on the State Board of the CDU’s SME and Business Union (MIT). “Only those who actively participate in decision-making processes can help shape them,” she was already convinced at the time.

Eva Kähler-Theuerkauf is particularly proud of two successes during her time as President of the North Rhine-Westphalia Horticultural Association: firstly, the feat of having led NRW’s horticultural sector through the Covid-19 period without any major damage. Ultimately, amidst the threat of industry closures in spring 2020, it was primarily her personal endeavours, utilising a well-connected network, that persuaded state policymakers to recognise horticulture as systemically relevant – a distinction not awarded in other regions. And thanks to the association, North Rhine-Westphalia is a pioneer when it comes to multi-risk insurance. The strategy of mitigating the growing risks posed by climate change through state-subsidised insurance purchased by companies aligns with her concept of a social market economy. This model emphasises “a strong partnership between →

»GREAT EXPECTATIONS OF A TREND-SETTING CENTRAL ASSOCIATION«



Eva Kähler-Theuerkauf has received support for her candidature from prominent voices in politics and business. Essen's Mayor, Thomas Kufen, as Chairman of the Supervisory Board of Messe Essen, explains his choice with regard to IPM ESSEN: "Such a success story can only be continued with partners who understand the green sector holistically and have first-class networks. I am very pleased that with Eva Kähler-Theuerkauf,

we have the right person at the head of Messe Essen's Advisory Board. Our leading trade fair will benefit in the long term from her valuable professional contacts in politics and business at both the state and national level."



And Oliver Mans, CEO of Landgard eG, Germany's leading producer cooperative for flowers, plants, fruit and vegetables, says, "Landgard holds high expectations for a pioneering central organisation within the green sector. I am convinced that Eva Kähler-Theuerkauf will meet these expectations. She embodies not just a forward-looking outlook, but also adeptly harmonises the interests of both the market and politics.

She tackles critical issues with determination and spreads a spirit of optimism that horticulture urgently needs, especially in these challenging times."

→ government and business", while also "respecting the autonomy of entrepreneurial decisions within companies".

A lack of appreciation

Climate change stands out as perhaps the most significant topic facing horticulture in the foreseeable future. However, within this lies an opportunity, as the expansion of blue-green infrastructure will rely heavily on the expertise of horticultural professionals. At the same time, it presents a challenge, with the disparity between its importance and its recognition becoming increasingly evident. "Why aren't our professions as recognised in society as they deserve to be?" This is the question that particularly troubles Eva Kähler-Theuerkauf. Closely linked to this is the question of how horti-

culture positions itself amidst competition from other vocational fields. Similarly, the question arises: Why does the "green giant", boasting a combined turnover of approximately ten billion euros annually in ornamental horticulture alone, not receive the appreciation it deserves?

Kähler-Theuerkauf contends that this is, in no small part, a matter of public perception. In fact, the mental associations evoked by horticulture couldn't be more diverse. Those who have attended IPM ESSEN can attest to the highly innovative nature of the industry, where the integration of robots and artificial intelligence is only natural. What makes the international trade fair so unique in the opinion of Advisory Board Chairwoman, Kähler-Theuerkauf? "It encapsulates the quintessential horticultural blend of tradition and an openness to new inspirations, innovations and advancements." AI, robotics, new marketing concepts: "The industry is changing, and there will be many new aspects in the future that will once again give IPM a unique presence," she is convinced.

However, most still associate the gardening profession with straw hats and wheelbarrows. As endearing as this image is, Eva Kähler-Theuerkauf is slightly annoyed by it. As President of the German Horticultural Association, she would start by reinforcing nature-based education from early childhood, ensuring stable vocational training, expanding educational opportunities and establishing a comprehensive network encompassing politicians, the public and other stakeholders.

However, she didn't make her candidacy easy. After all, she no longer feels the need to prove herself to anyone. The nursery was sold last year, she clearly enjoys her role as president of the largest regional association, and otherwise she could be living "a fulfilled life". But after a long period of reflection, she followed her "passion and conviction". The word "vocation" would seem too lofty for her. However: "Representing horticulture is part of my identity."

Photos: Ralf Schultze/ß PR

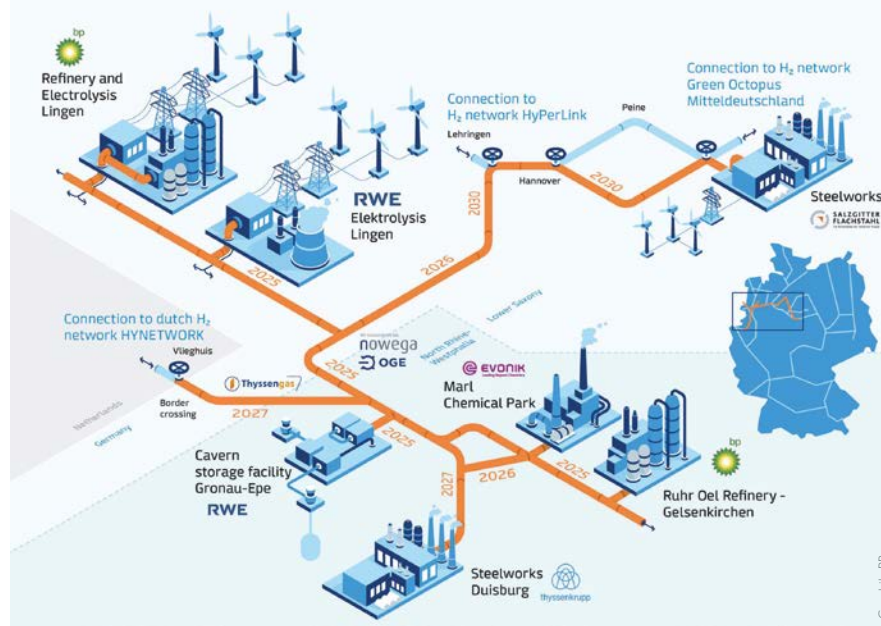
TRANSITION IS THE TOPIC

Two congress exhibitions in late June are dedicated to the decarbonisation of industrial processes.

■ It is well-known that clean hydrogen as an energy source for energy-intensive sectors such as the iron and steel industry is one of the keys to decarbonisation. Transition projects are already underway, particularly in Europe and the USA. In view of the ambitious targets, new technology and challenging timetables, knowledge transfer and information exchange play a paramount role. Two congress exhibitions organised by the Dutch publishing house and event organiser, KCI, are dedicated to precisely this task: Green Steel World and Hydrogen Tech World. Green Steel World brings together the entire iron and steel supply chain, encompassing technology providers, engineering firms, iron and steel mills, processors and end users. Hydrogen Tech World focuses on the production, storage, transport and distribution of hydrogen generated through electrolysis.

“At the forefront of change”

Whereas 2023 saw the premiere of the events at Messe Essen, this year the duo will be initiating an expansion on 26 and 27 June. A new addition to the programme is the Energy Transition Speakers Corner, in which experts will explore topics relating to the energy transition in greater depth, enriching the event with new perspectives and insights. The claim to be “at the forefront of change” is backed up by prominent international exhibitors. The list of Green Steel World sponsors includes the Italian steel producer Arved, and Hynamics, a subsidiary of the French EDF Group specialising in hydrogen solutions for industry, as well as Outokumpu from Finland, a stainless steel specialist, and the German company Salzgitter AG.



Essen has been carefully chosen as the exhibition venue. This is because “at least one Essen-based company is involved in almost all major European hydrogen projects”, reports the Essen Economic Development Corporation (EWG). In addition, the Ruhr region would also like to play a central role as a pioneering location in the future of the hydrogen economy – for example, with the GET H2 initiative. The industrial partners gathered here hope to use electrolyzers and H2 pipelines to link the production, transport, storage and supply of green hydrogen between Emsland (Lower Saxony) and the Ruhr region in a value chain. In February, the EU Commission officially recognised the project as a significant project of common European interest. This paves the way for financial support for the six sub-projects from both federal and state governments.

The GET H2 initiative aims to create the core for a nationwide hydrogen infrastructure between Lingen in Lower Saxony and the Ruhr region.

www.hydrogentechworld.com

www.greensteelworld.com



Erlebnisswelten



Mode Heim Handwerk is reinventing itself – and will be launched from 7 to 10 November in four themed halls as “MHH Erlebniswelten”.

A WORLD IN EVERY HALL

With a new name and a new concept, Essen's most traditional consumer fair is focusing even more on special experiences.

■ Mode Heim Handwerk is reinventing itself. When the Ruhr region's most traditional consumer fair opens its doors again from 7 to 10 November, visitors can expect more than just a new name. The “MHH Erlebniswelten” (MHH Worlds of Experience) will also attract visitors with a new concept. Each of the four exhibition halls will offer a world of its own – with plenty of opportunities to participate and a central activity area.

From stadium to showroom

“We will design each area individually according to the respective theme,” explains Project Manager Gunter Arndt. Active World in Hall 5, for example, will exude a stadium atmosphere, while a marketplace will be set up in the centre of Pleasure World (Hall 6). Creative World in Hall 8 will feature a workshop, while a stylish showroom with separate living areas awaits visitors in Style World (Hall 7).

For exhibitors, this opens up new marketing opportunities: As sponsors, they can help design the respective action area.

The project team has put together three different sponsorship packages to give smaller companies the chance to boost regional reach. These range from classic PR measures through social media to product presentation and branding of the central Experience World stage. As part of the realignment, the lecture programme has been bundled, with the goal of providing even more interactive, hands-on activities. And the admission ticket will become an experience pass, as Gunter Arndt reveals: “In every experience world, visitors will receive a sponsored goodie worth more than 10 euros.”

www.mhh-essen.de



Around 130,000 visitors flock to the events organised by "We Love Conventions" every year.



»A CERTAIN CULT FACTOR«

"We Love Conventions" organises fan meet-ups with great success. In August, the German Film & Comic Con will be held in Essen for the very first time. In this interview, Managing Director Markus Borchert explains the fascination of fandom events – and their economic significance.

www.germanfilmcomiccon.com

ESSEN AFFAIRS: Mr Borchert, your company is called "We Love Conventions" – why do you love this type of event?

MARKUS BORCHERT: What we love most about our events is that there are no boundaries and everyone can attend, regardless of age, gender, appearance or profession. People attend our events to escape their everyday lives, have a good time and sometimes even fulfil childhood dreams. We started organising events in 2015 because we were fans ourselves – and still are – and there were no comparable multi-fandom events on this scale in Germany at the time. We can hardly believe how the whole thing has developed!

Explain it for outsiders: What is the idea behind such a convention?

The idea is to bring fans of entertainment together. For one weekend, everyone has the chance to simply embody whomever they desire. Without critical glances and without prejudice. Whether in a matching cosplay costume or not – everyone can fully express their fandom however they see fit. At our events, fans also have the opportunity to celebrate their fanhood with like-minded people and experience unforgettable moments above and beyond the digital realm. A crucial highlight of our events is, of course, the chance to meet your favourite stars in person. There are no limits set here either. Fans here range from teenagers eager to celebrate the stars of current series such as “Stranger Things” or “Wednesday”, fans of franchises such as “Star Wars” or “Harry Potter” and series like “Vikings”, “Game of Thrones”, “The Vampire Diaries” and “The Walking Dead”, all the way through to the Skittles Club, which is looking forward to meeting David Hasselhoff, Chuck Norris, Jean-Claude Van Damme, Pamela Anderson and other TV and movie legends.



Markus Borchert

Managing Director
German Film & Comic Con

But you first have to lure them to Germany.

What makes your events interesting for the film industry and exhibitors?

The fan communities are enormous. We reach around 130,000 people a year with our events. In addition, we have over 113,000 followers on our Facebook page alone, the majority of whom are very active. We also have over 76,000 followers on Instagram plus various smaller sub-pages on various themed conventions, as well as event pages on social media, TikTok and YouTube. Additionally, we have around 45,000 newsletter subscribers who receive regular info mails. The majority of our followers and visitors are absolute multipliers and represent the core target group for a range of entertainment products. Positioning brands at the centre of this emotionally charged environment is highly recommended, as a certain cult factor is then automatically associated with them. Whether it's the latest movie, concerts, pizza, cup noodles or gaming chairs, everything definitely gets noticed here.

Even influencers and celebrities themselves are fans of our events and star guests, often resulting in significant additional reach. Last year, for example, we had the honour of welcoming Christopher Lloyd...



From “Back to the Future”: actor Christopher Lloyd in the equally legendary DeLorean.

...who, in his role as Doc Brown in “Back to the Future”, built a time machine out of a DeLorean sports car.

Yes, and Jens “Knossi” Knossalla travelled here especially to present his DeLorean to Doc Brown and to shake his hand in person. “Knossi” was so excited, emotional and humble – it was quite touching.

Until now, the German Film & Comic Con has taken place twice a year in Dortmund. The first edition in Essen is planned for August. Aren't you worried that the events will cannibalise each other?

From the outside, you might think so. But due to the “spring – summer – winter” time frame, we don't think it will. Especially as a large part is always dependent on guest bookings, and we want to become much more locally active in the future, inspiring visitors from the respective cities and neighbouring towns. Incidentally, Essen was our first point of contact in 2015, but unfortunately the exhibition centre was unable to include us in the calendar back then. So we are all the more pleased that it has finally worked out. The halls are very modern and offer all kinds of possibilities. The connections, both by local and long-distance transport and by car, are very good and the parking situation is also outstanding. What's more, the Grugapark presents ample photo opportunities, particularly for cosplayers during the summer season – it's truly fantastic!



“Star Wars” actor Hayden Christensen, along with Alicia Agneson and Alex Hogg Andersen from “Vikings” are coming to Essen.

Cable Car World will be held on 4 and 5 June at Messe Essen.

»THE CABLE CAR IS THE MISSING LINK«

Mobility at the interface to urban planning: this is the innovative idea behind Cable Car World, which aims to promote the use of cable cars in urban areas. Following its premiere in 2022, the congress exhibition is now set to establish itself internationally.

www.cablecarworld.com



Dr Volker Wissing
Federal Minister for Digital
Affairs and Transport

■ Examples from densely populated regions around the world show that cable cars are a reliable, sustainable and quiet means of transport. As Federal Minister for Digital Affairs and Transport, I am actively committed to ensuring that this trendsetting topic also gains more visibility in Germany. Cable Car World in Essen is the perfect platform for this. As an international marketplace in the heart of Europe, this exhibition consolidates all the necessary expertise and connections essential for implementing cable car projects within urban areas, encompassing every phase – from conception to continuous operation. I look forward to the next edition again making a decisive contribution to mobility design in cities, and I am confidently assuming the patronage of this innovative event format.



Dominik Berndt
Managing Director
Cable Car World GmbH

■ The cable car is the missing link in the evolution of urban transport – this was the core message of Cable Car World 2022. With this in mind, we want to scale CCW even further in its second edition and transform it into a globally recognised event. We will welcome even more international speakers, including Yvonne Aki-Sawyer, the Mayor of Freetown in Sierra Leone and Co-Chair of the C40 Cities Alliance. At the same time, our objective is still to promote the idea of cable cars as part of public transport in German-speaking countries. In 2022, we already began making strides in this direction with ongoing projects in Herne, Duisburg and Bonn. We would also like to further develop the Mobility Lab as the centre of the exhibition, making it even more diverse.



Christian Kleinenhammann
COO Transdev Germany

■ Cable Car World 2022 was a complete success for Transdev, something we would like to repeat this year. The opportunity to engage in dialogue with public transport authorities, city representatives, transport planners and other stakeholders is of great importance to us. After all, Transdev has already shown considerable success in operating modern cable cars as public transport components in other countries, e.g. Colombia. In 2025, we hope to put the first 4.5-kilometre urban cable car into operation in the greater Paris area. We're optimistic that it won't be too long before we can inaugurate Germany's first cable car project. Increasingly, municipalities are recognising the advantages of cable cars over road or underground railway extensions. The planning and construction times are significantly shorter, and the costs are only a fraction in comparison.

STAGE MAGIC

On the Grugahalle programme: three highlights from the coming months.



FROM THE PAST | 08.06.2024

There are a lot of songs from the 80s and 90s that are now classics. So it makes perfect sense to rearrange them with the help of a symphonic orchestra.

DJ and producer Alex Christensen (“Das Boot”) has been mixing classical and dance music in a sophisticated way for years – also live. Alex Christensen & The Berlin Orchestra have captivated more than 60,000 visitors to date.

www.alexchristensen.net



FROM THE BASEMENT | 13.06.2024

Michael Tsokos gave up his main job as head of forensic medicine at the Charité University Hospital in Berlin last year. But there’s no chance things will be getting boring for him. As the author of thrillers and non-fiction works, as well as a TV expert, Tsokos is a man in great demand. His evening show “Fascinating Forensic Medicine” sold out within a few weeks.



Michael Tsokos also regularly gives insights into his field of expertise on Instagram.

www.tsokos.de



FROM THE FAITH | 14./15.09.2024

It is Europe’s largest choir festival, and more than 5,000 singers from Germany, Europe and beyond are expected for the 11th Ecumenical International Gospel Church Day. The motto sounds extremely inviting: “Welcome to Paradise”.

Throughout Essen’s entire urban area, there will be line-ups, workshops, church services and activities, and on two days, the Grugahalle offers participants the big stage to showcase their talents.

www.gospelkirchentag.de



SYMBOL OF DIVERSITY



"Ambassador to the world – host to the world": this was the motto of the colourful float with which Messe Essen took part in Rose Monday parades in the Essen districts of Rüttenscheid and Kupferdreh to mark its special anniversary.





111 years: Messe Essen celebrated a carnivalesque anniversary on Rose Monday with its own float – and a clear message.

■ On 21 April 1913, “Gewerbeschau Essen” was founded, from which Messe Essen emerged. As it was turning 111 years old, Messe Essen decided to use the special anniversary as an opportunity to celebrate in a distinctive way. The company took part in the Rose Monday parades in the Essen districts of Rütten-scheid and Kupferdreh with its own float.

“We wanted to celebrate our 111th anniversary together with the residents of our city,” said Oliver P. Kuhrt, CEO Messe Essen. “Due to this special number, with all identical digits, it was immediately clear to us that the Essen carnival parades offered the perfect settings.” The colourful float’s motto reflected Messe Essen’s self-image: “Ambassador to the world – host to the world”. The motto came to life through a collaboration with Jacques Tilly, an expert in float construction. Tilly’s imaginative large-scale sculptures have long been a defining feature of Rhine and Ruhr carnivals, with his politically satirical themes often making global waves.

Last spring, Messe Essen established its own internal carnival committee to coordinate all the preparations, ensuring a successful participation in the Rose Monday parades in parallel with the ongoing events. With no detail left unturned, the last few months have been all about the float. Together with Jacques Tilly and his team, a used agricultural trailer was transformed into a large party float with a tower. It offered room for around 30 people and a big supply of party treats and confetti to throw into the crowds.

In terms of design, the float effectively conveyed the vibrant, expansive perspective synonymous with Messe Essen, reflecting the company’s committed role as a welcoming host. “A unique opportunity,” enthused Oliver P. Kuhrt on behalf of the team. And the pictures confirm his assertion...

ASIA IN VIEW

MESSE ESSEN'S FOREIGN EVENTS

HORTIFLOREXPO IPM BEIJING

23.–25.05.2024, Beijing, China

This year, the new China International Exhibition Center in Beijing will be the venue of the largest trade fair for the horticultural industry in China. But the big names in Chinese horticulture are not the only ones participating from 23 to 25 May. Hortifloorexpo China and IPM ESSEN are creating synergy effects for international exhibitors. Messe Essen, for example, is organising the German Nations Pavilion, full of innovations “made in Germany”, and also handling the trade fair’s international marketing. The partnership’s continuation was finalised in Essen at the end of January.

en.hortifloorexpo.com

BEIJING ESSEN WELDING & CUTTING

13.–16.08.2024, Shanghai, China

In August, the Shanghai New International Expo Centre will once again be the venue of Asia’s most important trade fair for the welding industry. More than 55% of the world’s steel production comes from China, so welding expertise and innovative solutions are in high demand. At the last edition in Shanghai, the SCHWEISSEN & SCHNEIDEN spin-off recorded 840 exhibitors and over 36,000 trade visitors. The Messe Essen team is organising a joint stand for German exhibitors.

www.schweissen-schneiden.com

INDIA ESSEN WELDING & CUTTING

27.–29.11.2024, Mumbai, India

India is already one of the most important steel producers, processors and consumers worldwide, and according to the objectives of the National Steel Policy, per capita consumption is to increase to 160 kilograms by 2031. These conditions offer optimal opportunities for participation in India’s premier event for joining, separating and coating technology. The tenth edition will take place from 27 to 29 November at the Bombay Exhibition Centre in Mumbai along with the thematically related trade fairs Metallurgy India, Tube India and Wire & Cable once again.

www.iewc.in

GROWTECH ANTALYA

20.–23.11.2024, Antalya, Turkey

With almost 50,000 trade visitors, Growtech Antalya is the world's largest trade fair for the greenhouse industry. During the 22nd edition from 20 to 23 November 2024, professionals from international agricultural production and horticulture will convene once again. German companies can participate in a very simple and cost-efficient manner – as the Messe Essen team is organising the joint stand.

www.growtech.com.tr

STEELFAB

13.–16.01.2025, Sharjah, United Arab Emirates

SteelFab will be held for the 19th time from 13 to 16 January 2025. The Expo Centre Sharjah (UAE) will once again be the international meeting place for the metalworking industry in the Middle East. The trade fair boasted 300 companies from 35 countries in its last iteration, drawing over 6,500 visitors from 65 nations – also a positive effect of the close partnership with SCHWEISSEN & SCHNEIDEN.

www.steelfabme.com

HORTEX VIETNAM

12.–14.03.2025, Ho Chi Minh City, Vietnam

For the first time ever, IPM ESSEN has taken on the exclusive marketing of the Vietnamese horticultural fair HortEx in the DACH region and other nations, including Italy and Ecuador. HortEx, which presents not only plants and horticultural technology but also fruits and vegetables, is being organised by the Dutch company Nova Exhibitions B.V. and its Vietnamese partner Minh Vi Exhibition & Advertisement Co., Ltd. in Ho Chi Minh City. The aim is to continue collaboration beyond 2026.

www.hortex-vietnam.com

BUSINESS CLUB



Heike Kretschmer-Mayer, Andreas John and Lina Kolling (from left) form Messe Essen's Protocol/Supporting Events Department.

»AN EXPRESSION OF APPRECIATION«

The Protocol/Supporting Events Department looks after very special guests at all of Messe Essen's own events. This is fundamentally a matter of attitude, explains Department Head Andreas John.

ESSEN AFFAIRS: Mr John, what are the tasks of the Protocol/Supporting Events Department?

ANDREAS JOHN: The tasks are very diverse and certainly eclectic. The conscientious maintenance of protocol addresses forms an important basis in the background. Building on this, our department handles invitation management and the comprehensive organisation of special events, including trade fair openings, exhibitor evenings, award ceremonies and other occasions. The Protocol Department also plays a role in coordinating special trade fair tours, particularly those with political

»As soon as our VIP guests leave the exhibition centre, they should be looking forward to returning to Messe Essen again.«

Andreas John, Head of Protocol/Supporting Events

significance. A crucial aspect of the reception ceremony involves welcoming guests of honour on the red carpet, escorting them during the event and introducing them to other prominent figures.

The carpet at the entrance to the Business Club in front of Hall 6 is actually red.

That's right. Because for us as an exhibition venue, it's important to express our appreciation to guests who travel here from all over the world. So it goes without saying that we need a red carpet for their arrival.

Protocol is probably very much a matter of attitude, isn't it?

Yes, most certainly. Restraint and unobtrusiveness combined with presence and determination – these are our guiding principles. In other words, well thought-out protocol is an expression of appreciation, friendliness and respect; it is characterised by commitment and reliability. However, these principles must not only be adhered to on the red carpet, but also, for example, during the placement of esteemed guests or during a protocol-guided tour. While the Protocol Department never directly participates in the event, it serves as a positive control element, ensuring that VIPs are always presented in the most favourable light. And sometimes this means making sure they are placed at the right camera angle. Being able to take a step back is a basic prerequisite for this.

What services do VIP guests receive at Messe Essen?

They receive a project-specific BLACK EDITION card. This entitles them to all the associated protocol services. VIPs show their status at the car




The red carpet reception is a customary part of the standard ceremony for distinguished guests – shown here is Princess Benedikte of Denmark during her visit to IPM ESSEN in January.

park and at the trade fair entrance with a corresponding cheque card or a digital BLACK EDITION card in their wallet. This also ensures access to the exclusive Business Club and the limousine service. This service not only takes our guests of honour from the hotel to the trade fair and back, but also on other urban journeys, including their pick-up and transfer to the central station or Düsseldorf Airport. Our aim is very simple. As soon as our VIP guests leave the exhibition centre, they should be looking forward to returning to Messe Essen again.

SLEEPING BEAUTY FOR EVERYONE

For decades, the Ruhr island in Spillenburg Weir was an insider tip for couples seeking a bit of privacy. Now the island will be made accessible to Essen's entire urban community, with event locations, a bike hostel – and plenty of space for romance.

Between the Ruhr and the Ruhr Valley Cycle Route, the NEUE INSEL site covers 18 hectares.



»We want to add a new little diamond into Essen's crown.«

Michael Stelzner, Managing Director of NEUE ARBEIT

■ Barracks with broken windows, undergrowth, lots of grey on grey. At first glance, it takes a little imagination to understand why Michael Stelzner's gaze radiates as it roams freely over the site. "This used to be the island of love," he says, adding, "We want to bring it back to life for the public and add a new little diamond into Essen's crown."

A socioe-cological masterpiece

The island Michael Stelzner is referring to is Ruhr island in Spillenburg Weir in the west of the city. And the diamond he is waxing lyrical about will be called NEUE INSEL (NEW ISLAND). Behind it all lies something of a socio-ecological masterpiece, encompassing spaces for culture, events and cele-



The remodelling of the event hall is currently in full swing.



brations, with gastronomy and a bike hostel, a renewable energy supply and inclusive workplaces. Catering services are due to start in August 2024. The opening of the restaurants with terraces and a beer garden and the hostel is scheduled for 2025.

The comparison to Sleeping Beauty being woken from her slumber is apt. Yet fundamentally, this isn't about revitalisation. Rather, NEUE INSEL will probably be the first to utilise this site in the way its idyllic location deserves. Industry has dominated here since the 1830s. When the chimneys were still smoking in the Ruhr Valley, freight trains steamed along the riverbank where the Ruhr Valley Cycle Route now runs. And the Ruhr island only got its nickname because there was nothing going on here after the factories closed in the evening, allowing generations of Essen couples to enjoy their romantic togetherness here undisturbed.



Wedding ceremonies are planned for the old floristry (left); the future beer garden is planned on the right.



→ Today, NEUE ARBEIT, a diaconal employment company of the City Church of Essen, operates workshops in the building located just before the bridge leading to the island. Michael Stelzner is Managing Director of NEUE ARBEIT, and has earned the respect of Essen's urban society, as he and his team have enabled many of Essen's long-term unemployed to return to a self-determined life. He is also known for being extremely persuasive when he pursues an idea. The investor Stephan Rettenmaier, who owns the 18-hectare site and made the project financially possible, can confirm this. After other proposals fell through, Rettenmaier willingly invested an estimated 15 million euros, despite not being able to anticipate a swift return on investment. After all, what Stelzner and his team are planning would probably be too small for an investor who is fixated on returns. But it makes all the more sense. "In the end, we expect to have 40 permanent employees, nearly half of them people with disabilities," says Operations Manager, Daniel Schäfer.



The faces of NEUE INSEL: Matthias Jacobstroer, Daniel Schäfer, Michael Stelzner, Andreas Bußmann (from left).



The "Moornixe" boasts a history spanning nine decades.

The many lives of the "Moornixe"

Returning to the realm of fairy tales seems fitting, for in many respects, the comparison holds true. NEUE INSEL is already brimming with enchanting tales and extraordinary treasures just waiting to be discovered. A somewhat battered ship's hull, for example. This is all that is left of the "Moornixe". In 1933, still under the name "Baldeney", she was the first passenger ship on the artificial reservoir in

the south of Essen. She was later sold on the Moselle, serving as a canal boat in North Friesland before returning to Essen as a party ship, where she was spectacularly pulled through the Mülheim Weir during a storm. It's amazing

that the hull survived this tempest at all. Now it is being refurbished as an eye-catcher for open-air events at NEUE INSEL. The first engagement has already been celebrated here.

The event hall next door is still being renovated. The walls have been plastered and a second level has been added. Offices are being set up on the gallery level. Through the skylights in the high ceilings, one can look far up into the sky. "The space

can also be subdivided so that events with different numbers of participants can take place,” explains Andreas Bußmann, Head of Company Catering at NEUE ARBEIT. “The demand exists; there are hardly any event locations for weddings in the city. And here we have everything in one place, including overnight accommodations.”

Right next to the Ruhr Valley Cycle Route

The bike hostel will ensure the demand for places to stay. NEUE ARBEIT is already testing a similar concept at Niederfeldsee in the city centre – with success, as reviews on the relevant booking portals show. The upcycled furniture made from old wood also comes from the NEUE ARBEIT workshops. Additionally, the weir serves as a water power station. It already supplies 10,000 households in Essen with electricity and will soon also be powering NEUE INSEL. “There will definitely be a run on the hostel,” predicts Michael Stelzner. At any rate, many are very curious.

Already now, during the construction phase currently underway, tourists stop on the Ruhr Valley Cycle Route, which the German Cyclists Association (ADFC) again voted one of Germany’s top ten cycling routes in 2023. Quite a few trade fair and congress guests are also expected to stay. After all, it just takes 15 minutes to cycle to the exhibition grounds from here. The tour then continues into the restaurant area, where three Citroën HJs from the 1960s and 1970s are real eye-catchers. The vintage trucks are one of Michael Stelzner’s passions. In a NEUE ARBEIT project, individuals who have been unemployed for an extended period have already refurbished some of them. They will travel across the site as food trucks in the summer of 2025.

Behind the restaurant, we have finally arrived in Sleeping Beauty Land: tyres, rubbish, green waste. But what potential! The triangular area is lapped by the rushing water, the mighty old trees shield



it from the midday sun. The planners hope that it will remain wildly romantic when a beer garden is created here.

A couple of old Citroën HJs serve as food trucks – and are one of Michael Stelzner’s passions.

Exchanging vows in the floristry

The final surprise of our tour awaits us in a workshop room of the NEUE ARBEIT floristry. A small chapel and registry office are to be installed here. Michael Stelzner is optimistic that the plan will work out. After all, the border between the Essen districts of Steele and Bergerhausen runs right over the bridge to the Ruhr island. And while Steele has a registry office, Bergerhausen and the neighbouring districts do not yet have one. So one day, couples might say “I do” at the rustling weir, later make toasts with guests at the “Moornixe”, celebrate late into the night in the beer garden and finally doze off in the hostel. This is when the island of love will have truly earned its name.

www.neue-insel.de

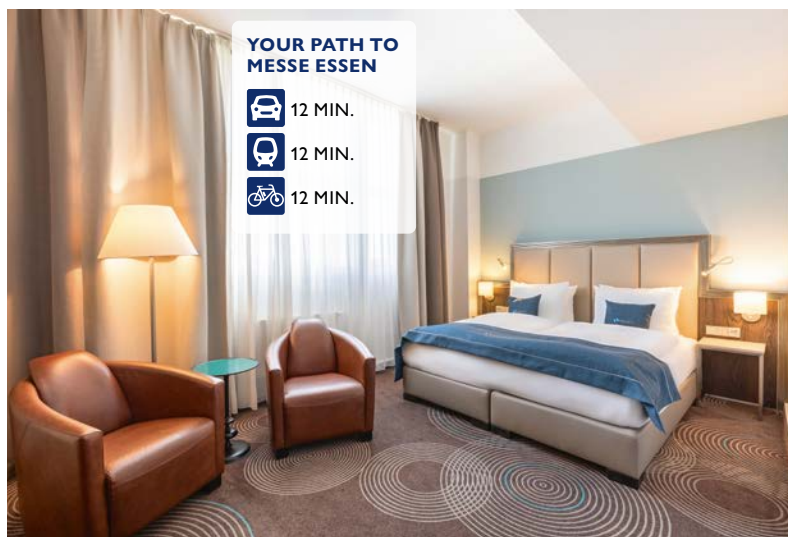
SELECT HOTEL HANDELSHOF

Am Hauptbahnhof 2 | 45127 Essen
Fon +49 201 24685300 | handelshof@select-hotels.com

One of the most traditional buildings in Essen's city centre is located directly opposite the central station: the Handelshof. Since 2016, the Novum Hospitality Group has been operating a newly designed Select Hotel with 198 comfortable and modern rooms in this historic building. All the rooms are equipped with air conditioning, flat-screen TV and free high-speed Wi-Fi. A 24-hour reception desk is available for all requests.

From 6.30 a.m., guests can put together the breakfast of their choice from the buffet. After a long day at a trade fair or conference, guests can meet up again in Jimmy's Bar. An exclusive dinner in the hotel restaurant is also available for groups on request. Experience a sense of home here – a central, modern and welcoming ambiance awaits.

www.select-hotels.com/en/select-hotel-handelshof



HOTEL BREDENEY

**YOUR PATH TO
MESSE ESSEN**

 5 MIN.

 8 MIN.

Theodor-Althoff-Straße 5 | 45133 Essen
Fon: +49 201 769-0 | info@hotelbredeney.de

Fotos: PR

The swimming pool in the fitness area of the Hotel Bredeney measures 7 by 18 metres – giving it the unofficial title of “Essen’s largest hotel pool”. The elegant four-star hotel provides an array of additional amenities, catering to trade fair guests in particular. This begins with the short journey to the hotel. Although the hotel is in a quiet location next to Essen’s city forest, it is less than five minutes by car to the Messe Essen car park – and just 20 minutes away from Düsseldorf Airport.

The 293 rooms in six categories offer superior sleeping comfort. Some of them have recently been refurbished. The restaurant “Le Bisou” with adjoining winter garden, also open to people not staying in the hotel, serves fine à-la-carte cuisine.

www.hotel-bredeney.de



ESSEN IN 24 HOURS

Nature, culture, cuisine: our recommendations for an eclectic day in the Ruhr metropolis.



9 A.M. HIKING THROUGH HISTORY

The fourth and latest hiking trail in Essen is a tough one: The DeilbachSteig leads through the Deilbach Valley over 33 kilometres and up to 1,060 metres in altitude – definitely not for beginners. Opened in 2023, the trail connects Essen-Kupferdreh with the neighbouring towns of Velbert and Hattingen. You will be rewarded for your effort with exciting architectural landmarks from the industrial era, pockets of lush forest nestled within rolling hills and sweeping views. Like the other hiking routes, the DeilbachSteig also has various exit options with public transport connections.

www.visitessen.de/wandern



3 P.M. DREAMING IN THE MUSEUM

In keeping with the season, Museum Folkwang has travel fever. Until 7 July, as part of the exhibition “Faraway Countries, Faraway Times. Posters as a Place of Longing”, the museum is showing about 300 posters from the late 19th century to the present day.

Visitors can also embark

on faraway journeys in a replica of an imperial panorama. And the renowned author Felicitas Hoppe has written a literary companion exclusively for the museum. Her texts, published now for the first time, can be experienced both in the exhibition and in the accompanying app.

www.museum-folkwang.de/en



7 P.M. FEASTING IN A MIX OF STYLES

In 2019, at the southern end of Rüttenscheider Strasse, restaurateur Julia Mair opened “Fischerei”, a charmingly informal restaurant that integrates treasures from rivers and seas into a mix of styles, ranging from classic to modern. Its younger sister, “Gärtnerei”, is also located in Rüttenscheid. It is dedicated to the contemporary trend of vegetarian cuisine – delivered with an equally laid-back vibe. Under the motto “For cowards”, guests can even order a topping of fish or meat.

<https://fischerei.restaurant>

<https://gaertnerei.restaurant>

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MESSE
ESSENCONGRESS
CENTER
ESSENGRUGA
HALLE

DATES UNTIL DECEMBER 2024

TRADE FAIRS,
CONGRESSES,
CONVENTIONS

23.05.2024

Brenntag

Annual general meeting 2024

25.–26.05.2024

PV LIVE!*Trade fair for vehicle parts, workshop
equipment and workshop systems

04.–05.06.2024

Cable Car World*

Home of new urban mobility

14.06.2024

Geh.Digital 2024

Simply digital trade

18.–19.06.2024

6th Geriatric Traumatology Congress

26.–27.06.2024

Hydrogen Tech World Expo + Conference*

Expo & Conference

26.–27.06.2024

Green Steel World Expo + Conference*

Expo & Conference

28.–29.06.2024

**36th Annual Conference of the
German Retina Society**

17.–18.08.2024

German Film & Comic ConA weekend full of entertainment for
the whole family

17.–20.09.2024

Security Essen*

The leading trade fair for security

03.–06.10.2024

SPIEL

The world's largest board game exhibition

07.–10.11.2024

MHH ErlebnisweltenOur winter wonderland four your
festive sales

19.11.2024

HÜTTENTAG

Home of steel

29.11. **Preview day**

29.11.–08.12.2024

ESSEN MOTOR SHOW

The performance festival of the year

TRADE FAIRS ABROAD

23.–25.05.2024

Hortifloorexpo IPM ChinaLeading international trade fair Floriculture &
Horticulture in Asia (Beijing)

13.–16.08.2024

BEIJING ESSEN WELDING & CUTTINGInternational trade fair joining, cutting, surfacing
(Shanghai)

20.–23.11.2024

GrowtechOne of the world's biggest exhibitions in the
greenhouse industry (Antalya)

27.–29.11.2024

INDIA ESSEN WELDING & CUTTINGInternational trade fair joining, cutting, surfacing
(Mumbai)

GRUGAHALLE

16.05.2024

E.ON SE – digital annual general meeting

26.05.2024

Girls' clothing flea market

08.06.2024

Alex Christensen & The Berlin Orchestra

Classical 80s & 90s Dance

One evening – only hits!

13.06.2024

Michael Tsokos "Fascinating Forensic Medicine"

15.–16.06.2024

Youth Day New Apostolic Church

22.06.2024

NFC 19 – MMA Event

12.–21.07.2024

Summer festival at the Grugahalle

05.09.2024

NRW Promotional Products Fair

07.09.2024

ABI Future

08.09.2024

Girls' clothing flea market

13.–15.09.2024

Gospel Church Day

20.–21.09.2024

Jobmedi NRW

22.09.2024

Özcan Cosar "Jackpot"

26.09.2024

Carolin Kebekus New Programme

28.09.2024

7th Job Fair Essen

12.10.2024

ECE & Brave – MMA Event

20.10.2024

Girls' clothing flea market

25.10.2024

Deep Purple 1 More Time Tour

27.10.2024

Mami & Mini – The children's flea market

03.11.2024

CD & Record Exchange

09.11.2024

**Alaaf im Pott 2024 The big carnival party
in the Ruhr district**

16.11.2024

**Bibi Blocksberg – Everything is Bewitched
The musical**

17.11.2024

Girls' clothing flea market

23.11.2024

Festive evening Noweda eG

07.12.2024

257ers "18 Years 257ers – Finally Grown Up"

14.12.2024

Feuerschwanz – 20 years**The biggest metal party of all time!**

ESSEN

MEET US IN ESSEN



SERVICELLEISTUNGEN DES CONVENTION BUREAU ESSEN

- Detailed information on conference and congress programmes in Essen
- Planning and organisation of individual site inspections
- Free enquiry and management of hotel room contingents
- Organisation and implementation of accompanying programmes

