

ESSEN AFFAIRS

THE MAGAZINE FROM MESSE ESSEN

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ESSEN

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02
24



EMOTIONAL

The love for classic cars

ORDERLY

The new hall concept at
IPM ESSEN

ATHLETIC

The World University
Games in the Ruhr area

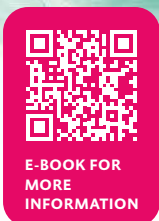
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Dear readers,

If anything can come close to the dream of travelling back in time, it's perhaps a drive in a car from one's youth. The nostalgic memories tied to these experiences are undoubtedly a key reason why the fascination for classic vehicles endures. I'm thrilled that RETRO CLASSICS ESSEN will provide a platform for this passion right here in Essen, starting in 2026. We can look forward to a professionally run trade fair celebrating driving culture, with strong potential to attract a younger audience (page 8).

The exhibition grounds and the Grugahalle will certainly be full of young people next July. This is when the FISU World University Games will be held in Germany, with Essen serving as the primary venue for these global student sport competitions (page 32). The Ruhr Piano Festival demonstrates year after year how to engage children and young people with sophisticated music – now under the direction of Katrin Zagrosek, with whom we are planning a special event in the glass foyer (page 34).

I hope you enjoy reading this issue.

Oliver P. Kuhrt,
CEO of Messe Essen GmbH



New dimensions to board games: SPIEL Essen set new records and delighted fans and exhibitors alike. More on page 7.



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»IN THE YEAR OF ITS 50TH ANNIVERSARY, SECURITY ESSEN HAS ONCE AGAIN CONFIRMED ITS POSITION AS THE LEADING TRADE FAIR.«

Axel Schmidt, Chairman of the Board of BHE Bundesverband Sicherheitstechnik

SECURITY ESSEN RETHINKING SECURITY

Highly satisfied visitors, a notable increase of over 25% in exhibitors and numerous successful discussions at the exhibition stands: these were just a few highlights from Security Essen, held at Messe Essen from 17 to 20 September. With over 500 exhibitors from 36 countries and more than 20,000 trade visitors representing 86 nations – corresponding to a 17% increase – the trade fair provided a comprehensive platform for innovations and future-oriented topics in security solutions for businesses, private households and public spaces.



It is widely acknowledged that the demand for security solutions is growing, and not only among civilians. This is why the Euro Defence Expo will make its debut alongside the next

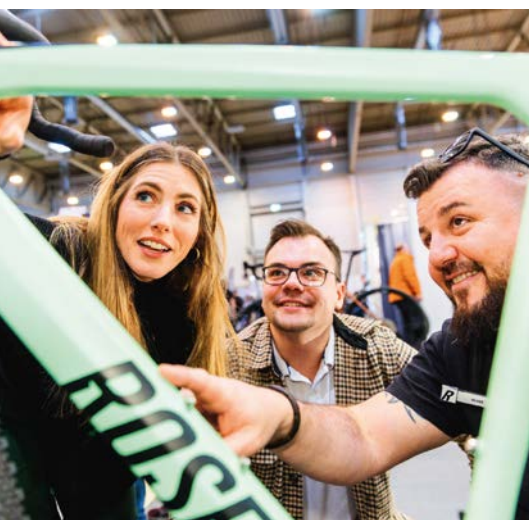
Security Essen, scheduled to take place from 22 to 25 September 2026. The defence trade fair emphasises the “total defence” approach, which integrates all social stakeholders. “Given the current threat landscape, we must reconsider our approach to protection and security,” emphasises Oliver P. Kuhrt, CEO of Messe Essen, who is looking forward to “a unique, highly exciting trade



fair format consisting of a military and civilian exhibition plus an accompanying conference”. Industry and political representatives have welcomed the initiative. Dr Marie-Agnes Strack-Zimmermann MEP, Chair of the EU Defence Committee, said: “In light of the brutal Russian attack on Ukraine, Europe’s future capability to collectively defend itself is of paramount importance. These challenges will be addressed at the Euro Defence Expo. Industry, research and politics will unite in the heart of Europe to work together on solutions.”

www.security-essen.de

www.eurodefenceexpo.de



ADFC AWARD BICYCLE-FRIENDLY

Messe Essen has been awarded the coveted silver certificate as a “bicycle-friendly employer” by the German Cyclists’ Federation (ADFC). In 2020, Messe Essen was the first trade fair company to be audited in accordance with the ADFC initiative standards. Since then, the company has implemented numerous measures to promote cycling for employees and visitors. For example, the number of secure bicycle parking spaces has been greatly expanded, and an appealing bike-leasing programme has been launched for employees.

With its close proximity to the popular Gruga Cycle Route and several bike-sharing stations, Messe Essen is easily accessible for visitors who are keen cyclists. The company is also an active member of the “Bicycle-Friendly Employer Working Group”, which includes numerous companies based in Essen. The company’s commitment to the topic is also demonstrated by Fahrrad Essen, which will once again take place at Messe Essen from 20 to 23 February 2025.

www.messe-essen.de

4

The newly designed consumer trade fair Mode Heim Handwerk offered its guests four worlds of experience from 7 to 10 November 2024. A special highlight was the World of Indulgence, in which the cooperation partner EDEKA presented its regional brand "Mein Land" at its own marketplace.

www.mhh-essen.de

SPIEL ESSEN

RATING: "FANTASTIC"



SPIEL Essen has recorded a special kind of success as all four days of the world's largest public fair for board games were completely sold out. Some 204,000 people filled Messe Essen from 3 to 6 October with their enthusiasm for board games. The games expo once again demonstrated the international appeal of board games and the event itself. Visitors from over 80 nations travelled to Essen, while 923 exhibitors from 52 countries across every continent

showcased over 1,500 new products. Exhibitors such as Yasin Ates, Managing Director for the DACH Region at Ravensburger, expressed high levels of satisfaction. "The halls were bustling, yet we still felt right at home. It was wonderful to witness so many people enthusiastically engaged in games." And Thomas Koegler, CEO of the Asmodee Group, said: "SPIEL was a fantastic trade fair once again this year."

www.spiel-essen.de



Partners for SPI: Peter Buttiens, CEO of ESMA (right), and Oliver P. Kuhrt, CEO of Messe Essen.

PREMIERE IN 2025

SCREEN PRINTING IN FOCUS

Screen printing technologies are becoming increasingly significant across all industrial, functional and textile sectors. Messe Essen is taking this development into account from 3 to 5 June 2025. With the Screen Print Innovations event – SPI for short – Messe Essen will be presenting a new event in cooperation with the organising ESMA (European Specialist Printing Manufacturers Association). Around 100 exhibitors are expected to attend the industry event.

Alongside a comprehensive product presentation, SPI will provide opportunities primarily for networking and sharing ideas and experiences. "Screen printing remains the technology of choice for most industrial and high-tech applications, including automotive, printed electronics, healthcare, luxury packaging and textiles," explains Peter Buttiens, CEO of ESMA. "Despite its maturity, the technology is continually evolving and advancing in terms of precision, automation and quality, while remaining resource-efficient and adaptable. We are thrilled to have discovered the perfect venue in Essen, located in the heart of Europe."


www.spi-europe.com

For four days, the trade fair was filled with pure joy for board games – whether in costume or not.





THE VALUE OF MEMORY

A man with long, wavy grey hair and a beard, wearing a black jacket, is sitting in the driver's seat of a bright green classic Porsche Targa. The car's black roll-over protection structure is visible above him. The word 'targa' is written in script on the side of the black structure. In the background, a red roller coaster track is visible against a backdrop of trees with yellow autumn foliage.

From tinkerer to entrepreneur: Christoph Schlagenhauf has dedicated himself to restoring Porsches since his youth.

The passion for classic, unique cars remains strong – and seems to ignite anew with each generation. Now it's being showcased on a modern stage. From 2026, RETRO CLASSICS ESSEN will offer fans, clubs and brands a top-class platform.



Bodywork from 1974, an electric motor of today: "restomod" is one of the trends in the classic car market, here based on the example of a Porsche 911.

■ Growing up on the hillsides of the Swabian Jura mountain range in the 1980s, Christoph Schlagenhauf was one of the few with a deep passion for a certain Stuttgart car brand. Porsches were not particularly popular back then – neither current model series such as the 911, with which he could so reliably take a trick in Top Trumps, nor classic cars such as the 356 Speedster from "Top Gun", which he could admire in the cinema. Schlagenhauf remained undeterred. By the age of 15, he had saved up 500 Deutschmarks, enough for a Porsche 914, which he restored and was soon even allowed to drive, but "only because we lived in a very rural area and only for journeys to my training site", as

Schlagenhauf emphasises with a grin. Then, at age 24, he and a business partner founded a company that focused on the repair and operation of his favourite cars – still viewed with scepticism at the time.

Today, Schlagenhauf employs 40 specialists at Boxer Motor & klassische Automobile GmbH who have mastered the entire technical repertoire of the automotive past and present: from adjusting the carburettor to analysing complex bus systems in the electrical system. This expertise comes at a cost. Anyone looking to acquire a Porsche from Boxer Motor should be prepared to spend a six-figure sum – an unimaginable amount a quarter of a century ago, and for Schlagenhauf, a sign that classic cars have evolved from a niche interest for "eccentrics" to a lifestyle product for individualists.





Stars in new splendour: Brabus Classic restores iconic Mercedes models to their original condition.



The news from the automotive industry may be very different at the moment: the deep passion for classic, unique cars remains strong in Germany and beyond, sparking anew with each generation. Now it is being given an appropriate stage. RETRO CLASSICS ESSEN will be held for the first time from 8 to 12 April 2026. The successful format from Stuttgart and Nuremberg will also showcase classic and vintage cars in a modern way in the Ruhr region – as a “cultural asset”, as Thilo Könicke, Co-Managing Director of RETRO Messen along with his cousin Henning, emphasises (see page 14). Oliver P. Kuhrt, CEO of Messe Essen, expects a “trade fair on an absolutely world-class level”.

Iconic events and advertising with soul

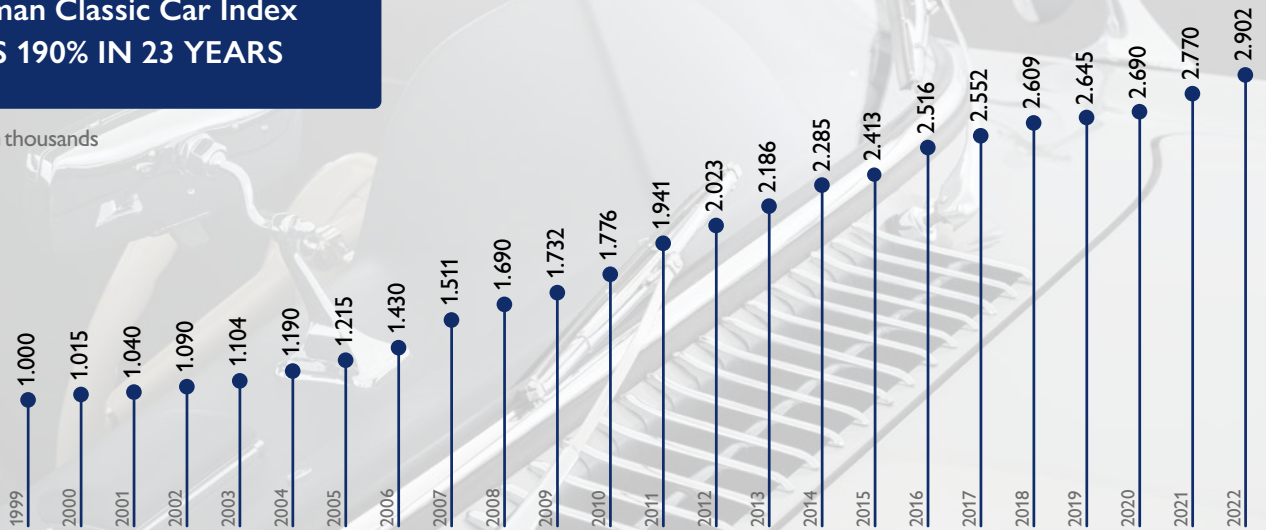
The declared aim of the RETRO team is to encourage major brands to take part. The outlook is indeed promising: after a period of grappling with their heritage amid transformative changes, car manufacturers are increasingly signalling a return to their roots. For instance, VW has brought back the legendary Klagenfurt GTI Meeting this year at its

headquarters in Wolfsburg, celebrating the 50th anniversary of the Golf under its own banner. And BMW's new global advertising campaign spans a wide range of vehicles from the 1970s to the latest electric models in order to emphasise enduring values such as engineering and design. The slogan: “The soul of BMW”. The reasoning behind such actions is clear: tradition evokes emotion, which fosters a sense of identifying with a brand.

For Brabus, evoking emotions has always been at the heart of their craft. The “one-second wow effect” refers to the unmistakable aura that every product from the Bottrop-based manufacturer is designed to exude. Today, this extends beyond just refined, cutting-edge Mercedes vehicles at the peak of technical capabilities to motorbikes, boats, watches – and classic cars. The focus remains on the timeless classics of the brand with the star symbol: the 280 SL Pagoda, for example, the 280 SE 3.5 Cabriolet and the 300 SL Roadster. These are subjected to a “six-star restoration” involving thousands of hours of work, the end result of which should be nothing less than new-car quality.

German Classic Car Index PLUS 190% IN 23 YEARS

Value in thousands



Source: VDA

Photo: Brabus

→ A Brabus 300 SL was crowned the most beautiful classic car at the Essen Motor Show in 2019, and it is these kinds of drivable dreams that likely come to mind first when people think of the “classic car market”. But there hasn’t been a single market for a long time, according to Frank Wilke, Managing Director of Classic Analytics, an evaluation specialist who manages a network of over 1,100 classic car experts across Europe from its base in Bochum. Wilke’s team participates in approximately 150 events annually, maintains connections with dealers and clubs, analyses online platforms, and tracks the direction the market is taking. It is now divided into “10 to 15 segments”, according to Wilke, and if there is a common denominator at all, it is this: “The trend is moving towards ever newer collectors’ vehicles.”

Dreams that you can also afford

Frank Wilke also knows the reason for this: demographic change. “Most people buy a classic car between the ages of 40 and 60. And then they either buy back the cars they had in their youth or the cars they would’ve liked to have in their youth.” If someone follows this rule of thumb when buying a collectors’ car in 2024, it will likely be from the 80s or 90s, or possibly even newer – and it doesn’t necessarily have to come with a sky-high price tag. The average classic car in Germany currently costs between 15,000 and 20,000 euros, and models such as the Ford Capri, the VW K70 and the Passat have recently been in particularly high demand. What counts is the value of the memories.

However, the market development of the past decades suggests that classic cars should also be considered as a long-term investment. According to the German Classic Car Index, which Wilke and his team calculate on behalf of the German Association of the Automotive Industry (VDA), the increase in classic car value between 1999 and 2022 was 190% – just below that of the DAX 40, which rose by a good 200%. Moreover, the performance of the supposed speculative asset proved to be much more stable than that of the stock market index during this period.

Nevertheless, Wilke warns against viewing classic cars primarily as a financial investment. Unlike a work of art, a classic car cannot simply be stored for 20 years. “It remains a machine designed to be driven regularly, maintained consistently and repaired when needed.” If you don’t do this, you will have to spend a lot of money restoring the vehicle later on. Certainly, in the top tier, such as with classic Ferraris, the investment typically pays off. But even at places like Pebble Beach in California, where some of the world’s wealthiest classic car owners converge each year during Monterey Car Week, Frank Wilke doesn’t come across coldly calculating speculators. “Most of them are just classic car freaks.” And he means that in a good way.



From the road to the stage: this cult Opel was featured in the 2023 film "Manta Manta 2".


 A photograph showing two men in business suits standing on a brick-paved area next to several classic cars. On the left is a silver Volkswagen Beetle, in the center is a dark blue Ford Mustang, and on the right is a bright green Volkswagen Beetle. The background features trees and a modern building with a staircase.

Henning Könicke (left) and his cousin Thilo Könicke, Managing Directors of AFAG Messen und Ausstellungen GmbH.

»PRESERVING THE CAR AS A CULTURAL ASSET«

AFAG Co-Managing Directors Henning and Thilo Könicke on RETRO CLASSICS as an event for the entire family, the presence of major brands – and the appeal of the Essen location.

ESSEN AFFAIRS: What prompted AFAG, as one of the largest private trade fair organisers in Germany, to take over the RETRO trade fairs in early 2023 and what experiences have you had so far?

HENNING KÖNICKE: We were very motivated by the fact that this is a highly emotional topic with a positive context for visitors. The crowd at RETRO CLASSICS doesn't just gather to purchase products. So, unlike a classic B2B concept, it is not just about bringing together supply and demand. These events are much more a gathering place for the scene, and we have always had very positive experiences with such communities in the past. What's more, we also

have visitors who don't even own or drive a classic car yet, but who would like to immerse themselves in their own family history with their child or grandchild. We intentionally envision RETRO CLASSICS as a full family event. It's not just about polish and loads of cash; it's truly enjoyable to be there when eyes light up and people express their emotions freely.

THILO KÖNICKE: There are certain parallels with our whiskey fair "The Village". Whiskey was a product that didn't really have a positive connotation for a long time. Now no one discusses that anymore, as it's become clear that whiskey enthusiasts are more interested in the culture behind the drink and the lifestyle it represents. Similarly, we want to help preserve the character of the car as a cultural asset. We are convinced that classic cars and the love of classic cars will endure – especially as new classic cars are added in the medium term. If I want to own a vehicle with a combustion engine in 20 years' time, it will probably be a classic car. Speaking of

the medium term, one of our main goals is to tap into new target groups and encourage the next generation.

How exactly do you intend to achieve this?

H. KÖNICKE: For example, by deliberately presenting vehicles in the entry-level segment of under 10,000 euros at RETRO CLASSICS ESSEN. In the end, we want and need to listen to this target group.

T. KÖNICKE: In general, every RETRO trade fair is about finding the topics that interest people and then not only fulfilling expectations, but ideally exceeding them. The special show area is the icing on the cake. At RETRO CLASSICS STUTTGART, for example, this was recently “50 Years of Porsche Turbo”.

The presence of the major German brands was particularly striking in Stuttgart – although it was actually kind of an in-house exhibition for Porsche and Mercedes.

H. KÖNICKE: Yes, but of course it's also about market coverage. And just as Baden-Württemberg is an important automotive centre, we also want to reach people in the west and north of Germany and beyond. Essen has international appeal when it comes to cars and is therefore the right location for brands. Our surveys show that visitors also want a strong brand presence.

Is there a broader shift among brands in how they engage with their heritage?

T. KÖNICKE: As we all know, car manufacturers are undergoing a significant process of transformation. However, it seems they have realised that their tradition is the cornerstone of their identity and must be preserved as a key part of their brand image. This is where we come in, offering these major brands the opportunity to showcase themselves in the right way.

H. KÖNICKE: As organisers who are not rooted in the club scene but are deeply immersed in the industry, we represent a professional, modern trade fair concept that covers a full spectrum – from planning and customer engagement to service quality and development.

With RETRO CLASSICS STUTTGART, RETRO CLASSICS BAVARIA and RETRO CLASSICS ESSEN, you will have a network of three trade fairs from 2026 onwards. How can exhibitors and visitors benefit from this?

H. KÖNICKE: The network does indeed give us the opportunity to offer dealers, exhibitors, brands and clubs enough space to reach a target group that would otherwise not be possible in this form. This is a fantastic opportunity that we will honour with exclusive offers. We will work closely with customers and partners to define the details.

T. KÖNICKE: In addition to these really great synergies within the company, the synergies with Messe Essen also play a role, of course. The cooperation with the Essen Motor Show is an important factor here – and it isn't new, by the way. At RETRO CLASSICS BAVARIA and also in Stuttgart, for example, we play on the theme of tuning icons from the 70s, 80s and 90s, which is definitely a kind of throwback to the old Essen Motor Show days. There has been a very, very good relationship between colleagues on a personal level for a long time.

Apart from that, as a guest organiser at Messe Essen, AFAG is anything but an unknown quantity.

H. KÖNICKE: And we have had good experiences here because we share a common basic philosophy with the Messe Essen team. An exhibition centre is like a ship. You can build an excellent ship, but if the crew doesn't work together, the journey – whether you're a passenger or a shipping company chartering the vessel – just isn't enjoyable. In Essen, we have a modern and professional site at our disposal that is managed by a really good team. This is the crucial point.

www.retro-classics.de

TRADE WITHOUT BORDERS

The Landgard producers' cooperative is integrating its Spring Order Days into IPM ESSEN. The world's leading trade fair for horticulture will use this addition to reposition its special shows. Trade visitors and exhibitors will benefit alike.





»Messe Essen provides our member companies with an ideal platform to present themselves and their product lines.«

Oliver Mans, CEO of Landgard eG

■ Anyone entering the upcoming IPM ESSEN via Messe Essen's south entrance may be surprised at first. "Is everything here Landgard or what?" some might be thinking. In addition to Landgard's highly visible trade fair stand in Hall 1, for the first time, all of Hall 1A will be the venue for Landgard's Spring Order Days from 28 to 31 January 2025.

Many synergies

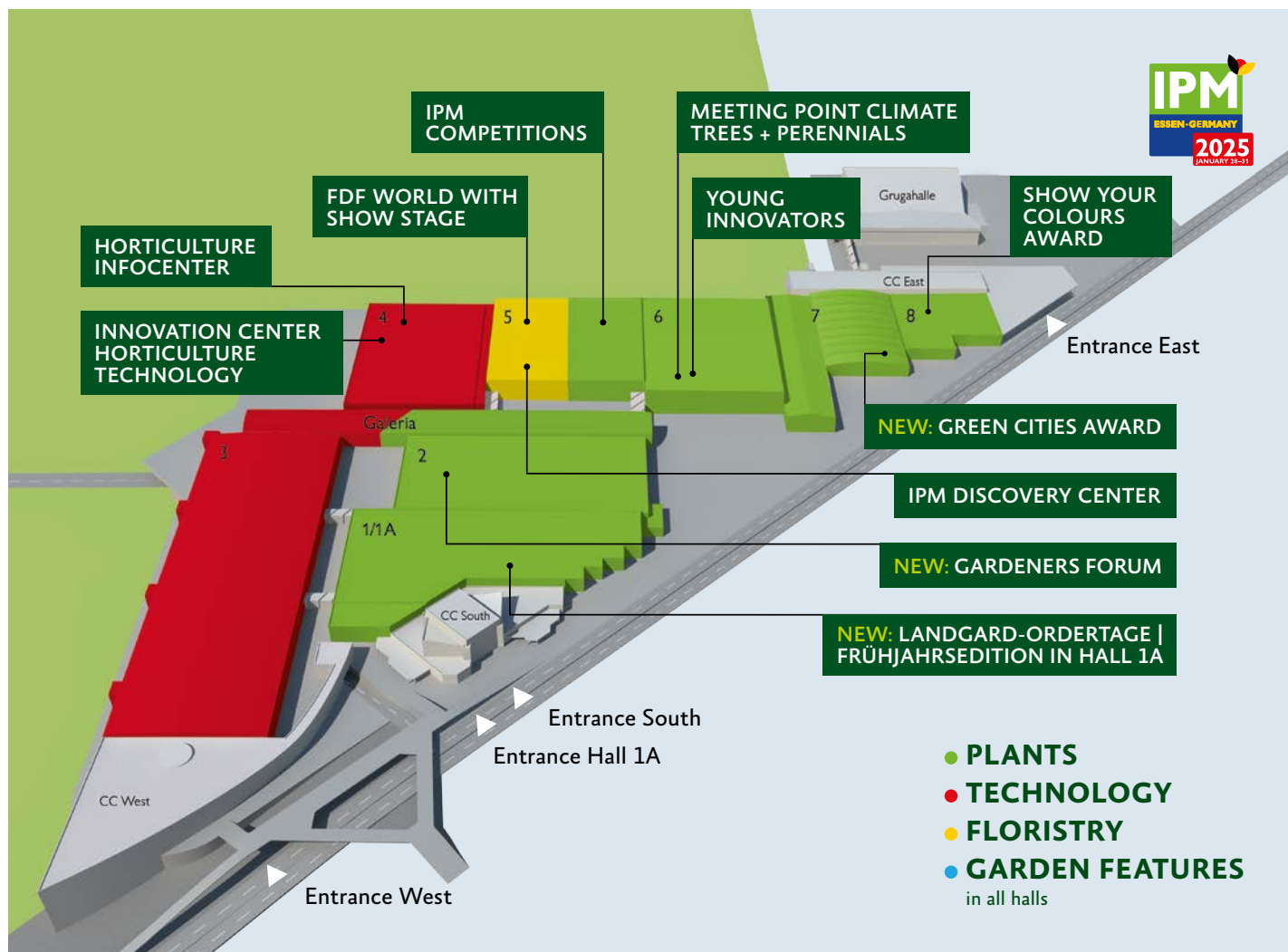
Here, things that complement one another thrive together, as Landgard Managing Director Oliver Mans explains: "For most national and international decision makers in the horticultural sector, a visit to IPM ESSEN is a fixed date at the beginning of the year and the starting signal for the business year ahead. By integrating our Order Days, we are creating synergies – offering trade fair visitors the opportunity to find out more about new products in one place and order high-quality green products, at the same time." Mans anticipates positive impacts for the 2,800 member companies of the pro-

ducers' cooperative, which generated sales of over 1.9 billion euros last year: "Messe Essen provides them with an ideal platform to present themselves and their product lines. By doing this, we aim to send a positive message in support of German production while ensuring access to high-quality goods for both Germany and other European markets." The new venue offers an opportunity to attract "new, strong member companies and further expand existing businesses".

More products from important nations

The idea was conceived by Landgard's Trade Fair and Order Days team. Traditionally, the Spring Order Days are the largest and most important of three such events organised by the cooperative each year. As they were timed similarly to IPM ESSEN, "we traditionally had two major events that took place at almost the same time as the fair and were aimed at a similar target group," says Oliver Mans. This presented a clear opportunity to leverage synergy potential, and he is pleased with the "very positive response" from Messe Essen right from the start. ➔





From 2025, IPM ESSEN will launch a thematically reorganised hall concept.

➔ From IPM ESSEN's perspective, the integration of such a major player reinforces its position as the undisputed top meeting place for the industry. This additionally represents an expansion of the range of products and services on offer. At the last Landgard Spring Order Days, the range included around 4,500 different products from nearly 150 suppliers, mainly from Germany, Italy, the Netherlands and Denmark – all countries that are also important exhibitors and visitor nations at IPM ESSEN.

Halls 4 and 5 will also change their look

The IPM ESSEN project team has used this opportunity to reorganise the hall layout thematically. The special shows that were previously located in Hall 1A will change locations. From 2025, gardeners will receive first-hand specialist information and professional advice on all operational issues in the Horticulture Info Centre in Hall 4. Zentralverband Gartenbau (Central Horticultural Asso-

ciation), the conceptual sponsor of IPM ESSEN, along with its regional and sub-associations and specialist groups, will showcase themselves here and invite visitors to engage in personal exchanges at their joint stand. Along with the Horticultural Technology Innovation Centre, featuring specialist presentations from industry and research, the educational exhibit in Hall 4 will also present new scientific findings. The Innovation Showcase, featuring all plant innovations competing for the title of "IPM Novelty 2025", will highlight the outstanding capabilities of horticulture.

Fachverband deutscher Floristen – Bundesverband (Federal Association of German Florists – FDF) and its regional associations will be found in Hall 5 from 2025. The show stage will play the leading role in FDF World, where the stars of the global floristry scene will demonstrate their skills live. Floral inspiration and craftsmanship will be showcased in tours, workshops, installations and point-of-sale displays. As in previous years, exhibitors of

floristry supplies and complementary products for the retail trade, along with international plant exhibitors from countries such as Italy and Turkey, will once again showcase their offerings in Hall 5.

New forum for young plants

The IPM Discovery Centre offers further opportunities to find out more about new retail trends and successful marketing concepts for products from all areas of IPM ESSEN. The special show, under the creative direction of Romeo Sommers, will also move to Hall 5 in 2025. The emphasis will be on fresh ideas for engaging garden centre customers in a way that targets specific groups. Guided tours will be offered several times a day. Finally, there will be a new forum in the Young Plant Area in Hall 2: The moderated forum with show stage will provide insights into the latest developments and trends in the young plant sector and also offer an opportunity to exchange experiences.

“By strategically allocating special shows and forums to the existing exhibition areas, we are creating added value for trade visitors, which ultimately benefits our exhibitors as well,” explains Oliver P. Kuhrt, CEO of Messe Essen. Eva Kähler-Theuerkauf, newly elected President of the Central Horticultural Association (ZVG) and Chairwoman of the Trade Fair Advisory Board, adds: “The revamped hall concept ensures shorter distances and a blend of products, special shows and communication areas.”

www.ipm-essen.de



EVA KÄHLER-THEUERKAUF AT THE HELM OF ZVG

Eva Kähler-Theuerkauf is the new President of the Central Horticultural Association (ZVG). A clear majority of delegates voted for the Rhineland native at the ZVG General Assembly on 19 September 2024, in Berlin. She succeeds Jürgen Mertz, who decided not to stand for re-election after twelve years as ZVG President. The trained merchant and longstanding co-owner of an ornamental plant nursery thanked her predecessor for his work and presentation of the sector in the world of politics. She hopes to build on his work. “To make horticulture fit for the challenges of the future, we need planning security and stable conditions for our businesses. The ‘Future of Horticulture’ measures must be further developed and continued. Together with our partner associations, I will work hard to advocate this in the political arena,” emphasised Eva Kähler-Theuerkauf.

www.derdeutschgartenbau.de

The new ZVG President Eva Kähler-Theuerkauf (centre) with her predecessor Jürgen Mertz and the German Flower Fairy 2023/24, Kathrin Köhler.



MOOD BOOSTER

German welding technology is bucking the general trend. This also provides strong momentum for the world's leading trade fair. An outlook for SCHWEISSEN & SCHNEIDEN.

■ The German economy is not experiencing an abundance of positive news at the moment, and 2024 may mark the second consecutive year of recession. Anyone seeking a mood booster could look to the welding technology sector. After all, its companies have recently shown themselves to be surprisingly robust. In contrast to the overall economic trend, companies in this sector achieved an impressive production value increase of 9.9% in 2023. Even in comparison with global growth, which reached 3.3% in 2023, welding technology from Germany is proving to be a true engine of growth.

Innovations are in demand

“One of the main reasons for the resilience of welding technology is the continuing high demand for innovative manufacturing solutions in various industries, particularly in machine building, the automotive industry and construction,” explains

Dr Roland Boecking, Managing Director of DVS – German Welding Society, on whose behalf the Faculty of Economics at Ruhr University Bochum collected the data. “Advancing digitalisation and automation in production have also opened up new opportunities to increase the efficiency and quality of welding processes. Companies are increasingly investing in training and state-of-the-art technologies in order to remain competitive and meet higher market demands.” The industry is currently displaying “an overall positive outlook, fuelled by numerous projects and investments. Companies remain optimistic that the upward trend will continue, especially if they continue to invest in research and development and focus on sustainable practices.”

Return to the normal rhythm

This bodes well, as both the domestic and global leaders in joining, cutting and coating technology

will convene at Messe Essen once again next year. SCHWEISSEN & SCHNEIDEN will be held from 15 to 19 September 2025. With this date, the world's leading trade fair will resume its regular four-year cycle following an interim event in 2023. The response has been very positive, with a large number of market leaders confirming their participation well before the registration deadline. "We are very pleased about this strong signal from the industry," says Oliver P. Kuhrt, CEO of Messe Essen. "The most important trade event for the metal-working industry", "indispensable", "a central platform" – these and similar sentiments are how major industry players have explained their decision to participate.

The motto "Join the Future" alludes to some of the key topics that the trade fair will focus on in 2025. "The welding, cutting and joining industry is undergoing a transformation process that can only be achieved successfully through collaboration and the presentation of effective solutions. SCHWEISSEN & SCHNEIDEN offers the ideal conditions for advancing the issues of our time," explains Christina Kleinpaß, Project Manager of SCHWEISSEN & SCHNEIDEN. "These include sustainable, resource-efficient production practices, along with the ongoing digitalisation and automation of manufacturing processes. The search for qualified specialists also remains one of the biggest challenges facing the industry."

Premiere for the S&S Future Hub

The S&S Future Hub will be launched for the first time, with a different focus on each day of the trade fair. Whether best practices, feedback sessions, panel talks or deep-dive sessions – the moderated communication area fosters opportunities for experience sharing and collaboration within the industry. Get-togethers, recruiting formats and "meet & greets" with industry personalities and well-known content creators from the scene are also planned. The S&S Future Hub provides exhibitors with an additional platform to showcase their offerings. Additionally, they can join one of the themed tours that begin and end at the hub.

As the conceptual partner of the world's leading trade fair, DVS will also focus on key topics such as digitalisation, sustainability and innovative welding technologies. "Handheld laser welding is currently being covered by DVS guidelines, in particular for operational and application safety," reports Roland Boecking. The DVS programme also includes the national and international competitions Young Welders and the International Welding Competition. What's more, DVS expects international business and association partners from around 60 nations to attend the fair.

Run-up in China, India and the Emirates

The global network of SCHWEISSEN & SCHNEIDEN provides formats for presentation and exchange ahead of time. For instance, INDIA ESSEN WELDING & CUTTING is currently being held at the Bombay Exhibition Centre, in Mumbai. Messe Essen has once again secured the contract to organise the German joint stand at SteelFab. This trade fair in the United Arab Emirates will be held from 13 to 16 January 2025 at the Expo Centre Sharjah.



»Companies remain optimistic that the upward trend will continue.«

Dr.-Ing. Roland Boecking, Managing Director of DVS – German Welding Society

The German pavilion at this year's Beijing Essen Welding & Cutting in August, held at the Shanghai New International Expo Centre, saw strong attendance. A total of 22 companies took advantage of the space sponsored by the German Federal Ministry of Economy and Climate Action to showcase their products and services among over 600 exhibitors. Alongside the USA and Italy, China was one of the three primary consumer countries for German welding technology last year.

Omiš in southern Croatia entices visitors with its expansive beaches and diverse options for an active holiday.

A CELEBRATION OF DIVERSITY

Reise + Camping 2025 presents one of Europe's top travel destinations: Croatia. Fahrrad Essen will be held at the same time as the holiday trade fair.

■ “Sun-kissed coasts, countless islands, dramatic mountains and historic walled cities”: the Lonely Planet team was thrilled to name Croatia Europe's top country for 2024 in its prestigious Global Destination Awards. Croatia's entry into the Schengen area and adoption of the euro have made travel from other European countries even more convenient, enhancing its appeal as a destination. Visitors to the next Reise + Camping will be able to experience the many attractions of the Adriatic state for themselves. Croatia will be the partner country at the next edition of Reise + Camping from 19 to 23 February 2025.

“The ideal opportunity”

For Romeo Draghicchio, Director of the Croatian National Tourist Board, the partnership with North Rhine-Westphalia's most popular holiday trade fair is a logical choice: “Our country is already a top holiday destination for travellers and campers from Europe and around the globe. We are excited to showcase the diversity and beauty of our various holiday regions to a broad audience at Reise + Camping 2025. For a holiday destination like ours, this event provides the perfect opportunity to connect with numerous travellers and showcase the uniqueness of our location.”

Croatia already enjoys an excellent reputation among mobile holidaymakers. In terms of the number and quality of campsites, the country is one of Europe's top addresses. As a result, a large number of visitors are anticipated, especially as Reise + Camping will be accompanied by Fahrrad Essen from 20 February. "So you can plan your next holiday with the right equipment in a wonderful holiday region," explains Gunter Arndt, Project Manager of the two recreational trade fairs.

The test track extends over 3,000 square metres

As far as exhibitors of recreational vehicles and camping accessories are concerned, nearly all major brands will once again be represented at Reise + Camping. The Vanlife area, which the trade fair is once again showcasing, is witnessing significant growth. Other highlights include Scandinavia World and the special show "Cruise Experience". Just a few steps away, Fahrrad Essen will draw visitors in with well-known brands and a test track spanning more than 3,000 square metres – providing a practical opportunity to test new models and purchase them on the spot.

www.reise-camping.de

www.fahrrad-essen.de



Hotspots for campers (above, the Arena Stoja Campsite near Pula) can be found in Croatia, along with picturesque old towns, such as Rovinj.



ON THE UPSWING

E-world energy & water continues to set new records. As Europe's leading trade fair for the energy industry, it has also evolved into a highly regarded platform for the sector each year, both in person and digitally.

■ Every year, the E-world energy & water team organises a visitor survey during the trade fair. The most recent survey yielded a clear outcome: 94.3% of visitors answered “yes” to the particularly important question about their intention to return – an impressive figure, especially since more experts and business partners participated in E-world energy & water last February than ever before: around 30,000. They had travelled to Essen from 72 countries – “a new record”, according to Managing Director Stefanie Hamm.

On the exhibitor side, E-world energy & water 2024 also ended with a record, as 923 companies and organisations presented their products and services. For Managing Director Sabina Großkreuz, one thing was clear at the end of the trade fair: “It was right and also important for E-world energy & water to return to its traditional annual opening date.” In the short term, the return to the February date is certainly an important reason for the growth. However, the figures for E-world energy & water also show a clear upward trend in the medium term.



From 11 to 13 February 2025, E-world energy & water will once again present solutions for energy generation and supply.



The number of exhibiting companies and organisations has increased by nearly 50% compared to a decade ago. There seems to be no end in sight to this success story as almost 90% of the exhibition space was already booked before the summer break.

Growth in space for 2025

The organisers therefore decided early on to make full use of exhibition halls 4 and 5. The Hydrogen Solutions exhibition area in Hall 5 will also be expanded again for the upcoming E-world from 11 to 13 February 2025. There will be a wide range of solutions on offer. For example, hydrogen not only plays an important role in the transition to a climate-neutral energy supply, but also acts as a key driver in the decarbonisation of the industry.

This highlights E-world as the European platform for one of the most significant issues of our time: the future energy supply. Here, one can see how the energy transition can be further shaped and accelerated. From storage technologies to the large-scale

NEARLY 50% GROWTH IN TEN YEARS

2014
620

EXHIBITORS



2024
923

EXHIBITORS

use of photovoltaics; from apps for dynamic electricity tariffs to the use of artificial intelligence for customer communication – nowhere else is the extensive transformation of an entire industry being showcased so comprehensively. The combination of trade fair and conference and lecture programme also received top marks in the visitor surveys. Most recently, visitors were able to choose from over 50 events spanning three days. The “Energy Leadership Meeting” on the day before E-world energy & water has also established itself as a kick-off event, generating significant media attention.

The trade fair begins digitally months in advance

Speaking of which, in the E-world community, the trade fair has been starting long before the physical get-together for several years now. To this end, the team has developed a series of digital dialogue and knowledge formats for which those interested can register free of charge. For example, webinars on “Sustainable Power: Green Power Plants for the Energy Transition” were held over five days in September. Designed as lunch-break sessions, they shared insights on sustainable energy generation in the compact format of a one-hour lunchtime session. The “HR x E-world” series highlighted strategies to combat the shortage of skilled labour, while municipal heat planning and power purchase agreements (PPAs) for electricity were also discussed in the context of municipal utilities. The highlight of this digital “warm-up” was the three-day official E-world kick-off from 19 to 21 November. Can the grid support the energy transition? How can we ensure energy supply security at the European level during times of multipolar crises? How can the municipal heating transition be financed? These are questions that will remain pressing well beyond next February.



IN THE FIGHT AGAINST CANCER

In 2025, Essen will be the venue for two high-calibre conferences dedicated to one of the world's deadliest diseases.

■ As Programmes Manager of the European Association for Cancer Research (EACR), the search for new conference venues is part of Kathryn Wass' daily routine. This is not always a pleasant task, as Wass reports: "It is surprising how many e-mails go unanswered, which can be frustrating." In the case of the Congress Center Essen, this was quite different. "The contact with the Congress Center Essen right from the start was immediate, professional and informative." She is therefore all the more pleased that Essen will be the venue for an EACR conference for the second time next year.



»The contact with the Congress Center Essen right from the start was immediate, professional and informative.«

Kathryn Wass, Programmes Manager EACR

Founded by physicians in 1968, the EACR has developed into the largest cancer research organisation in Europe – although the location should not be taken too narrowly: the members of the charitable organisation, which number more than 13,000, come from over 100 countries worldwide. Participants from more than 30 countries are expected when top researchers from the EACR community meet in Essen from 23 to 25 September 2025. "Especially with its excellent transport links, Essen is an ideal meeting place for such an international community," says Kathryn Wass.

Under the title "Goodbye Flat Biology: ex vivo to in vivo models of cancer", the focus will be on the latest cancer models that can better mimic the

complexity of tissue formation, tissue homeostasis and the dysregulation of these processes in cancer than conventional 2D monocultures.

A "revolution" in melanoma?

The US oncologist Siddhartha Mukherjee described cancer as the "king of all diseases" in his bestseller of the same name. Skin cancer is an increasingly dangerous form, mostly caused by excessive UV exposure during childhood and adolescence. In Germany, skin cancer is the most common form of cancer with the highest rate of growth. Over 300,000 new cases are diagnosed every year, more than 40,000 of them with the particularly dangerous black skin cancer. The good news is that diagnostics and therapy have made such outstanding progress in recent years that some observers are already talking about a "revolution" in the fight against melanoma. Immunotherapy has replaced chemotherapy as the standard treatment for advanced skin cancers.

Dr Dirk Schadendorf, Head of the Dermatology Department at Essen University Hospital, is one of the luminaries in this field. In a current ranking by the platform Research.com, which lists the research performance of more than 70,000 scientists, Schadendorf is ranked 23rd in Germany. From 10 to 13 September 2025, the oncologist and his team will be hosting the 35th German Skin Cancer Congress at the Congress Center East. The event is being organised by Conventus Congressmanagement & Marketing GmbH.



The partial modernisation now underway is making the Grugahalle fit for the future – while also preserving the unique character of the butterfly building.

■ An attractive foyer and a facade upgrade – these measures are at the heart of the modernisation work now taking place at the Grugahalle. They will give the legendary location a contemporary look. “The butterfly building is an icon of Essen’s architectural history,” emphasises Oliver P. Kuhrt, CEO of Messe Essen. “With all the renovation measures that have been initiated, preserving this landmark in accordance with monument protection guidelines remains our top priority. This means we are approaching each area with great care and precision.”

Closely coordinated with monument protection

Together with the monument protection authorities and the architectural firm carrying out the work, Messe Essen has identified various building blocks for the modernisation, which are now being implemented in phases. The upgrading of the east entrance facade will be the first thing visible from the outside. In keeping with the original, historical colour scheme, the concrete frames will be painted white, while the recessed surfaces will be kept dark. This calming effect will make the facade more attractive. The parapet will also be painted white. Both measures are designed to emphasise the ensemble character of the Grugahalle and Messehaus Ost, which opened in 2017.

Inviting entrance area

Inside, the renovation work begins in the ticketing area. An inviting, prestigious entrance area covering some 400 sq m will be created, welcoming visitors in a bright, open atmosphere. To this end, the numerous ceiling borders and other cramped fixtures in the foyer will be removed. Instead of the current mix of tiles and materials, a new floor will be laid to create a calm overall look.

New ticket desks, a revamped cloakroom counter and LED presentation areas will round off the modern entrance to the Grugahalle, which has been a defining feature of Essen’s skyline since 1958 and has facilitated countless unforgettable moments due to its versatility. It has been, and continues to be, an iconic venue for shows, concerts, sports events, circuses, ice skating and a diverse range of event formats. On its 60th birthday, it received the Big Beautiful Building award, which is presented by the state initiative StadtBauKultur NRW for special buildings from the post-war period.



A prestigious entrance is currently being created in the ticketing area of the Grugahalle (picture above). The concrete frames and parapet of the iconic building will once again be resplendent in white in the future.

www.grugahalle.de

The technical management team at Messe Essen: Karsten Weiler, Head of Facility Maintenance, Christoph Korb, Head of Event Engineering, Sebastian Kamp, Senior Vice President Technical Department, Lukas im Schlaa, Head of Facility Management (from left to right).



»WE HAVE A LOT OF DISCUSSIONS«

The Technical Department is the largest at Messe Essen in terms of staff – making it also one of the most diverse. For its head Sebastian Kamp, this is precisely what makes his job so appealing.

ESSEN AFFAIRS: Mr Kamp, you joined Messe Essen in 2013 and have been Head of the Technical Department since 2022. It looks as though even a civil engineer can catch the trade fair bug.

SEBASTIAN KAMP: Apparently, he can (laughs). When I come to work in the morning, I have a rough idea of the day ahead of me. And after two hours, the reality often looks completely different. But the wide variety of requests that come our

way – whether from exhibitors, organisers or politicians – is what makes the work so varied, exciting and, above all, multifaceted. My team and I enjoy that – our jobs are never boring.

Have the requirements changed in your time here?

I joined Messe Essen in 2013 as part of the modernisation and worked almost exclusively on this project until 2016. But what I have noticed since then, and what colleagues with decades of trade fair experience confirm, is that the business has become much more fast-paced. On one hand, this is because events have become more consolidated – we now have to set up and dismantle far more often than in the past. And because our customers experienced how quickly we were able to react to new requirements during the Covid-19 pandemic, information is often provided at shorter notice than in the past. But so far, we have been able to solve every problem.

You mentioned the new Messe Essen. It is now five years old. How is it doing, structurally speaking?

Very well. Everything still looks tidy, everything work and we can see from marketing successes that the new halls and the new glass foyer are very popular.

Still, there are certainly always matters that need to be handled, and you're likely especially focused on the significant issue of the energy transition. In an AUMA industry position paper, the German trade fair industry has committed itself to climate neutrality by 2040, and the switch to 100% green electricity is to be completed by 2025, at the latest.

We have already met our 100% green electricity target this year and are continuing to focus on transitioning to renewable energy sources. By April 2025, we plan to install a photovoltaic system on Hall 5, designed as a lightweight foil structure that aligns with the building's architecture. The next step, in coordination with our neighbour E.ON, is to install a conventional PV system on the roof of the parking facility P5. An even larger project, from which we at the fairgrounds won't benefit directly, but from which the city can benefit massively, is

the solar carport on car park P10, which Essener Versorgungs- und Verkehrsgesellschaft mbH (EVV) plans to implement. The system could generate up to eleven megawatts peak of electricity, approximately matching our annual energy consumption. Another key focus for us when it comes to climate protection is the ongoing transition to LED lighting. Recently, the Europa Hall and Hall 7 were upgraded, and initial results indicate that we are reducing electricity usage by 60 to 70% with the new lights.

What other tasks does your department tackle?

In addition to Technical Building Management, which oversees the technical systems, ventilation, air conditioning and security technology, there is also the Event Engineering unit. This team is responsible for planning events and also ensures each event has an event manager. The Infrastructural Facility Management team deals with cleaning, waste disposal, building maintenance, security and car park and logistics management. In addition to around 50 employees with a wide range of occupational categories, we employ service providers for each area, e.g. for cleaning and security. At large trade fairs such as SHK+E and E-world, 400 to 500 people are on-site on peak days and at night for security alone.

It sounds like that requires a lot of coordination.

We have a lot of discussions, and that's exactly what we should be doing. We hold regular meetings at both the department head level and with the broader team, while also staying in constant informal communication with one another. It's important that everyone is aware of what is happening on-site and what the critical issues are in terms of time or content. In particular, there are many interdependencies between Event Engineering and Infrastructural Facility Management, e.g. with regard to visitor control.

WEDDING SHOW | 04.–05.01.2025

■ Ready to tie the knot? Then the Wedding Show at Messe Essen should be your first port of call in the new year. In early January, regional wedding service providers will showcase trends, tips, planning tools and very special fair offers for your special day across 8,000 square metres.

www.hochzeitsmesse-essen.de

BAUMESSE ESSEN | 10.–12.01.2025

■ In just two years, Baumesse Essen has become the new industry meeting place in the Ruhr metropolitan region. More than 18,300 visitors attended the last edition to explore essentials and trends in construction, living, renovation and energy-saving, presented by around 190 exhibitors. In January, Messe Essen will once again showcase the full spectrum of the construction industry.

www.baumesse.de/essen

EQUITANA | 06.–12.03.2025

■ The well-being of horses takes centre stage at EQUITANA 2025. The product range and supporting programme, featuring several new elements, are both designed to support this goal. For the first time, the equestrian sports world fair will be offering a specialist congress on two of the seven days of the event. Other new features include a specialist forum, a vocational training day and Health World powered by AGRIA with hands-on workshops. The event organiser RX is expecting some 600 exhibitors from 30 countries.

www.equitana.com



EUROPEAN BRIDAL WEEK | 29.–31.03.2025

■ Over the past ten years, European Bridal Week has become the most important bridal fashion event in northern Europe. More than 500 brands draw a prestigious global audience of buyers, with fashion shows and a dedicated designer area highlighting the latest trends in style. Services such as the complimentary shuttle to and from Düsseldorf Airport underscore the event's commitment to a first-class B2B experience.

europeanbridalweek.de



CUTTING WORLD | 06.–08.05.2025

■ Non-metallic cutting technologies are gaining importance in the cutting and separating industry. Cutting World will spotlight this development at its upcoming event at Messe Essen. Featuring a dedicated exhibition area for these technologies, the international trade fair provides industry professionals with an opportunity to explore the latest processes, methods and tools in this specialised field. Parallel to the trade fair in Hall 8, the German Cutting Congress® will take place in the adjacent congress rooms.

www.cuttingworld.de

TANKSTELLE & MITTELSTAND | 21.–22.05.2025

■ More than 300 exhibitors and over 5,600 visitors gave Germany's oldest exhibition for the petrol station service centre a successful premiere at its new location in Essen in 2023. In 2025, the industry event organised by Einkaufsgesellschaft freier Tankstellen (eft) will once again be held in Halls 7 and 8. Focal points of the exhibition will include: Fuel and Road Business, Shop and Convenience, Commercial Car Wash and Innovative Solutions/Services.

www.tankstellenmesse.de



THE HEART OF THE GAMES



In July 2025, when Germany
hosts the FISU World University Games, Essen will
serve as the primary competition hub for this premier
multi-sport event for elite student athletes.
Half of the events will take place here – including in
the Grugahalle and across Messe Essen.



»We can all eagerly anticipate these unforgettable games with friends.«

Thomas Kufen, Mayor of the City of Essen

■ Eight different sports, over 8,500 athletes, officials representing around 150 countries and as many as 12,000 volunteers – the 32nd FISU Summer World University Games will be the biggest multi-sport event of the coming year. When the world's top student athletes gather in Germany for only the second-ever "Student Olympics" from 16 to 27 July 2025, Essen will be at the centre of this major event. Nine of the 18 competitions will be held in the Ruhr metropolis, most of them at the Messe Essen exhibition grounds, which will also host the games' "operational centre".

To optimise regional synergy effects, reduce transport distances and meet cost and logistical requirements, the FISU World University Games will be hosted across cities in the Ruhr region, as well as in Hagen and Berlin. Essen's Mayor, Thomas Kufen, is certain: "Bochum, Duisburg, Essen and Mülheim an der Ruhr will captivate athletes and fans with their distinctive settings and the local community's passion for sports.

ability. Mobile stands will be erected here for the fencing, table tennis, taekwondo, judo, rhythmic gymnastics and apparatus gymnastics competitions.



The organiser, Rhine-Ruhr 2025 FISU Games gGmbH, decided recently to also relocate the "operational centre" from Düsseldorf to Messe Essen. This encompasses the press and broadcast centre, the volunteers' headquarters, co-working spaces and office space for delegations. "When we first started planning in February 2020, we were looking at four exhibition halls. Now the entire grounds will be occupied, including all the congress centres and the outdoor areas," says Wolfgang Borowski, Director of the Grugahalle.

Locations in top form

The venues at Messe Essen have evidently made a convincing impression. The Grugahalle, an internationally renowned sports arena since the heyday of TuSEM Essen's handball team, easily fulfils the minimum capacity of 5,000 seats required by the FISU. The stands are expected to be packed when the basketball teams compete in their finals here, alongside other exciting events. The exhibition halls received high marks for their extensive infrastructure and adapt-



**FISU
WORLD
UNIVERSITY
GAMES
SUMMER**

Other venues in Essen include the "Am Hallo" sports park (archery and basketball), the ETuF Essen grounds on Lake Baldeney (tennis) and the Zollverein Coal Mine Industrial Complex UNESCO World Heritage Site, where the archery finals will take place. In other words, you can also look forward to spectacular pictures.



rhineruhr2025.com



BLACK, WHITE, COLOURFUL

Katrin Zagrosek was born in Solingen in 1975. She comes from a musical family – her father Lothar was a conductor and the Director of the Stuttgart State Opera. A musicology graduate who plays the clarinet in her spare time, she has held various professional roles, including Artistic Director of the Lower Saxony Music Days and the Managing Director of the Bach Academy Stuttgart. Katrin Zagrosek has been Artistic Director of the Ruhr Piano Festival since 1 January 2024.

The Ruhr Piano Festival is one of the most internationally renowned gatherings of pianists. The new Artistic Director, Katrin Zagrosek, favours innovative formats and unusual venues. In 2025, the glass foyer of Messe Essen will be one of them.

■ Sixty-six concerts in just under twelve weeks, and Katrin Zagrosek has seen them all in her premiere season. Clearly, it's impossible to reduce all these impressions to just a few moments, although two experiences in particular have stayed with the new Artistic Director of the Ruhr Piano Festival. One of these was the evening of June 19 – a date Zagrosek remembers well, as it was the day the German national football team faced Hungary in the European Championships. She watched the match on TV with her daughter, then hopped on her bike in southern Essen to head to the Philharmonie concert hall,, wondering if the 1,000 expected concertgoers would actually turn up. They came, and Zagrosek realised: "Football and classical music aren't a contradiction for people in the Ruhr region."

She had experienced the other moment seven weeks earlier, at the opening concert in Duisburg's Mercatorhalle. Here, New York jazz pianist Emmet Cohen performed with his trio – and with students from the socially challenged neighbourhood of Marxloh in Duisburg, who brought "incredibly adorable, funny and cheeky movements" to the stage to accompany the music. "Harlem and Marxloh together on stage – something that only happens at the Ruhr Piano Festival."

Lead project of the Initiativkreis Ruhr

In fact, it is encounters such as these that make the Ruhr Piano Festival a unique format in the world of classical music. They occur thanks to the

award-winning education programme. Teams spend more than 50 hours a week in schools, enabling around 1,000 children and young people from structurally disadvantaged neighbourhoods in the Ruhr region to experience music. “This program is unique among cultural and music education initiatives because it isn’t intended to encourage these kids to sit with us later in a concert hall,” emphasises Zagrosek. Rather, the aim is to help young people explore how music can have an impact and what they can create with it. And seeing how much tranquility, strength and self-confidence emerge from the rehearsals is “incredibly rewarding, giving our work a whole new significance”.

The sheer scale of the festival is also special: over 35,000 visitors at 17 venues make it the largest of its kind in the world. And it operates without a cent of public funding. The basic funding is provided by the Initiativkreis Ruhr, which also includes Messe Essen and whose cultural flagship project is the Piano Festival. Franz-Xaver Ohnesorg, who served as Artistic Director for 28 years before he died unexpectedly in November 2023, just before the first season of his designated successor, turned the festival into a key event. Their plans had begun around a year and a half earlier. Zagrosek had prevailed over 60 competitors and set about developing the festival with her team of 15.

Through the “fourth wall”

She is unafraid to step into big shoes, and the new direction she is establishing reflects the generational shift and evolving needs of the audience. Even if the artistic experience remains the main factor, Zagrosek also sees herself as an event manager. “We need to offer an impeccable digital service,” she says, for example, and the venue has to be “very easy to reach” and provide “a good orientation”, so that the audience can “enjoy themselves” with food and beverages before the concert. It goes without saying that her colleagues describe Zagrosek as a friendly yet determined doer with an eye for detail, even appearing at the mixing desk when the acoustics don’t meet her standards.

Under her leadership, the realm of black and white keys is poised to become even more vibrant and diverse. The fact that jazz was heard for the first time at this year’s opening was a sign of this, and

the new “Piano and Electronics” concert series in a former church in Gelsenkirchen has successfully attracted a new audience while still retaining its regular attendees. The modernisation can already be seen in the formats. The “fourth wall”, the barrier between the stage and the audience, is set to become even more porous. In the past, it would have been hard to imagine pianists addressing the audience during a concert, but this practice is increasingly welcomed today. Additional “encounter, mediation and dialogue formats” are also being planned, sometimes in a larger circle, sometimes more exclusively.

“That will be a real eye-catcher”

An event scheduled for 4 July 2025 aligns perfectly with this strategy. This is the date when Vijay Iyer, a jazz pianist celebrated in the USA who is clearly influenced by modern music styles such as R&B and hip hop, will perform with his quartet in the glass foyer of Messe Essen. The location is a first for the Piano Festival. Messe Essen CEO Oliver P. Kuhrt had the idea during a tour. Katrin Zagrosek was instantly enthusiastic and also impressed by “the naturalness with which the project was pursued”. She can already picture the evening in her mind: “When the foyer is lit up, our logo shining in LED,

»Harlem and Marxloh together on stage – something that only happens at the Ruhr Piano Festival.«

with 500 people gathered in the space – that will be a real eye-catcher.” The message is harmonious, in any case: the son of Indian immigrants playing music in the heart of the Ruhr region on American Independence Day – entirely in keeping with the international spirit embodied by both the Piano Festival and Messe Essen.

www.klavierfestival.de



Manfredstraße 10 | 45131 Essen
Fon +49 201 45017-0 | maximilians@wbw-hotels.de

Very conveniently located yet still quiet – is that even possible? At Hotel Maximilians it is, because Manfredstraße, where the design hotel located is, is a peaceful residential area at the southern end of Rüttenscheider Straße. This perfectly matches the cosy character of the 3-star superior hotel. Messe Essen is just a short walk away, and the restaurants and stores on the “Rü” are even closer. If you prefer to use your car, the hotel also offers its own car park.

The rooms in the comfort category already offer many amenities, such as free Wi-Fi, a bottle of water and Sky. The business category features rooms that are even more spacious. The MINI-PLUS ROOM is perfect for those who enjoy the experience of something a bit different. With a compact size of just 11 sq m, the room is equipped like the business rooms and with a special balcony as a “convertible window”. The Hotel Maximilians also surprises with a lovingly prepared and delicious breakfast buffet, mainly made from regional and homemade products.

www.wbw-hotels.de



FLOWERS HOTEL ESSEN

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Fon: +49 201 246 79-0 | essen@flowershotels.de

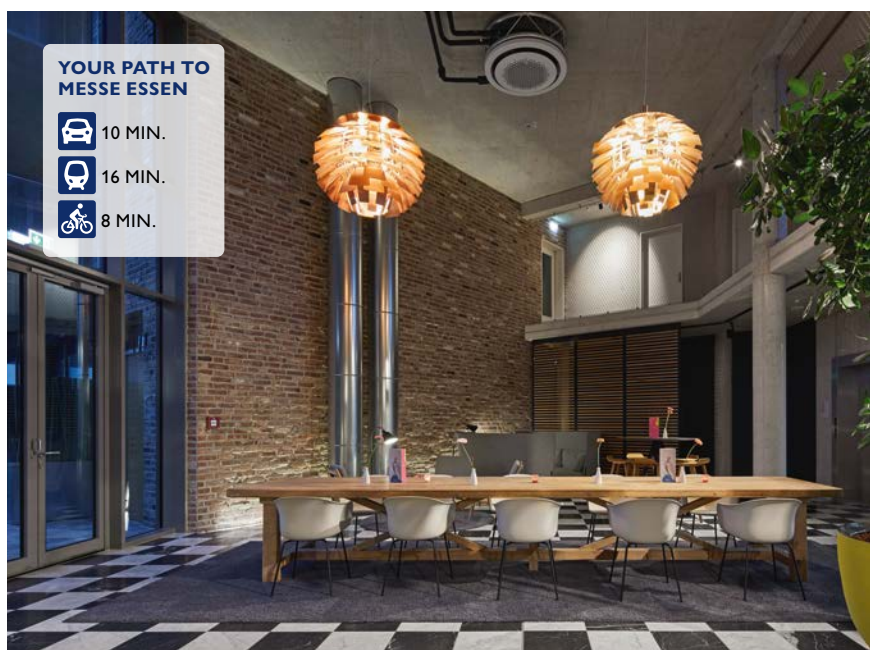
Modern and uncomplicated: this is how the FLOWERS HOTEL presents itself in Essen's Westviertel, directly adjacent to the Limbecker Platz shopping centre. The hotel, which was completed in 2019, offers 140 rooms in the standard, comfort and suite categories. Nearly all of the 26 sq m standard rooms have a balcony with a city view. The comfort rooms, which face the green inner courtyard, are particularly peaceful.

From air conditioning, fridge and safe to smart TV and Wi-Fi, a hearty breakfast and complimentary use of the fitness centre, the FLOWERS HOTEL provides everything business travellers need for a successful stay. The proof is an average rating of 8.4 on Booking.com from this target group.

Incidentally, after work, the FLOWERS HOTEL deli and bar offer a variety of delicious treats to enjoy. For instance, why not try the currywurst paired with a craft beer?

www.flowershotels.de/essen

Fotos: PR



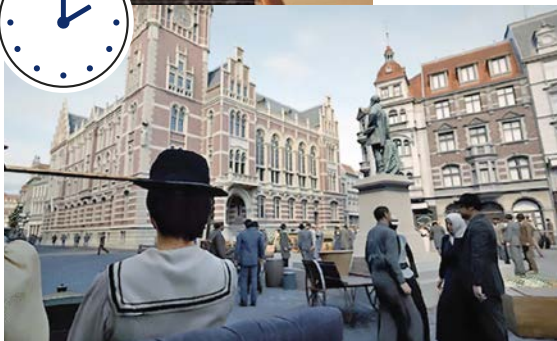
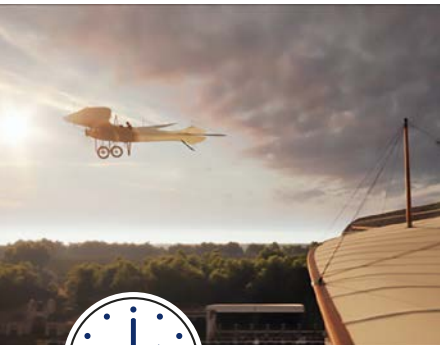
ESSEN IN 24 HOURS

Ice skating at the Zollverein Coal Mine or taking flight in the city:
Essen can be pretty cool – even in winter.

11 A.M. INDUSTRY ON ICE

Unique winter fun set against a spectacular backdrop – that's what the Zollverein ice skating rink offers. It stretches 150 metres along the imposing coke ovens and chimneys of the Zollverein coking plant. In the evening, an installation bathes the rink in atmospheric light. An excursion to northern Essen is especially rewarding when combined with a visit to the UNESCO World Heritage Site.

www.zollverein.de



2 P.M. TIME TRAVEL WITH VR

In a shop in Essen's city centre (Vereinstr. 21), two dreams come true: that of flying and that of travelling back in time. "Aufwind" ("Ascent") is the name of the interactive virtual reality film experience in which guests slip into the role of young Thea. In 1912, against the wishes of her father (played by Wotan Wilke Möhring), she is determined to learn to fly at Essen-Rotthausen Airport. Thanks to the latest technology, the audience experiences wind, heat and cold – soon feeling as if they're flying themselves...

www.visitessen.de/aufwind



6 P.M. WHEN ESSEN LIGHTS UP

Dark season? Not at all! Winter glows in the Ruhr metropolis, illuminated by the Essen Light Weeks, celebrating its 75th anniversary this year. Until 4 January 2025, three-dimensional light figures from the animal world, installations inspired by Essen's landmarks and other light elements will illuminate the streets around Kennedyplatz. If you're craving something savoury, sweet or warm after marvelling at the lights, the stalls at the International Christmas Market have just what you need.

www.visitessen.de/lichtwochen

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MESSE
ESSENCONGRESS
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ESSENGRUGA
HALLE

DATES UNTIL MAY 2025

TRADE FAIRS,
CONGRESSES,
CONVENTIONS

27.11.2024

Tech Tour Energy & Decarbonisation 2024

29.11.–08.12.2024

Essen Motor Show

The performance festival of the year

04.–05.01.2025

Essen Wedding Show

The wedding expo with consulting and sales

10.–12.01.2025

BAUMESSE

The exhibition for construction, living,
renovation and energy saving

28.–31.01.2025

IPM ESSEN

The world's leading trade fair for horticulture*

11.–13.02.2025

E-world energy & water

International trade fair and congress*

15.02.2025

Essen Symposium 2025

19.–23.02.2025

REISE + CAMPING

International fair for travel & tourism,
camping & caravanning

20.–23.02.2025

Fahrrad Essen

Trade fair for bicycles, cycling,
accessories and bike tourism

26.02.2025

Ceconomy

Annual general meeting

06.–12.03.2025

Equitana

The equestrian sports world fair

29.–31.03.2025

European Bridal Week

Trade fair for bridal and evening collections*

09.–13.04.2025

Techno-Classica Essen

World show for vintage, classic and prestige
automobiles, motor sport, motorcycles, spare
parts, restoration and world club meeting

06.–08.05.2025

CUTTING WORLD

The trade fair for professional cutting technology*

07.05.2025

HOCHTIEF

Annual general meeting

10.–11.05.2025

PV LIVE!

Trade fair for vehicle parts, workshop
equipment and workshop systems

15.–17.05.2025

Hospital Hygiene Congress

21.–22.05.2025

TANKSTELLE & MITTELSTAND

The petrol station exhibition

TRADE FAIRS ABROAD

27.–29.11.2024

INDIA ESSEN WELDING & CUTTING

International trade fair joining, cutting, surfacing
(Mumbai)

GRUGAHALLE

01.12.2024

The Nutcracker & Swan Lake

04.12.2024

Gianna Nannini

07.12.2024

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

14.12.2024

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

26.–31.12.2024

URBANATIX

Streetart & World Artistics

08.01.2025

Michael Tsokos

"Fascination of Forensic Medicine"

09.01.2025

Lisa Eckhart

Empress Stasi the First

22.01.2025

DekaBank

24.01.2025

Atze Schröder

"The Saviour"

26.01.2025

Music Parade 2025

Europe's largest tour of military and
brass music

01.02.2025

Jan Böhmermann & The Rundfunk-
Tanzorchester Ehrenfeld

02.02.2025

Girls' clothes – in the foyer

06.02.2025

All You Need Is Love!

The Beatles Musical

08.02.2025

STUZUBI

09.02.2025

Bibi & Tina

The Extraterrestrial Hit Parade

15.02.2025

8th Job Fair Essen

16.02.2025

Mami & Mini – in the foyer

22.02.2025

Torsten Sträter

"Turn on the Big Light" – additional date

14.03.2025

Özcan Cosar

"Jackpot"

15.03.2025

Schlager Island Ruhr District

16.03.2025

Nico Stank

Ex-Files

19.03.2025

Staff Meeting City of Essen

22.03.2025

90s Super Show Ruhr District

Europe's big 90s show returns to Essen

27.03.2025

Till Reiners

My Italy GRANDISSIMO

29.03.2025

Dinotastic

Journey to the Fire Volcano

29.03.2025

SIXX PAXX

Colors Tour 24/25

30.03.2025

Girls' clothes – in the foyer

15.05.2025

E.ON SE

Digital annual general meeting



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