

# ESSEN

THE MAGAZINE FROM MESSE ESSEN

MESSE  
ESSEN

Place of Events

# AFFAIRS

## CONNECTING THE WORLD

Focus: welding

**“INTERNATIONAL, MODERN  
AND IMPORTANT”**

A discussion with Messe Essen's new  
CEO, Frank Thorwirth

**CULTURAL CLIMATE**

What Claus Leggewie would like to  
see in the Ruhr area





Your gateway to success.

# Düsseldorf International

More than 700 flights a day connect the world to Düsseldorf, the capital of 'Nordrhein-Westfalen' - Germany's most important commercial region and leading trade fair area. Direct flights from over 70 European cities and 10 international metropolises such as Atlanta, Chicago, Detroit, New York, Dubai, and Bangkok enable you to reach us directly. Short routes and customized services at the airport are our contribution to the success of your trade fair.

[www.duesseldorf-international.de](http://www.duesseldorf-international.de)



Photo: Daniel Roth / WA

**Frank Thorwirth,**  
Chairman and CEO of Messe Essen



**Egon Galinnis,**  
Executive Director of Messe Essen

### Dear Reader,

Messe Essen has a new dual leadership: since 10 March, we, Frank Thorwirth and Egon Galinnis, have been overseeing the affairs of the eighth-largest German trade fair company. Together with our employees, we want to ensure that the trade fair, congress and event venue Essen will maintain its exceptional importance for the city of Essen and the Ruhr metropolitan region – and will continue to enhance its international reputation.

The current state of the economy doesn't make our task any easier. But we promise our customers and exhibitors to offer the best possible platform for their products, services and issues, both now and in the future. SCHWEISSEN & SCHNEIDEN demonstrates how to defy the global downturn. This year, the world's leading fair for welding technology is more international than ever. Our cover story is dedicated to the topic of welding, offering fascinating insights into the technology of today – and tomorrow.

ESSEN AFFAIRS continues to look outside the box – in this issue, for example, with a portrait of Prof. Claus Leggewie. The Director of Essen's Institute for Advanced Study in the Humanities is a keen thinker with a vision. Leggewie envisions nothing less than a new industrialisation. He believes that making this vision a reality could turn the Ruhr district into a model European region of the 21st century. That sounds exhilarating.

We hope you enjoy reading our magazine.

Best regards,

A handwritten signature in black ink, appearing to be 'F. Thorwirth'.

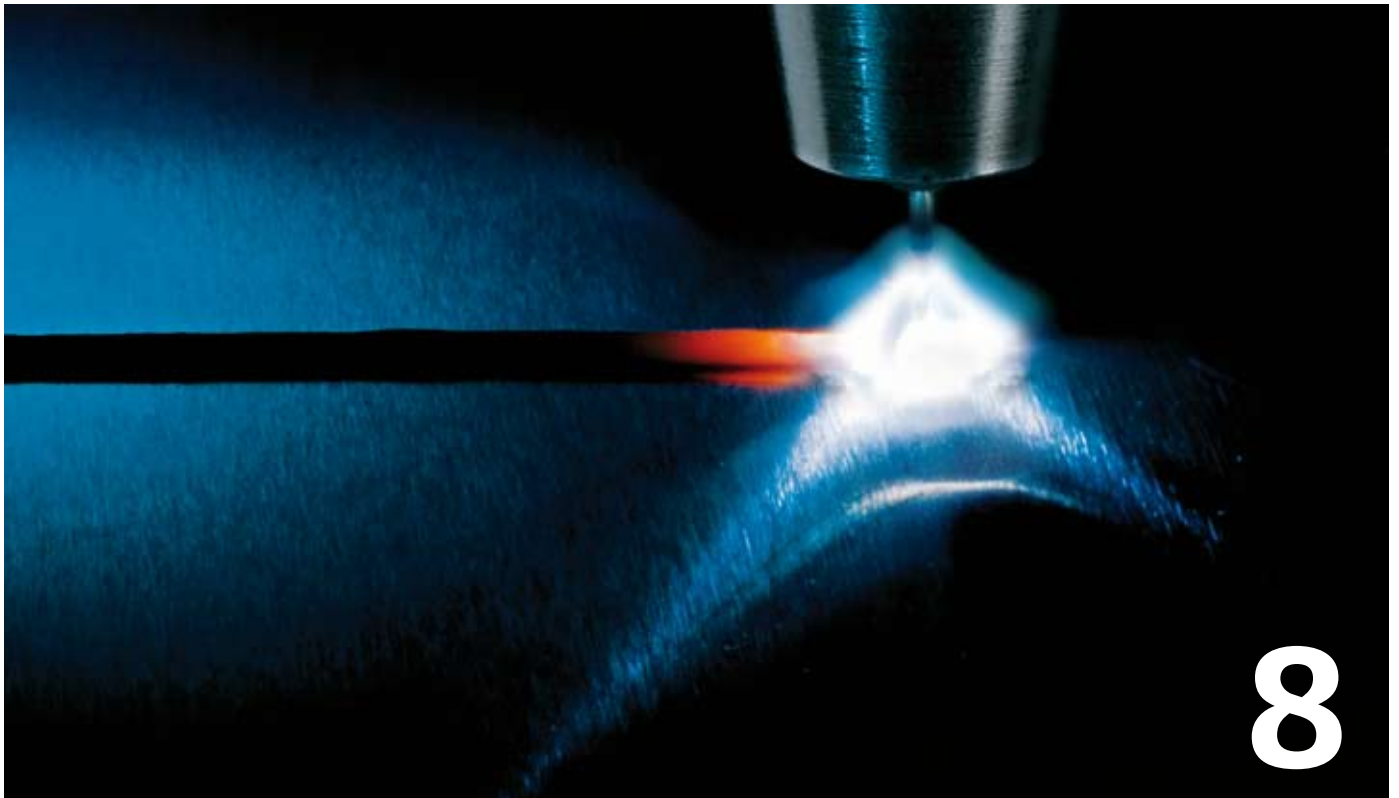
Frank Thorwirth  
Chairman and CEO of  
Messe Essen GmbH

A handwritten signature in black ink, appearing to be 'E. Galinnis'.

Egon Galinnis  
Executive Director of  
Messe Essen GmbH







**3 Editorial**  
by Frank Thorwirth and Egon Galinnis

**5 Imprint**

**6 News**  
from Messe Essen and the city

## TITLE

**8 Connecting the world**  
What do the Airbus A380 and the AIDA Bella have in common? The world's most modern passenger airline and the luxury liner have both profited from rapid developments in welding. An overview of the technology of today – and tomorrow

**15 "We are well positioned"**  
Why Dr Klaus Middeldorf, Executive Director of DVS, is optimistic

**16 The Olympics of welding technology**  
The 17th SCHWEISSEN & SCHNEIDEN is more international than ever

## MESSE

**18 "Modern, international and important"**  
A discussion with Frank Thorwirth, new Chairman and CEO of Messe Essen

**22 Anything but quiet on the eastern front**  
Messe Essen is celebrating three foreign premières this year in Dubai and Moscow

**24 Current news**  
FIBO, Briefmarken/IBRA/NAPOSTA, Expo Turkey

**26 The car is the star**  
The Essen Motor Show is the most multifaceted car exhibition in the world. And soon it will offer even more attractions

**29 Calendar**  
All the dates at a glance

**30 The auditorium is tops**  
Laughs in Essen: four top comedians on their special relationship with the Grugahalle

## ESSEN

**32 Cultural climate**  
Portrait: Prof. Claus Leggewie, Director of the Essen's Institute for Advanced Study in the Humanities

**36 Curtain up!**  
From movies to cabaret: four recommendations for a stylish evening in the Ruhr metropolitan area

**39 Contest/reader's survey**  
Participate and win!

## IMPRINT

Publisher: Messe Essen GmbH, P.O. Box 100165, 45001 Essen, [www.messe-essen.de](http://www.messe-essen.de)

Editorial responsibilities: Stefan Hannen, Director of Corporate Communication, Messe Essen

Project management: Andreas John, Messe Essen

Managing editor: Jens Poggenpohl, VVA

Art direction: Tamara Bobanac, VVA

Layout: Sonja Loy, VVA

Editorial team: Corinna Danielzik, Kirsten Eisner, Gabriele von Graes, Michael Herdemerten, Jennifer Kahmann (Messe Essen); Verena Frohnert, Peter Erik Hillenbach, Dirk Maertens, Lena Rock, Dr. Sabine Roosen (VVA)

Photo editors: Jens Peters, Frank Schuberth (VVA)

Picture credits: Rainer Schimm, Messe Essen GmbH; K+S Studios, Essen (unless otherwise credited)

Title image: Visum Foto GmbH

Realisation/overall production: VVA Kommunikation GmbH, Theodor-Althoff-Strasse 39, 45133 Essen, [www.vva.de](http://www.vva.de)

Print run: 17,000 copies

Date of publication: 22 April 2009

## Stem cell donation Lifesaver from Messe Essen

**Jörg Hedtfeld is a lifesaver.** By donating stem cells, he has offered the most wonderful gift a person can give to another: a new lease on life. In 2003, the Messe Essen technical specialist registered for the German Bone Marrow Donor Programme (DKMS) during a major donor campaign in the Grugahalle. Messe Essen had spontaneously offered the use of the Grugahalle, and over 6,000 Essen residents registered during the campaign. In December 2008, Hedtfeld learned that his donor values matched those of a leukaemia patient. Asked whether he would be willing to donate, the father of two children didn't hesitate for an instant.

**For four days, he injected a growth factor medicine** that boosts the production of the body's own stem cells. The stem cells were then collected in the Frankfurt headquarters of the German Red Cross (DRK). Here, they were frozen for transportation to the recipient, who received the most wonderful Christmas gift of his life. Hedtfeld hasn't met the recipient – "I only know that he is a 17-year-old from Belarus." After a two-year waiting period, donor and patient will be able to meet one another through the DKMS. Now Messe Essen has honoured Jörg Hedtfeld for his commitment. He returned the praise. "All my colleagues were behind me all the way, and I also received a two-day special leave." Would he ever donate again? "Anytime! It's a great feeling to be able to help."



**Praise for his courage and commitment:** Jörg Hedtfeld (2nd from right), technical specialist at Messe Essen, saved the life of a 17-year-old from Belarus with a bone marrow donation. At a special ceremony, he was honoured by Egon Galinnis, Executive Director of Messe Essen; Bishnupriya Bit, Marketing Manager at the German Bone Marrow Donor Programme (DKMS); and Frank Thorwirth, Chairman and CEO of Messe Essen (from left).

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

## Training for exhibitors How to reach visitors

**From invitations through mobile marketing to controlling,** the expobusiness congress on 6 and 7 July in Frankfurt/Main will offer valuable training to exhibitors who want to find out more about strategies for really reaching visitors. Trade fair professionals will offer practical expertise in four specialist forums, allowing participants the chance to set up an individual programme. The expobusiness congress is an offer from exhibitors for exhibitors. The congress is backed by the Seminar Alliance, a network of twelve trade fair companies that Messe Essen also belongs to.

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

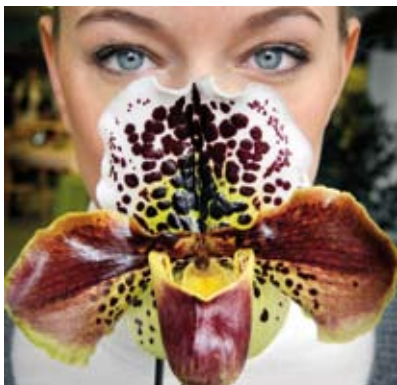
**expobusiness  
congress**

## House and Garden Spring is in the air

**Outside, the winter held a firm grip on the weather** – but inside the Messe Essen exhibition halls, spring was in full bloom. A total of 49,213 visitors came to this year's House and Garden to find inspiration for the upcoming season... and much more:

62 per cent of the visitors purchased directly from the 300 exhibitors or ordered new products for their homes, gardens or balconies. So it's no wonder that already during the trade fair, 90 per cent of the exhibitors said they would come back for the next House and Garden, which will be held from 10 to 14 February 2010.

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



**Is it spring yet?** Nearly 50,000 visitors came to House and Garden in February.

## Patienta Guide for health care

**Patients meeting experts** – this concept is a success. The second Patienta attracted some 3,000 visitors on 7 and 8 February. Patients and family members gained information from more than 100 physicians on diagnostic and therapeutic possibilities for a range of regular medical conditions and diseases, such as stroke, cancer and diabetes. At the accompanying trade show, 106 exhibitors presented their offers. A top-class congress rounded off the platform concept for health information. The third Patienta will be held on 6 and 7 February 2010.

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



**Dialogue:** some 3,000 visitors took advantage of the opportunity to speak directly with physicians at the second "Patienta".



## E-world energy & water Energy for Europe

**With impressive figures**, E-world energy & water has cemented its reputation as the foremost trade fair in the European energy industry. Some 16,800 visitors – six per cent more than last year – arrived from over 30 countries to participate in E-world 2009, held from 10 to 12 February. The exhibitors presented their products and services in an exhibition area that was 20 per cent larger than last year's. The conference also registered a high attendee turnout. The reward was that over 90 per cent of the exhibitors and visitors said they would return for the next E-world, which will be held from 9 to 11 February 2010.

[www.e-world-2009.com](http://www.e-world-2009.com)



**New records:** 2009 E-world energy & water showed growth across the board.

## New art exhibition Three at once

**Three men, three major artists, one passion:** painting. Under the title “Chain Reaction”, Messe Essen is showing selected works by the artists Arnim Tölke, Friedrich Dickgiesser and Reinhold Braun. The exhibition will be held until 25 September in the Convention Center East. “We are not an artists’ group. We are simply buddies,” explained the trio at the opening of the art exhibit. What else connects them? All three studied under the “Prince of Painting”, Prof. Markus Lüpertz, and all three developed their own expressive styles instead of following in their professor’s footsteps.



**Under the title “Chain Reaction”** Messe Essen is presenting the works of the painters Arnim Tölke (left), Friedrich Dickgiesser (centre) and Reinhold Braun (2nd from right). The exhibition was opened by Frank Thorwirth, Chairman and CEO of Messe Essen, and the art historian Alexandra Iwan. In the background, a triptych can be seen that features one painting from each painter.



**High rating:** automotive treasures at this year's Techno Classica were particularly high in demand.

## Techno Classica A safe bank

**Crisis? What crisis?** Nineteen solidly booked exhibition halls, 168,900 visitors, over 1,000 exhibitors and optimism everywhere: Techno Classica was once again a superlative event. The world's largest automobile exhibition for vintage, classic and collector's cars was held for the 21st time in Essen. As in previous years, the exhibition was the starting bell for the season and not only acted as a sales show, but also as a sentiment barometer for the entire industry. The clear trend this year is that many investors are focusing on safe values – and automotive treasures have always ranked among the most secure forms of investment.

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

# Connecting the world

What do the Airbus A380 and the AIDAbella have in common? The world's largest passenger airline and the luxury liner have both profited from rapid developments in welding. Here is an overview of the technology of today – and tomorrow.

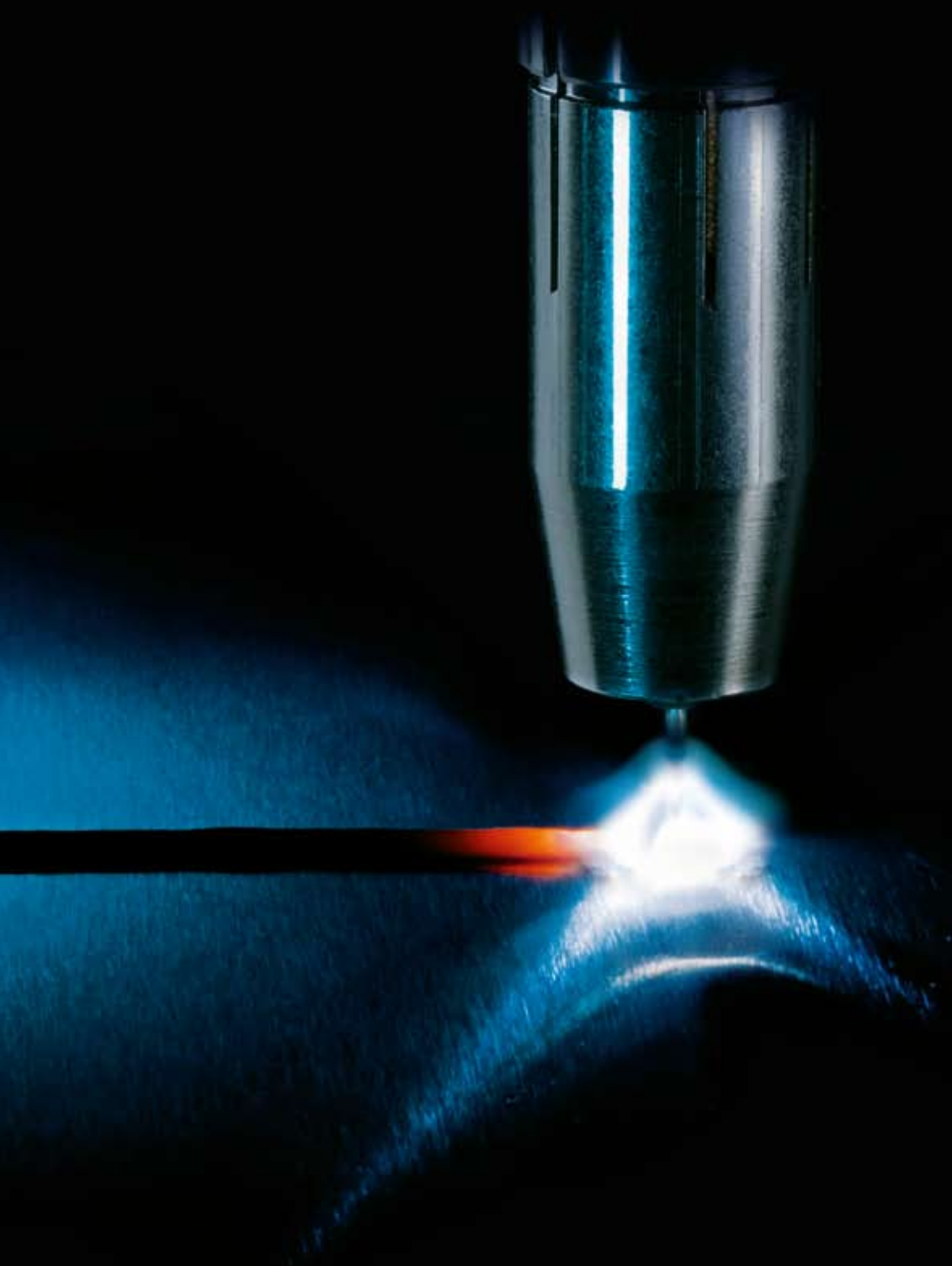
**B**rawny men covered with sweat, operating enormous machines in dirty factories under a shower of sparks. This is probably most peoples' idea of what welding is like. But this is a snapshot from an old photo album – welding methods and related technologies have experienced an innovative boost over the past few years. Today, welding is a high-tech

industry, in which arc physics, laser technology and glass-fibre reinforced plastics are all taken for granted. Let's look at all the facets, one at a time.

## **Smaller, lighter, better**

**We'll start with** a classic method: arc welding. In this process, the heat caused by an electric arc is used to





**Smaller, lighter, better:**  
even traditional procedures  
such as arc welding have  
changed enormously with  
digitisation.

melt, i.e. liquefy, the material, and – once cooled – to join parts. A power source provides the necessary welding current. Before microprocessors entered the scene, these welding systems were so large that they filled half the rear space in a large car; suspension struts groaned under a weight of 20 kg. Today's devices weigh just 4 kg and conveniently fit into the rear pas-

senger floor area of a small car – and are much more powerful.

**The importance of this trend** is underlined by Susanne Szczesny-Oßing, Managing Director of EWM Hightec Welding GmbH: "As a medium-sized manufacturer, only when welding machines became digitalised could we develop ways to modify arc welding tech- ➤





nology. Today, we can control the welding process much faster and thus guide the fusion of materials more accurately.” And it is exactly these developments that have been instrumental in significantly boosting productivity at various companies. “The welding process can be calibrated even more precisely to material

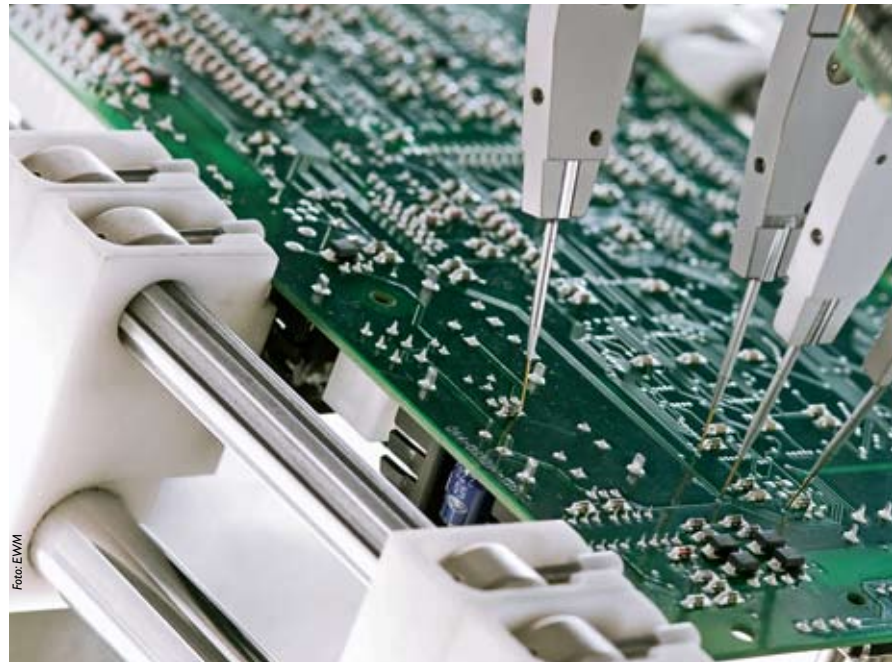
requirements, plate thicknesses and component characteristics,” says Szczesny-Oßing.

**For example, the Austrian** motorcycle manufacturer KTM has attained a higher level of automation using a similarly calibrated welding method from the equipment manufacturer Fronius. The process is optimal for





**The Meyer shipyard is one of the pioneers of laser hybrid welding. In a new, 80 million euros dry dock, welding seams up to 30 m long will be realised from 2010 onwards.**



costs. Cost-efficient beauty – what more could you ask for?

**“Flying” tests like those conducted at EWM place maximum demands on the precision of the plates using extremely high test speeds.**

## Vision on the world's oceans

**Previously unthinkable synergy effects** are also offered by hybrid solutions, including the laser hybrid welding method. Combining laser-welding technology (the laser is the energy source that fuses the material) with conventional gas-shielded arc welding results in attributes that are normally mutually exclusive. As fast as a laser; as good and reliable as arc welding – impossible! Or is it?

**Fifteen years ago**, the Meyer shipyard in Papenburg began modernising its cruise ship production technology. Today, luxury liners of the AIDA fleet are world-class technology leaders. One major factor here is that the Meyer shipyard pioneered welding technology that was once considered unconventional in the shipbuilding industry. A new production hall has been built for the laser hybrid procedure. Panel lines with 20-met- ➤

those sections of the motorcycle frame in which accuracy is key. KTM profits from 20 per cent higher productivity and better process reliability – as well as from one other desirable side effect. The controlled process makes surfaces more optically appealing; less metal finishing is required, which leads to a reduction in



**Doubly innovative:** the rotor blades used in wind turbines are made of glass fibre reinforced plastic (GRP) – and are joined adhesively. Industrial adhesive technology is considered to be a key technology of the 21st century.



Photo: Fraunhofer IFAM

**The Fraunhofer Institute** succeeded in making visible what otherwise can't be seen: adhesives.

re-long laser-welded seams are produced here – something that is unique worldwide.

**Dr Rainer Miebach** is currently Operations Manager at the Neptun shipyard in Rostock – where the “little sisters” of the AIDAbella, the A-ROSA river cruise ship fleet, are built. Miebach started the development of laser hybrid technology – although engineers faced “substantial challenges” at the time. For instance, the Meyer shipyard had to convert its CAD (computer-aided design) system from 2-D to 3-D. But the project stood the test of time. “In this way, we were able to automate all the processes, including logistics.” Currently, an additional dry dock is being constructed – at a total investment volume of 80 million euros. “From 2010 on, we will be able to produce welding seams that are up to 30 metres long,” explains Miebach. And if these figures aren't impressive enough, for cruise ships



Foto: Dennis Schwartz

such as the AIDAbella, up to 400 km of seams need to be welded with the laser hybrid procedure alone.

**Lasers are also used** in the production of I-core panels. In this procedure, sandwich panels with interior profiles are welded from the outside – like a surgeon operating on an intestinal tear through the abdominal wall.





“This enables much better thrust transmission, especially for cruise ships,” says Miebach.

### Striking new paths in the sky

**Breaking new ground** – this was the goal of engineers who developed the Airbus A380, the largest and most

modern wide-bodied aircraft in the world. Dr Andreas Groß, Director of the Bonding Technology Centre at the Fraunhofer Institute for Manufacturing Technology and Applied Materials Research (IFAM) in Bremen, oversaw the progress. “The development of this airplane has been shaped by the use of new materials, ►



Photo: Airbus S.A.S.

**Less weight, more convenience,** more appealing design: new materials and new joining technologies have long been used in many areas, for example in the development of the Airbus A380.

such as carbon-fibre reinforced plastics on the vertical tails – as well as the outer shell hull made of GLARE®, a hybrid material made of aluminium layers and glass-fibre reinforced plastic (GRP).” In order to precisely process these sophisticated materials, a combination of riveting and adhesive bonding is the solution which engineers aspire to. Overall, bonding technology has experienced a big leap in innovation over the past few years, especially in the transportation segment. The objectives are less weight, more convenience and more appealing design. “The body of a 7 Series BMW, for example, contains over 150 m of bonded seams,” explains Groß. “Take a look at railway vehicle manufacturing. Many modern and conventional materials, such as glass-fibre reinforced plastic and steel, can only be joined through adhesive bonding. Or the rotor blades in wind turbines – these are made from GRP and are also joined through adhesive bonding.”

## Germany is the leader in adhesives

**Lighter components** that can simultaneously take on several functions – these are becoming the engine for improving existing materials and also developing new ones. Joining technology faces new challenges, particularly when fusing two or more materials is desired. In procedures of this material class, one exceptional advantage of adhesive technology comes to the fore: the ability to fuse in a durable and powerful manner, without heat or boreholes impairing the material properties. Lightweight structures that make consistent use of adhesive technology can be designed more thinly, making them even lighter. What’s more, adhesive layers enhance passenger comfort by reducing vibrations and noise through absorbent and cushioning characteristics. Germany is the global leader in adhesive technology – not only in terms of per-capita consumption but also personnel qualifications. “Training for



adhesive specialists under DVS guidelines is already accredited in the German-speaking countries of Europe; the curriculum is increasingly being internationalised. Germany was the first country to begin with such a structured certification for personnel qualification," says Andreas Groß.

## "Many areas still need to be explored"

**Where does the journey go from here?** Dr Uwe Reisinger, Professor at the Institute for Welding Technology and Joining Technology at RWTH Aachen University, sees major potential – particularly in the area of process combinations. "Many areas still need to be explored. We are curious to see which effects can still be obtained here." A new arc welding research group has been formed to come up with fresh findings on arc physics; this will provide development stimulus for this classic welding technique. Improved performance in solid-state lasers has led to rapid progress over the years. Plate thicknesses of more than 20 mm can theoretically be welded with existing capacities, but tools that are able to employ such extremely high power densities on the plates still need to be developed.

**Reisinger considers joining** to be a key technology for a company's effective production and commercial success. "But innovation cycles are too long. Once research departments have discovered a technology that is suitable for use, it takes ten years before it becomes established in the industry." Research and industry must become more closely interlinked. To do so, the research environment needs to market itself better, publicising innovations. But industry also needs to make better use of the potential offered by research institutions. In the end, specialists can be found here with an overview of the full technology spectrum. □

## "We are well positioned"

**Dr Klaus Middeldorf, Executive Director of the German Association for Welding and Related Technologies (DVS), sees opportunities for his industry in the financial crisis.**

**ESSEN AFFAIRS:** *How is the German welding industry ranked globally?*

**Klaus Middeldorf:** Current studies show that the production and application of joining technology in Germany results in a net product of 24.4 billion euros, with some 478,000 people employed. Germany holds the top spot in a comparison of all European nations – and has nearly a 30 per cent share in terms of net product and approximately 20 per cent in terms of employees. A significant leverage effect is noteworthy here: the application of joining, separating and coating processes is the largest contributor to the net product. Of the German net product totalling 24.4 billion euros, some 22.5 billion alone is generated from these applications.

*Is the financial crisis having a major effect on the industry? And how are companies reacting?*

Naturally, the global economic downturn is affecting the industry. Machinery investments, building investments and export services have all experienced a slump. These three areas were growth drivers in the welding technology segment from 2005 to 2008. However, as a result of growth then, companies now have a solid foundation to compensate for shorter production times and lower contract volumes. As a whole, we will be able to bridge this phase very well.

*Are you worried that research budgets will be cut?*

No. Research investment is one of the most important measures the industry can take to meet the economic crisis head on. This realisation has come to light in a regular dialogue between the DVS, other federations and companies in the sector. We have pointed out to our 18,000 members that research investment undertaken now is the best means of reacting quickly to the demand expected once the crisis has passed.

*Does the crisis also bring opportunities?*

Yes, it does. In addition to the consistent reduction of costs and other business process improvements, companies are focusing their attention on tapping into new markets with new products, services and technologies. The industry has agreed to overcome the difficult economic situation with three courses of action. Companies must continue to invest in welding research, despite the crisis. They must



Photo: DVS

also strengthen their technological development and continue to promote the qualification of personnel. After all, welding technology plays an important role on the German job market.

*What is the DVS currently doing for its members?*

Research, technology and enhancing employees' professional skills are tools the industry needs to employ to overcome this crisis. And these are the three areas where the DVS is helping members the most. Among other measures, we will initiate additional research possibilities and developmental work for our members, while boosting the transfer of technological knowledge to them and providing updated modules for the qualification of workers and skilled personnel. The association also plans to intensify efforts to foster information exchange between its members – factors here include offering member companies the opportunity to participate jointly in the international spin-offs of SCHWEISSEN & SCHNEIDEN in China, Russia and India.

*One last question for you as an engineer: is welding technology currently developing in small steps or in technological leaps?*

The technology is developing continuously. What's more, it is assumed that the current competition between the various joining processes will dominate and positively shape overall technical development. But one should not underestimate the development potential of different welding methods. Interesting research is currently taking place, particularly in the area of arc welding procedures. This can certainly lead to "revolutionary" developments – especially as new applications result from a deeper understanding of arc physics. This is something we're all looking forward to!



# The Olympics of welding

Every four years, the joining and welding industry gathers in Essen. At this year's SCHWEISSEN & SCHNEIDEN, the exhibitor community is more international than ever.



*No other event in the industry provides trade visitors with such a complete overview on the latest trends and technologies.*

**Preparations have been going on for a long time** – around the world. And one thing is already certain: the 17th SCHWEISSEN & SCHNEIDEN, to be held from 14 to 19 September in Essen, will be more international than ever. A thousand companies from over 40 nations will present their technologies and services at the

world's most important trade fair for the joining, separating and coating sectors.

## "The industry's innovation barometer"

**Klaus Reich, Director Trade Fairs and Exhibitions at Messe Essen**, promises "a top-class technical event with many new developments". For his part, Dr. Klaus Middeldorf, Executive Director of the German Association for Welding and Related Technologies (DVS), leaves no doubt about the significance of the fair: "It's the industry's innovation barometer." Ever since the fair's première in 1952, the DVS has been a technical partner of the SCHWEISSEN & SCHNEIDEN. Nowhere else can trade visitors receive such a complete overview on welding trends and related technologies, including adhesive bonding and soldering. And nowhere else is a broader range of innovations showcased – from industrial robots through data processing to industrial safety.

## "Youth Welding": live finals

**For the first time ever**, the DVS will host a major welding conference, to be integrated within the trade fair programme under the title "GST: Messe Forum". "The comings and goings of SCHWEISSEN & SCHNEIDEN all take place in 18 trade fair halls, not conference rooms," explains Klaus Reich. "So we welcome the decision to offer concise reports on current topics at the DVS forum." The trade fair team came up with another new feature, sponsored by a range of different exhibitors and backers: the finals of the federal "Youth Welding" competition will be held for the first time during the trade fair. Some 50 young welders will compete for the title of national champion in four categories. Klaus Reich explains: "SCHWEISSEN & SCHNEIDEN is also known as the Olympics of welding technology. So it makes sense to host the Youth Welding finals here and get the next generation of welding specialists – the users and consumers of tomorrow – involved in trade fair activities." Another première on the agenda is "International Youth Welding", a junior competition between nations. Visitors can experience all the action live on large-screen displays.

**These and many other events at SCHWEISSEN & SCHNEIDEN** highlight the fair's global character – something that encourages Klaus Reich. "It's always a wonderful experience to welcome guests from some 100 countries to our exhibition hall – it's especially nice to greet and catch up with business partners from overseas that one hasn't seen in four years."



# We audit trade fairs. **For You.**

## Compare, plan, evaluate trade fairs with FKM data

- Visitor, exhibitor, space figures
- Trade and private visitors analyses
- Compiled according to uniform criteria
- Audited by public accountants
- in the annual report or  
[www.fkm.de](http://www.fkm.de)



Society for Voluntary Control  
of Fair and Exhibition Statistics  
Littenstrasse 9 · 10179 Berlin · Germany  
Phone ++49 30 24 000 - 0 · Fax - 340  
[www.fkm.de](http://www.fkm.de) · [info@fkm.de](mailto:info@fkm.de)



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



# "International, modern and important"

Frank Thorwirth, new CEO, on the outlook for Messe Essen



## PERSONAL PROFILE

**Frank Thorwirth** (46) was born in Düsseldorf. After completing his studies in business administration in Cologne, he began working at Messe Düsseldorf GmbH in 1990 as a project adviser and project manager. From September 1998 to January 2001, he worked for the Brno Fairgrounds (Czech Republic), a subsidiary of Messe Düsseldorf, ultimately as a Member of the Executive Board. Thorwirth then became Executive Director of Messe Düsseldorf North America Inc. (MDNA) in Chicago (USA), where he was responsible for North American inbound and representation activities for Messe Düsseldorf until September 2005. After returning to Germany, Thorwirth became the Managing Director and Divisional Director of various subsidiaries of Deutsche Messe AG, Hanover. Among other responsibilities, he was a member of the Supervisory Board of the Shanghai New International Expo Centre Co., Ltd. (SNIEC) and oversaw a joint venture with Fiera Milano, in which two leading European trade fair companies bundled their foreign activities for the first time, beginning in China. He has been Chairman and CEO of Messe Essen GmbH since March 2009. Frank Thorwirth is married and has two sons, aged 14 and 12.

**ESSEN AFFAIRS:** Mr Thorwirth, you have been working in the trade fair industry for 19 years, and have overseen important projects for Messe Düsseldorf and Deutsche Messe, both in Germany and abroad. What appeals to you about your new challenges ahead as Chairman and CEO of Messe Essen?

**Frank Thorwirth:** To sum it all up, I think that I can help move Messe Essen forward through a combination of my experience and a highly motivated staff. That would be my personal motivation. What's more, Essen is a very attractive location. Much has happened here over the past few years – even if this sometimes remains “undercover” in the public perception. As Germany's eighth-largest trade fair location, Essen has a great importance, a well-oiled infrastructure and also – one might add, without generating laughs – a wider metropolitan area comparable to London, Paris or Chicago. Unbelievable networking opportunities can arise in the interplay with local industry. Messe Essen itself offers a good mix of consumer, industry and visitor events. Last but certainly not least, I hope that one can implement ideas faster here in Essen – and more directly than elsewhere.

**Is that the most important difference to large trade fair locations, such as Düsseldorf and Hanover?**

It is perhaps still too early to ask about the “most important” differences. But the most obvious differences certainly include the size of the trade fair centre, as well as faster decision-making capabilities, and thus closer interaction with customers and staff members. This makes it much easier to meet our own high standards, as well as those of our customers, especially in terms of quality service. The frequently-cited comparison between the speedboat and the tanker definitely applies here.

**You have taken up your new task in a particularly unfavourable economic climate. Doesn't that make you nervous?**

No. If the global downturn were the only thing to consider, one wouldn't change jobs now. Regardless of these issues, we must naturally make an effort to hold onto our position as a top niche-market player and even expand in this capacity.

**Could you explain that in concrete terms?**

I presented this challenge to colleagues in the form of three questions: Are we modern enough? Are we international enough? Are we important enough? We must answer these questions together.

**Let's start now. What does “important” mean to you?**

My goal is for clients to not only think of Messe Essen as a company that rents exhibition space, but also as a market participant in the periods between trade fairs. Today more than ever, trade fair companies have to position themselves in the industry. We need to remain close to our customers, and become even more flexible. Presenting products isn't enough. Trade fairs must not only offer various sectors a platform that provides additional content and themes, as well as the opportunity to foster and expand networks – they must also be part of this platform themselves. Incidentally, this formula for success also works in a financial crisis. Trade fairs that are positioning themselves precisely are very much in demand, both by exhibitors and visitors.

**There are already several examples of this in Essen. SCHWEISSEN & SCHNEIDEN will draw more international guests this year than ever before; SECURITY reacted promptly to signals from the industry, expanding to include the area of fire protection. And the fact that the 2010 World Hydrogen Day will be held in Essen has a lot to do with the outstanding reputation of E-world energy & water across Europe.**

Those are excellent examples. And I certainly appreciate concepts that have proved themselves. One of the biggest mistakes I could make would be to change ►

*“In the end, internationalisation is a question of trust between individuals.”*

Frank Thorwirth

things, simply on principle. In my view, what's important is to connect certain topics with Essen in people's minds. And not just with the exhibition grounds, but with the entire city. This should be our goal. After all, the competition is growing all the time. This makes customer loyalty even more important – both nationally and internationally.

**Over the past few years, Messe Essen has launched a number of new projects abroad – is this the right course?**

Definitely. It's outstanding what Messe Essen has achieved here. And it's important to ensure the viability of this process over the long-term. It's difficult enough to launch foreign trade fairs on the market. Keeping them on the market is much more difficult, because the commercial environments overseas are completely different. Markets and demands are changing extremely rapidly, especially in emerging markets. Competition is harsh, but the foreign trade fair organisers' expertise – and the self-confidence that comes with it – is growing. Moreover, Germans tend to underestimate cultural differences.

**And the strategic consequences?**

First of all, we must foster our international networks and continue to observe developments very closely – from market to market, and from theme to theme. In the end, internationalisation is a question of trust between individuals. Secondly – and this is something that is very important to me – we must strive to produce the world's leading trade fairs here in Essen.

**So despite globalisation, the era of leading trade fairs isn't over yet?**

In the near future, there will probably be one leading trade fair for every theme in every market. Nevertheless, I believe that many industries still require a globally leading trade fair – in specific cycles. And with our central location, our liberal economic system and our infrastructure, we have good opportunities here in Germany. We accompany our clients in their overseas markets, and in so doing, multiply the interest in our events in Germany – we are bringing more international exhibitors and visitors back to Essen. SCHWEISSEN & SCHNEIDEN is a perfect example of



this: the world's leading trade fair is held every four years in Essen, with Beijing Essen Welding & Cutting – the number two in the world – held in between in China, along with fairs in India and Russia.

**Let's look at your third major question – the one about modernity. What needs to take place here in Essen?**

There's already a lot taking place! We will open a new multi-storey car park opposite the Exhibition Center West in September. The hotel at the Grugahalle, which will open its doors at the beginning of 2010, is already reserving rooms. These are true improvements. Overall, the exhibition grounds offer a high level of quality – with the exception of the northern exhibition hall.





**The new face of Messe Essen:**  
since March 2009, Frank Thorwirth  
(46) has been Chairman and CEO  
of Messe Essen.

There is no doubt for me that a master plan, including a redesign of the northern hall, is highly important for our continuing existence. Our task is to work with all the parties involved and devise a solution as quickly as possible, so that we can send an important signal to our exhibitors and customers: Put your faith in us! We'll take care of you! And we will do just that.

**Does this also apply to the measures for boosting efficiency in the Grugahalle?**

Yes. Developing a master plan doesn't mean working on every project at the same time. But it means defining one thing clearly, namely a schedule: in five years we want to arrive at such and such a point, and then complete all the steps to reach this target in a sensible

manner. As for the Grugahalle specifically, we want to modernise it completely, enabling it to continue as a top player in its niche for the next 20 years.

**Let's end with a personal question. What do you enjoy doing when you aren't working?**

I enjoy spending time with my family and friends. I'm also a real sports fan – I still play basketball and participate in track and field events. I enjoy the combination of team and solo sports: in one you learn what a team can achieve together. As for the other, you can't deceive yourself – the clock always shows your time at the end of a race. My oldest son just beat my personal record for the 1,000 metres – and he is 14 years old. □

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

# Anything but quiet on the eastern front

Messe Essen is celebrating three foreign premières this year in Dubai and Moscow.

**There's hardly a place on the globe** that is changing its face as rapidly as Dubai. The boomtown on the Arab Gulf is already a central commercial hub between Europe, Asia and Africa – also for the green industry.



*Leading fair: 60,588 visitors came to IPM Essen in 2009. IPM satellite projects are held in the United Arab Emirates and China – and will also get underway soon in Russia.*

For four years, the International Plant Fair (IPM) Dubai has been promoting this development. At the beginning of March, its importance was boosted with a première. Held in parallel to IPM Dubai, the first World of Perishables (WOP) Dubai took place in the Airport Expo Dubai. The concept was well received and a total of 3,600 trade visitors from 63 countries came to both events, with nearly every sixth taking advantage of both fair offers.

## Synergy effects with potential

**Reviews of the première were positive:** “We have confirmed the position of IPM Dubai as one of the most important horticultural fairs in the Arab region, and also installed a popular new specialised trade fair for temperature-sensitive goods,” explained Egon Galinnis, Executive Director of Messe Essen, and Michael Müller, Managing Director of the joint venture partner, planetfair.

**WOP exceeded all expectations** with 80 exhibitors from 18 countries taking part in the new trade fair. The exhibitors presented products and services from the fresh produce, merchandise security, technical equipment, transportation, retail and service segments to 1,347 visitors. The WOP conference was also well visited. “The market is here – we’ve backed the right horse, both in terms of focus and the synergies between IPM and WOP,” stressed Egon Galinnis and Michael Müller. “We expect WOP to grow strongly over the coming years.”

## Latest spin-off of IPM

**Trade fair organisers in Essen** have similar expectations for FLOWERS IPM-TEC, which will open its gates from 3 to 6 September in the All-Russian Exhibition Center in Moscow. The latest spin-off of IPM, the sector’s leading trade fair based in Essen, will be integrated into “FLOWERS” – which with 700 exhibitors and 50,000 visitors is the largest fair in the Russian industry. IPM will mainly represent technology – a growth sector, as demand for machines and systems is still immense in Russia.



## "A strong team" for security

Seven weeks later, "Security Russia" will celebrate its première at the same location and with a comparable concept. At "Security Essen" last October, Messe Essen and the Russian trade fair organiser Bizon signed a cooperation agreement. For the past twelve years, Bizon has been organising "Interpolitex", which with 50,000 visitors and over 500 exhibitors is one of the most important European trade fairs for national security. "Combining with the 'Interpolitex' offers top conditions," said a pleased Egon Galinnis. Oleg Werner, Deputy Managing Director of Bizon, is sure of one thing: "We are forming a strong team." In addition to the growing demand for security technologies in 2009, Werner also sees a strong boom impetus for the coming years – thanks to many factors, including the 2014 Winter Olympic Games in Sotschi. "In view of this world event, security technologies are currently highly sought after in Russia." Egon Galinnis emphasises one last point: "The trade fair means we can also offer our exhibitors the ideal opportunity to make and intensify partner contacts." □

[www.wop-dubai.com](http://www.wop-dubai.com), [www.ipm-dubai.com](http://www.ipm-dubai.com)  
[www.expoflowers.ru](http://www.expoflowers.ru), [www.security-russia.de](http://www.security-russia.de)



*His Excellency Khalid Ahmed Bin Sulayem (3rd from l.), Director General of the Department of Tourism and Commercial Marketing (DTCM), opened the first WOP Dubai. Egon Galinnis, Executive Director of Messe Essen (2nd from r.) was also present.*



**Expectations exceeded:**  
 80 exhibitors from 18 countries took part in the première of the WOP fair for temperature-sensitive goods.

**Relaxed:** action star Ralf Möller undergoes a muscle massage at FIBO 2008.

Photos: FIBO 2008/Lars Behrend

# Strong and healthy

FIBO has positioned itself at the top of the fitness trend: health is its new main focus.

**Always a must for studio owners, fitness trainers and instructors,** FIBO, which recently took place at Messe Essen, has also become a fixture on the schedules of medical specialists and physical therapists. "Increasing numbers of studios are orienting themselves on the health needs of their members," reports FIBO boss Olaf Tomscheit from the trade show organiser REEDEExhibitions. "Customer requirements have had an increasing impact on the exhibition over the past three years."

## New name, new concept

**FIBO has reacted to this trend.** The international trade show for fitness, wellness and health already carries a new, third focus in its title. And a glimpse into the exhibition halls shows what's behind it. FIBOMed is an interface for the fitness industry and the medical profession. By now, nearly all prominent manufacturers

have developed special product lines for use in rehabilitation clinics or physiotherapy practices. "More and more, the fitness and health sectors are merging," explains Olaf Tomscheit. This is something that

health insurance companies, represented for the first time this year at FIBOactive, have also recognised. Those who would like to have their back checked or their biological age determined, for example, will find what they are looking for at the BKK stand in Hall 6. Overall, FIBOactive has a brand new image: more exhibitors, more selection, more events. This is a reaction to the needs of private visitors, 70 per cent of whom primarily came to the show last year to shop.

## "Google of the fitness industry"

**Innovation has a long tradition at FIBO** – it still offers the world's most comprehensive selection of exercise equipment. This year, 500 exhibitors from 38 countries have brought over 100 new products with them to Essen. They are competing for the highly sought-after "Innovation Award", a long-standing seal of quality in the fitness industry – as a glimpse into Hall 7 shows. This is where the winners of the last ten years are on display, none of which any good fitness studio would ever lack. The collection includes the "Power-Plate", an overall body vibration training machine, the "TreadClimber", which combines the advantages of a treadmill and a Stairmaster, and the "CardioWave", a machine that trains the cardiovascular system, geared toward a natural flow of movements.

**Those looking for these or newly launched products** can consult the "FIBO Finder". The database promises to become the largest of its kind: "It will be the Google of the fitness industry," assures Olaf Tomscheit. □

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

**For the first time ever, health insurance companies will exhibit at FIBO.** More and more, the fitness and health sectors are merging.





# Cultural get-together

New in Essen: "Expo Turkey" wants to promote both German-Turkish economic dialogue and understanding.



Some 940,000 people of Turkish descent live in North Rhine-Westphalia, and more than one-third of the 70,000 Turkish companies nationwide are located here. Ultimately, the Ruhr district is the migration centre of Germany – so what better location could there be for a German-Turkish exhibition than Essen?

## Colourful industry mix

The Bakay Group has high expectations for this exhibition. In 2007 and 2008, the German-Belgian entrepreneurial group already organised similar trade show concepts in Belgium. "Expo Turkey" 2009 from 22 to 24 May is aiming to leap into new dimensions: up to 300 exhibitors and 30,000 visitors are expected to arrive in

Essen. "We have consciously emphasised an industry mix," explains Öznur Eglence from the Bakay Group. Companies presenting their goods and services to an international audience in Essen run the gamut from wholesale to retail firms operating in all sectors, from tourism to real estate. German exhibitors and Turkish companies with operations in Germany have both been invited. "We feel it is important to promote the business cycle in Germany," stresses Öznur Eglence.

In addition to fostering an economic dialogue, "Expo Turkey" would like to serve as a platform for organisations involved in cultural relations between Turkey and Germany. Also in view of the Capital of Culture year 2010, when cultural coexistence will be a major thematic focus. □

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

# Triple-pack for collectors

Three trade shows under one roof: the philatelic event of the decade will take place in May.

Called the "Schwarzer Einser", the "One Penny Black" and the "Zurich 4", these precious rarities can make the hearts of stamp collectors skip a beat. And they can be seen from 6 to 10 May in Essen, along with much, much more. For the first time ever, the International Stamp Exhibition (IBRA), the National Postal Stamp Exhibition (NAPOSTA) and the International Stamp Fair will all take place simultaneously.

Spread over 17,000 square metres of exhibition space, the philatelic world will open its arms to collectors. Dealers and auction houses will break open their treasure chests, experts will pass on their knowledge to the public, and comprehensive services, including events for young collectors, will round off the fun and entertainment.

## A letter for five million euros

Federal President Horst Köhler is the honorary spokesperson of IBRA. The most expensive letter in the world will be on display at the exhibition. This is the legendary "Bordeaux letter", featuring one blue and one orange stamp from the Mauritius Post Office. The only document franked with these two famous Mauritian stamps left the Indian Ocean island on 4 October 1847, travelling by ship for 85 days around the



Cape of Good Hope to England. From there, it arrived at its final destination in Bordeaux, France on 28 December. Each of the two Mauritian stamps was only printed 500 times, and the numbers of those that have survived are even smaller: 14 copies of the blue "Two Pence" and 13 of the orange "One Penny". The "Bordeaux letter" is estimated to be worth five million euros. □

**A paradise for stamp enthusiasts:** the world of stamps will open its gates for collectors on over 17,000 square metres in Essen.

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

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





# The car is the star

The Essen Motor Show is the most multifaceted car exhibition in the world. And soon it will offer even more attractions.



**"What a showstopper!"** – a phrase one repeatedly heard in Hall 7. Nothing more needed to be said by visitors, who were visibly young and young-at-heart. Just looking at their faces was enough to see how the indoor racecourse had made their automotive hearts beat faster. The new Motorsport Arena instantly became a crowd-puller at the 41st Essen Motor Show, with attendance levels matching last year's record levels. "There will always be a passion for cars, even in

difficult times. Cars are both cult and cultural assets," says Egon Galinnis, Executive Director of Messe Essen, in commenting on the attendance figures of 346,800 visitors.

**Vintage and classic cars**, premières and show acts, marketplace and meeting place for the automobile scene: the Essen Motor Show is probably the most multifaceted exhibition in the world. One look at the





Brabus roadster was enough to see how the past and future can be perfectly united: the Brabus Tesla is a tuned electric sports car. Alternately, 8-cylinder sound or spherical tones are emitted by the electric car on an otherwise soundless sprint from 0 to 100 km/h – in just 3.9 seconds.

**Back to the future** – a formula for success that also applies to the Boulevard Dream Car. Following its

promising première, it will be showcased at the Essen Motor Show from 28 November to 6 December 2009 – gleaming in bright red. Ferraris of all types are the focus of a special exhibition in the Galeria. And with an enlarged racetrack and additional grandstands, the Motorsport Arena is promising even bigger attractions. “The visitors will be able to dive even more deeply into the world of motor sports,” promises Egon Galinnis. □

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



We look forward  
to seeing you.



[www.messe-essen.de](http://www.messe-essen.de)  
Messe-Info 01805.22 15 14 (0,14 Euro/minute)





## 2009

### 05.-07.05. KIOSK EUROPE EXPO

International trade fair for self-service terminals

### 05.-07.05. DIGITAL SIGNAGE EXPO

International trade fair for digital signage

### 06.-10.05. BRIEFMARKEN

IBRA/NAPOSTA with international postage stamp show

### 22.-24.05. EXPO TURKEY

The german-turkish trade fair show

### 05.-07.07. MODATEX FASHION FAIR

International trade fair for wedding and evening wear

### 14.-19.09. SCHWEISSEN & SCHNEIDEN

International trade fair for welding, cutting and coating

### 14.-19.09. KLEBEN

Trade fair for structural bonding

### 14.-19.09. QTI

Exhibition for measurement technology, material testing and quality control

### 10.-11.10. EURO TEDDY

International teddy bear and soft toy exhibition

### 16.-18.10. WERKSTATT WEST

Regional trade fair for automotive servicing and trade

### 16.-18.10. BIKE & BUSINESS

International trade fair for sales and service

### 22.-25.10. SPIEL

International gaming convention with Comic Action

### November MODE HEIM HANDWERK

Major consumer fair for the whole family

### 12.-15.11. ART & ANTIQUE

International sales exhibition for art and antiques

### 13.-14.11. START

The trade fair for business start-ups, franchising and young entrepreneurs

### 13.-14.11. APPRENTICE & STUDENT EXPO

Vocational training and scholastic convention

### 28.11.-06.12. ESSEN MOTOR SHOW

Global fair for automobiles, tuning, motor sports & classic cars

### FOREIGN TRADE SHOWS:

### 12.-15.05. SCHWEISSEN & SCHNEIDEN RUSSIA

International trade show for welding, cutting and coating (Moscow)

### 02.-05.06. BEIJING ESSEN WELDING & CUTTING

International trade fair for welding, cutting and coating (Shanghai)

### 03.-06.09. FLOWERS IPM-TEC

XVI international exhibition "Flowers 2009" (Moscow)

### 27.-30.10. SECURITY RUSSIA

Global market for security and fire protection (Moscow)

### 11.-13.11. REIFEN CHINA

3rd Asian Essen Tyre Show (Shanghai)

### 01.-03.12. IPM CHINA

International horticultural fair (Shunde/Foshan)

All dates as of April 2009. Subject to change.



## Grugahalle

### 06.05. E.ON AG ANNUAL GENERAL MEETING

10.05. 72 HOURS – HEAVEN SENT US THE BDKJ social campaign in Germany

### 13.05. STAFF MEETING City of Essen

19.05. THE SCANDINAVIAN PINK FLOYD SHOW The DARK SIDE OF THE MOON Show + "Greatest Hits" encore!

20.05. PAUL PANZER  
"Free time at last!"

21.05. MICHAEL WENDLER  
"My World Tour 2009"

30.05. TÜRK FEDERASYON  
Annual General Meeting

03.06. GERMAN HANDBALL LEAGUE  
Tüsem Essen – THW Kiel

04.-06.06. MARIO BARTH  
"Men are embarrassing, women can be too!"  
Sold out!

19.06. SPARKASSE ESSEN Company party

20.06. VIVA SILESA Silesian Hit Parade

21.-30.08. SUMMER FESTIVAL

18.09. VOLKSMUSIK STARS  
with Captain Cook, Angela Wiedl, Wildecker Herzbuben, and many others

26.-27.09. HINDENBURG HOMELAND MEETING

22.10. PETER KRAUS with the SWR Big Band

29.10. THE THREE ??? AND THE STRANGE  
ALARM CLOCK with the original speakers of the cult audio play. Sold out!

01.11. ROGER CICERO Artgerecht

04.11. TOMMY EMMANUEL  
The world-famous guitar musician

15.11. UDO JÜRGENS "Just me"

19.11. THE MUSICAL BOX PERFORMS GENESIS:  
A Trick of the Tail

21.11. 19TH ESSEN OLDIE NIGHT  
with Boney M., The Equals, Christie and others

28.11. JOHANN KÖNIG  
"Causing a row!"

30.12.2009-03.01.2010 HOLIDAY ON ICE

23.01.2010 HOT IN THE POTT with Michael Wendler, Olaf Henning, Mickie Krause and others

30.01.2010 WISE GUYS LIVE 2010 Special night

26.02.2010 DIETER NUHR "Peace and quiet"

## Congress Center Essen

07.05. HOCHTIEF AG –  
ANNUAL GENERAL MEETING

09.05. CDU NATIONAL CONVENTION

15.05. MEDION AG –  
ANNUAL GENERAL MEETING

20.06. GRADUATE BALL  
Goethe Gymnasium

24.06.-25.06. FORUM BAUWERT

27.06. GRADUATE BALL  
Elsa Brandström Gymnasium

27.06. GRADUATE BALL  
Gymnasium Heissen

07.09.-10.09. GMDs

09.09.-10.09. IT-TRENDS MEDIZIN/HEALTH  
TELEMATICS

27.09.-30.09. EVVC-MANAGEMENT  
SYMPOSIUM

All dates as of April 2009. Subject to change.



**"Nothing else like it":**  
Atze Schröder, native of Essen  
and icon of the Ruhr district,  
performs for an audience.

# The auditorium is tops

Laughs in Essen: four top comedians on their special relationship with the Grugahalle.



**Studied in Essen, acclaimed in the Grugahalle:** Dieter Nuhr.

nuhr.de

ich bin's nuhr

**The notion that comedy is a "minor art" doesn't really correspond to reality anymore.** Top German comedians have been filling large auditoriums for years. However, selling out a major arena isn't necessarily an everyday experience. "A totally crazy feeling" – this was how Horst Lichter described his first show in the Grugahalle. In March, Lichter brought his live cooking show *Sushi is not the Solution* to Essen. Since then, one thing has been certain: "A tour without the Grugahalle is like fried potatoes without onions and bacon!"

**The expert for culinary delights** encountered a particularly enthusiastic crowd, one "that carries its heart on its tongue". Dieter Nuhr offers a similar view-point. He studied in Essen during the 1980s. When he returned this January, Nuhr discovered with more than a trace of irony that Essen had become "a true metropolis". "The atmosphere was simply perfect. It was like a pop concert."

## Sold out in 24 hours

**Comedy, like hardly any other art form,** thrives on its closeness to the audience. The Grugahalle's big plus point here: its flexibility. Depending on the event organiser's requirements, audience capacities can range from 2,000 to 7,000 seats. Seven thousand seats are definitely required when superstar Mario Barth entertains audiences with anecdotes from the challenging life of a typical guy. Mario Barth recently performed on stage in Essen for three days in a row – and all the shows were sold out within 24 hours.



*Tastes good to him:  
in March, cooking comedian  
Horst Lichter performed for  
the first time in Essen.*



**But the undisputed local star** is and remains Atze Schröder. Even if the man with the poodle hairstyle makes a mystery of his true identity, he is committed to his roots. “The Grugahalle is simply tops for someone who comes from Essen,” says Atze in a nearly reverential tone. Although he admits to not having been exactly vigilant with the decor: “I still feel bad about that wardrobe door – but it was all just a big mistake, I swear!”

### Panzer in the parking lot

**Another fine anecdote is offered up by Paul Panzer,** a newcomer to the German Comedy scene. “The first time I played the Grugahalle, I drove my girlfriend’s rickety Golf Diesel to Essen.” But he had left his parking

*Paul Panzer performs  
more often in the Ruhr  
district than anywhere  
else.*



Photo: FR

permit behind in Cologne – and the security guard showed no mercy. “You can’t enter, Panzer is performing tonight!” The artist was only allowed in after retrieving his glasses from the trunk and performing his trademark “I salute you” to the dumbfounded security guard. □

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

## Election excitement

**From the European Parliament to the Bundestag,** this year is a big election year for Germany. So it’s important that the CDU NRW is holding its political convention in Essen on 9 May. “We are pleased to find the type of infrastructure in Essen that will guarantee a successful party convention for our delegates, guests and press representatives,” said Hendrik Wüst, Secretary General of the CDU NRW.

[www.cdu-nrw.de](http://www.cdu-nrw.de)

## A gathering of event pros **EVVC**

**The Congress Center Essen will host** this year’s management conference for the European Association of Event Centers (EVVC). From 27 to 29 September, some 350 executive managers from the event industry are expected to arrive in Essen. In lectures and roundtables, they will gain the latest overview on the world of events. EVVC, the most multifaceted network in the industry, represents over 560 event centres, conference halls, arenas and special event locations, as well as event planners and subcontracting firms.

[www.evvc.org](http://www.evvc.org)

## Top medical professionals

**Essen is cementing its reputation as a health care hub** with two top-class technical conferences: from 7 to 9 September, the Congress Center West will be the venue for the annual convention of the German Association for Medical Information Technology, Biometrics and Epidemiology (GMDS) – the most important forum in the German-speaking region for medical IT, biometrics, epidemiology and medical documentation. The main theme

this year: “High-end medicine and medical care – a shared challenge”.

A special focus is the importance of interdisciplinary collaboration between clinics, public health specialists and methodologists for the benefit of the patient. On 9 and 10 September, a parallel symposium will take place in the Congress Center East entitled IT TRENDS

Medicine/Health Telematics. The focus here ranges from current requirements in the health care management industry to new developments in the IT industry.

[www.gmds2009.de](http://www.gmds2009.de), [www.it-trends-medizin.de](http://www.it-trends-medizin.de)



Photo: shutterstock



Photos: Daniel Roth / V&amp;A

Essen's Institute for Advanced Study in the Humanities is developing future scenarios for a world undergoing dramatic changes. Prof. Claus Leggewie, Director of the Institute, is an internationally renowned political scientist – and a professed "Ruhri".

**The warning sign** outside room 102 is small but explicit: "Those who don't want to think will be asked to leave" says a postcard. Anyone daring to open the door will quickly notice that the warning isn't exaggerated. One first catches sight of a 6 x 3 m blackboard, filled with terms such as "input", "output" and "projects", as well as cryptic abbreviations. A desk which is hardly less voluminous seems to be dominated by creative chaos.

The man behind the desk apologises and comes straight to the point: he has exactly an hour's time – no more under any circumstances. On this Monday evening, he will give a lecture at the institute followed by a discussion session. The man is Claus Leggewie, and the institute is the Institute for Advanced Study in the Humanities (KWI). Leggewie has been its director since August 2007.





A professor's notes: on a blackboard in his office, Claus Leggewie records the current status of his institute's projects – as well as a few visions.

## "Multikulti" and jazz

**Claus Leggewie is a child of the Ruhr district.** The 59-year-old was born in Wanne-Eickel; his father was a high school headmaster, his mother a medical assistant. Nevertheless, the paediatrician who delivered tiny Claus knew what was in store for him: "The professor has arrived!" No one ever asked the doctor about his astonishing prediction – but it proved to be correct. After studying in Cologne and Paris, Claus Leggewie obtained his doctorate in Göttingen, where he also qualified as a university lecturer. In 1989, he was hired as a professor of political science at Gießen University. Visiting professorships led him to Berlin, Vienna, Paris and New York University, where he was the first incumbent of the Max Weber Chair.

**Today, his academic fame** is closely connected with a term that rolls off the tongue. But 20 years ago, this term was the source of more than a bit of debate: "Multikulti", or "multi-culturalism". In 1990, Leggewie called for a society of various ethnic groups. Based on the example of the USA, he showed how intelligent immigration and integration policy could be developed. And hit a nerve in Germany.

**The history of the term** is more than just an anecdote. It reveals a good deal about the self-conception of a scholar who observes his environment precisely – even in unusual locations. "I visited Sounds of Brazil, a jazz club in New York, where the famous trumpeter Don Cherry was playing with his band. And that band was called Multikulti. During the break, I asked the bassist what the name meant, and he said: 'I don't know'. I asked him to think about it – after all, there had to be a reason. And it turned out that the group was made up of a Korean and an African American, a white American, an Irishman and some other nationalities."

## More entrepreneur than researcher

**Leggewie has had a brilliant international career.**

So why did he decide to return to Germany? "It's my country and I want to do something for it." A rather grand statement, but it sounds natural coming from Claus Leggewie. His professional profile is summed up inadequately by the term "researcher". When he became Director of the KWI, which will celebrate its 20th anniversary next year, his agenda included nothing less than the development of forward-looking architecture. "The question was: what will the KWI be doing in the next 20 years? A classic management question – in this respect, I am more of an entrepreneur. I talk about our concepts in terms of networks; I try to collect money and put together an interesting team. That is science, too."

## Weather in the year 2029

**Under his direction**, the KWI and the joint lecturer team of the Ruhr University Bochum, Dortmund University and Duisburg-Essen University have become radically younger. Above all, they have become more political and more prevalent in society – probably due to an idea, or mega-topic, that has occupied the attention of Leggewie and his colleagues for a long time: the societal consequences of climate change. The scenarios developed by KWI attracted the interest of high-ranking politicians. In December 2008, Claus Leggewie joined the nine-person German Advisory ▷



*For Claus Leggewie, environmental protection is not just a question of ecological policy. "We need to carry out climate policy as economic policy," he says.*

Council on Global Environmental Change (WBGU). The climatologists, energy experts, economists and lawyers assembled in this group are mandated with making concrete policy recommendations to politicians – for a future that is bound to be dramatically different than the present. Leggewie's weather forecast for Essen in 2029 leaves no doubt: "The winters will be very frosty, but foremost, there will also be a significantly greater amount of rainfall. At the same time, we will experience 40-degree temperatures for days on end, frequently one or two weeks at a time." The consequences? Leggewie could lecture extensively on the challenges facing a big city like Essen: on necessary remodelling for sewage systems, as well as the entire infrastructure – even environmentally friendly renovation of old age homes, something his office is working on.

**"But we are not alarmists,"** stresses Claus Leggewie, preferring to emphasise opportunities for change over the problems – regardless of whether the future actually lives up to his predictions. "We need to carry out climate policy as economic and innovation policy," says Leggewie, knowing full well that there have been better periods for this than during a recession year like 2009.

### **"A new industrialisation"**

**In his opinion,** the Ruhr district could serve as a model for change: "We've already completed the first step, moving from industrial culture to the culture industry." Now a second step needs to occur. Leggewie envisions "a new industrialisation": "We must alter engineering practices and mid-sized business structures, which are truly abundant here, and focus on alternative technologies." Claus Leggewie tirelessly drums up support for his vision of a European regional ecological model, particularly with a view towards 2010, the Capital of Culture year. But he doesn't want people to think of him as a complainer: "I am not a critic," says Leggewie. The KWI is overseeing this process in a highly committed fashion. In 2008, together with RUHR.2010 GmbH, it set up a portal which advises scientists and academics in research affecting the Capital of Culture year. The portal also allows public access to their findings. In 2010, among other endeavours, the project "Global Young Faculty" will be implemented. The concept is that junior scientists from the region will meet top scientists from around the world for discussions on the socio-political responsibilities of science.

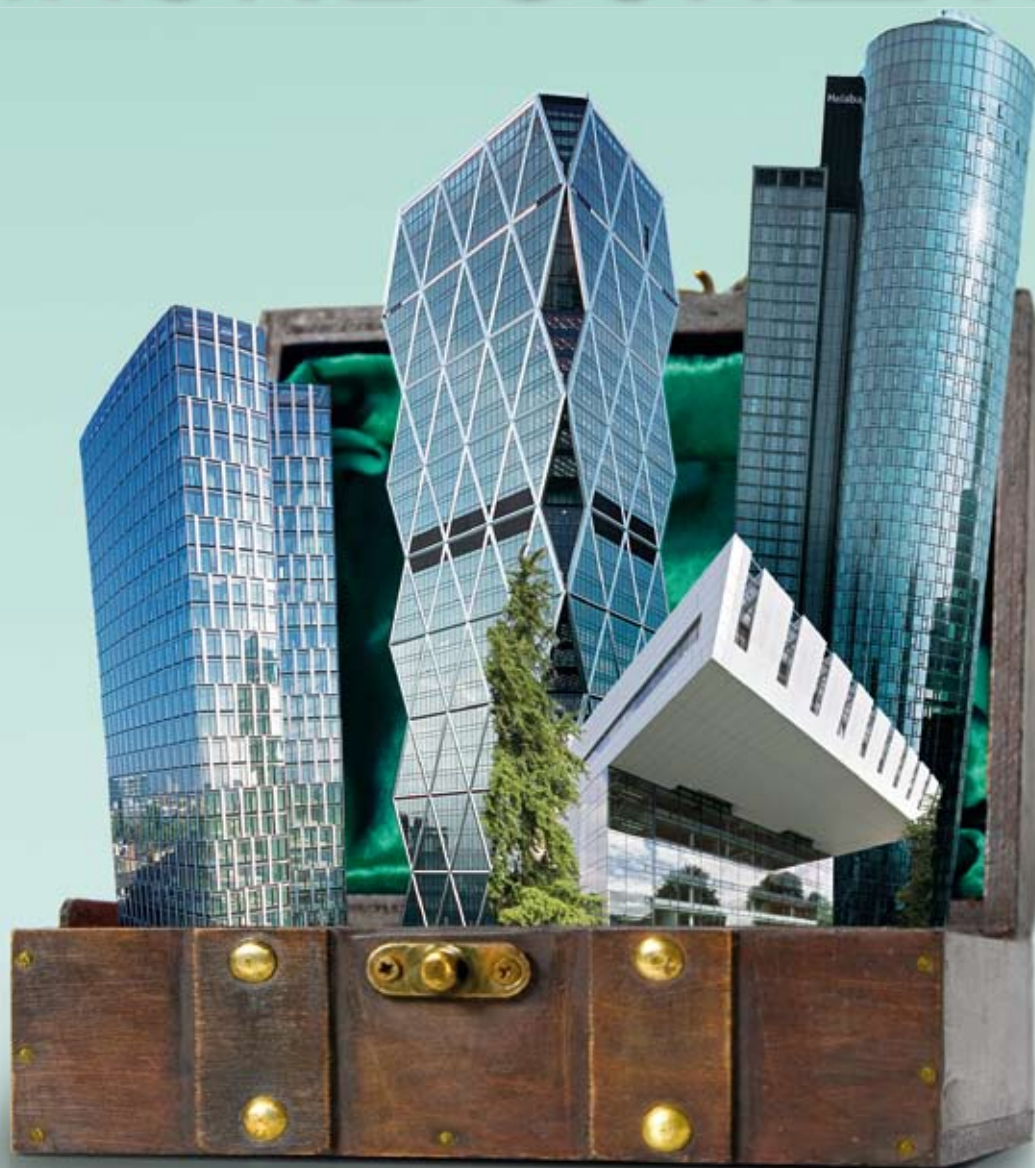
### **The discrete charm of the A40**

**But that's not enough for Claus Leggewie** – not by a long shot. And if he weren't so impatient and so persistent, he wouldn't be the right man for the job. Leggewie believes that one thing is certain: "The Ruhr district is not living up to its true potential – it could be one of the most important regions in Germany."

**With so much passion,** one wonders whether it might have been more than an interesting management position that led Claus Leggewie back to his roots. "I like it here. Recently, on a grey day, I drove from Duisburg to Essen, on that blasted A40, and thought to myself: 'It's beautiful here.' You need to come here to feel it. Put it this way: 'It resonates.'" Claus Leggewie quickly explains this statement with a personal comment: "What can I say? I'm a 'Ruhri'." □



# GRÜNE SCHÜTZE



UKom-Agentur 04/09 1375-1945

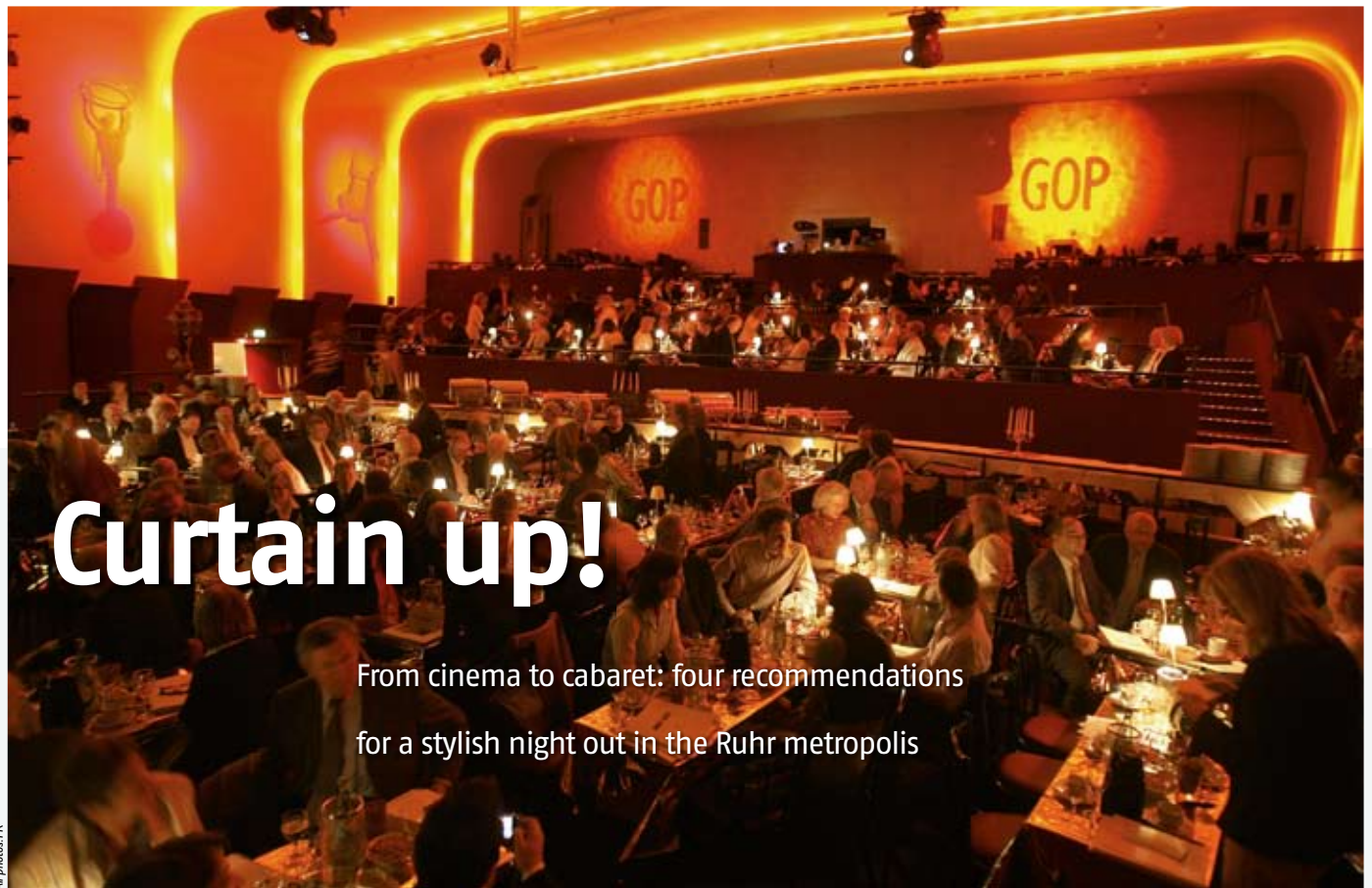
## **Nachhaltig agieren – Kosten sparen: Nutzen Sie Ihre Effizienzchance**

Die Umwelt schonen, Kosten sparen, die Rendite erhöhen, das Wohlbefinden und die Produktivität der Nutzer steigern: „Grüne“ Immobilien, die unter nachhaltigen Aspekten gestaltet werden, sind effizient und attraktiv.

Ob für Neubauten oder Bestandsgebäude, während der Planung oder beim Betrieb: Nachhaltigkeit steht für Wirtschaftlichkeit. HOCHTIEF betrachtet den gesamten Lebens-

zyklus Ihres Projekts und gestaltet ihn ganzheitlich. Sichern Sie sich die Vorteile niedriger Betriebskosten und hoher Nutzungsflexibilität, etwa durch innovative Baukonzepte oder durch ein professionelles Energy-Management. Heben Sie beim nachhaltigen Planen, Bauen und Betreiben Ihren eigenen Schatz – denn so behält Ihre Immobilie langfristig einen hohen Wert.

Sie wollen mehr über nachhaltiges Bauen wissen?  
Sprechen Sie uns an. Tel.: 0201 824-2291.



# Curtain up!

From cinema to cabaret: four recommendations  
for a stylish night out in the Ruhr metropolis

All photos: PR

## GOP Varieté Theater

Sometimes, detailed replicas of Speyer Cathedral and Neuschwanstein Castle decorate the entrance foyer of this beautiful theatre; sometimes, television teams report live on how the artists prepare for their show. Sometimes, romance is in the air, like at the wonderfully atmospheric Valentine's Day candlelight dinner; sometimes, a contortionist and double-jointed acrobat causes a sensation by locking his legs behind his head and moving insect-like across the stage.

Live entertainment in a magnificent ambience – this is a trend that dips into the “here and now” to produce real entertainment. The GOP Varieté Theater knows how to meet the tastes of an urban public with sophisticated productions – most recently with a “rockabilly” show extravaganza. Max Nix and Willi Widder Nix whirled across the stage in a fusion of comedy, magic and rock’n’roll, while the Farellos put any remaining 1950s clichés to rest with their rapid unicycle acrobatics. Lasso artist A.J.

**GOP Varieté Theater**  
Rottstrasse 30, 45127 Essen  
Tel. +49 (0)201/247 9393  
[www.variete.de/essen](http://www.variete.de/essen)



Silver and hula-hoop master Igor Boutorine turned all the ladies' heads, and an Elvis impersonator and the bewitching Kimberly Olson-Wheeler in petticoats were also part of the line-up.

While the show takes place on stage, guests can indulge in culinary treats. The à la carte menu ranges from a harlequin terrine of pike-perch and colourful vegetables to truffled duck mousse on blood sausage; from a wide variety of fine soups, salads and vegetarian dishes to ostrich filet served with peanut sauce or gilthead seabream sautéed in rosemary butter. And the stylish Baliha over-30 dance club is right around the corner (Pferdemarkt 2–4). Offering first-class service with an exotic touch – this is the perfect venue for discerning guests.



# Lichtburg

**Helge Schneider** came to the première of one of his Ruhr district films in a white Peugeot, driving across the red carpet and directly into the entrance hall. Being a star certainly has its advantages! Other celebrities have been less flamboyant, graciously strolling past the cordon of movie fans into Germany's largest and perhaps most beautiful film palace. After an elaborate renovation, the popular Lichtburg in Essen's pedestrian zone has once again become that magical type of place, able to draw German movie stars and cinema lovers to highly acclaimed premières.

**Most recently, Heike Makatsch (as "Hilde"),** Ulrich Tukur and Daniel Brühl ("John Rabe") honoured the crowds with their presence. Just over the past six months, Dani Levy, Heino Ferch, Elmar Wepper, Benno Fürmann, Franz-Xaver Kroetz, Joseph Vilsmaier, Wim Wenders, Heinrich Breloer, Armin Müller-Stahl and Iris Berben have all attended NRW and German premières in Essen.

**In October of 2008,** a rare anniversary was celebrated here. Speakers at "Lichtburg's 80th" gala included Essen Mayor Dr Wolfgang Reiniger and the Artistic Director of the Capital of Culture, Prof. Dieter Gorny. The renovation of



the Lichtburg is largely due to the commitment of its director, Marianne Menze. She was not prepared to see this magnificent historical building turned into another multiplex with shoebox cinemas. The Lichtburg opened back in 1928 with 1,250 seats; after the 1943 renovation following World War II bombing, stars such as Gary Cooper, Romy Schneider and Pierce Brosnan were all welcomed into its hallowed halls. The Lichtburg is now historically pro-

tected; six years ago, it was remodelled from the bottom up and furnished with state-of-the-art cinema and stage technology. Now it is ready for the films, stars and celebrities of the next 80 years.

**Lichtburg**  
Kettwiger Strasse 36, 45127 Essen  
Tel. +49 (0)201/ 231 023  
[www.lichtburg-essen.de](http://www.lichtburg-essen.de)





All photos PR

## Colosseum Theater

One couldn't illustrate the catch phrase "Change through culture" any better. This palace, once a mundane industrial building in a prime downtown location, is now a dazzling performing arts venue. The Colosseum Theater, where musicals create a light and bubbly atmosphere, was called the "VII. Mechanical Factory" in the early 1900s, part of a triple-winged complex where 12,000 Krupp workers manufactured massive ship parts and legendary Krupp

crankshafts. Today, the building is still a colossal sight. Suspended mezzanines encircle the 25 m high entrance hall and the side wings; the stage area is equipped with a 14 x 7 m gateway, and up to 1,644 upholstered seats provide plenty of room for large-scale events. But labour is not on the mind of today's spectators when raising their glasses to successful productions like *Phantom of the Opera*, the sing-along musical *Mamma Mia* or the hedonistic 80s revue *Gimme Fun!*.

### Colosseum Theater

Altendorfer Strasse 1, 45127 Essen  
Tel. +49 (0)201 / 240 20  
[www.colosseumtheater.de](http://www.colosseumtheater.de)

It's no wonder that the city of Essen also uses the Colosseum Theater's soaring spirit for dazzling receptions, or that the magnificent entrance hall is a popular venue for discussion panels and top social get-togethers. The Colosseum Theater is the city's port of call for top entertainment coupled with a proud sense of civic-mindedness.



## Stratmanns Theater im Europahaus

Who else but "Dr Jupp" would risk making fun of prominent luminaries undergoing a colonoscopy? Dr Ludger Stratmann, as the cabaret artist is known in real life, presents his fourth solo programme *Lighten Up!* on his own stage, a highly amusing tour de force through Germany's health care system. The smoke-filled air of the Ostbevern Rehabilitation Centre also takes on a major role in this production. Once again, Jupp Stratmann, a Ruhr district original, has thought of everything.

With his unmistakable Ruhr Valley vernacular, he has long become a figurehead for the region – and is popular across the nation. With a broad dialect and dry humour, he picks up where grandmaster Jürgen von Manger leaves off. And this is a lifelong project! After 30 years of school, training and university studies; after 20 years as a hospital physician and running his own practice; and after ten years of stage, radio and televi-

sion, Dr Stratmann isn't ready to gracefully retire for the next 30 years. Nothing doing! Instead, he rocks the house: America House, that is, built in 1951 on Kennedy Square. After an eventful history as a provisional city hall, design exhibition centre and warehouse, the venue was re-opened in 1994 by the brothers Ludger and Christian Stratmann. Today, the building not only hosts the show of the gonzo doctor, major national cabaret artists also regularly guest star here. But be sure to reserve a seat – shows tend to sell out quickly. Comedy on prescription? Something you can actually find here.

### Stratmanns Theater im Europahaus

Kennedyplatz 7, 45127 Essen  
Tel. +49 (0) 201 / 820 4060  
[www.stratmanns.de](http://www.stratmanns.de)



# Answer our contest question – and win one of three travel sets. Best of luck!

Photos: Jens Peters / IVA



## Toiletries kit

“Braun” travel set with hair dryer (adjustable 120/240 W), battery-operated toothbrush “Plak Control”, toothpaste, dental floss, eye pads and makeup mirror.



## Wallet set

Pocket wallet with three credit card slots, note, coin and interior pockets. Key holder with six hooks, coin pocket and credit card slot.



## Shoe-cleaning set

“Esquire” case made from the finest cow nappa. With black and transparent Centralin shoe polish, two brushes and cleaning cloth.

## Participate and win!

**When SCHWEISSEN & SCHNEIDEN opens its doors this year, how many times will it have taken place in Essen?**

- a) 5 times
- b) 17 times
- c) 58 times

From all the correct entries, we will be raffling off three travel sets, consisting of a toiletries kit, a wallet set and a shoe-cleaning set. Simply send us your answer on the attached postcard.

Or via fax to:

**0049/(0)201/7244505**

or via e-mail to:

**jennifer.kahmann@messe-essen.de**

**We would also like to invite you to participate in our readers' survey.** You may participate in the contest even if you don't complete the survey.

**The entry deadline is 30 June 2009.**

**We wish you the best of luck!**

The judge's decision is final. Employees of Messe Essen GmbH and the VVA Group may not participate.

# Kulturhauptstädter



CP/COMPARTNER

KULTUR VERBINDET ESSEN

## Essen 2010. We are European Capital of Culture

Look forward to encounter fresh ideas, terrific events and exciting meetings.

[www.essen2010.com](http://www.essen2010.com)

Ruhr Museum

**WAZ**  
MEDIEN  
GRUPPE

Partner der  
Kulturhauptstadt Essen.



# Participate and win!

When SCHWEISSEN & SCHNEIDEN opens its doors this year, how many times will it have taken place in Essen?

☐ 5 times

☐ 17 times

☐ 58 times

From all the correct entries, we will be raffling off three travel sets, consisting of a toiletries kit, a wallet set and a shoe-cleaning set.

The entry deadline is 30 June 2009.

We wish you the best of luck!



Photos: Jens Peters / VVA

# READERS' SURVEY We want your opinion!

**How do you like ESSEN AFFAIRS?**  
Your opinion is important to us. By answering the questions on the back side, you will help us to improve ESSEN AFFAIRS even more for you!



What is your overall impression of  
ESSEN AFFAIRS in terms of ...

... the contents / topics?  
☐ very good   ☐ good   ☐ fair   ☐ poor

... the optics / layout?  
☐ very good   ☐ good   ☐ fair   ☐ poor

How much of a current issue do you read on average?  
☐ I read almost everything   ☐ more than half  
☐ less than half   ☐ I only skim through it

How long do you read an issue?  
☐ more than an hour   ☐ up to one hour  
☐ more than 30 minutes   ☐ 30 minutes at the most

Do you have any other suggestions for the editorial team?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Messe Essen GmbH  
“ESSEN AFFAIRS”  
P.O. Box 100165  
45001 Essen  
Germany

Postage paid

Please fill out this entry card completely.

Surname \_\_\_\_\_

First name \_\_\_\_\_

Company or institution \_\_\_\_\_

Street / Street number \_\_\_\_\_

Postal code / City / Country \_\_\_\_\_

E-mail address \_\_\_\_\_

Employees of Messe Essen GmbH and the WA Group may not participate.  
The judge's decision is final.

Messe Essen GmbH  
“ESSEN AFFAIRS”  
P.O. Box 100165  
45001 Essen  
Germany

Postage paid