

ESSEN

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Photo: Daniel Roth / VWA

Frank Thorwirth,
Chairman and CEO of Messe Essen



Egon Galinnis,
Executive Director of Messe Essen

Dear Readers,

The past twelve months have been shaped by one of the worst global financial crises in decades. We too have felt the effects of this downturn, and we know that the economic environment will remain difficult over the upcoming year.

But in the Ruhr region, we also know that the best means of overcoming crises is to get in there and roll up your sleeves. In September, we were all made aware of the rewards of hard work at SCHWEISSEN & SCHNEIDEN. Visitors from 128 nations came to Essen – and this leading trade fair has never been more international. These results, coupled with the overwhelmingly positive reactions from exhibitors and visitors, prove to us that the trade fair is a marketing instrument with multifaceted possibilities that can hardly be replaced. ESSEN AFFAIRS followed SCHWEISSEN & SCHNEIDEN up close and personally. Our report from the entire week of the trade fair starts on page 18.

Growth rates of ten per cent and more – these days, most industries can only dream of such inspiring figures. But this is the reality in the creative industry. Those who only think of New York, London and Berlin in this context are invited to read our title story on a fascinating laboratory for change: the Ruhr metropolitan area. In 2010, Essen plans to ignite the turbo for future development. For it is then that we will be playing host to the world – as the European Capital of Culture. One thing is already clear today: numerous projects show the new face of the Ruhr region, and provide even more reasons to visit Essen. We look forward to welcoming you!

We hope you enjoy reading our magazine.
Best regards,

A stylized handwritten signature in black ink, consisting of a series of loops and a final upward stroke.

Frank Thorwirth
Chairman and CEO of Messe Essen GmbH

A handwritten signature in black ink, featuring a large, stylized 'G' followed by the name 'Galinnis' in a cursive script.

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 STORY

8 In a class of its own
Investors and city planners have discovered a new growth driver: the creative industry. But those who only associate creativity with New York, London and Berlin are mistaken. The Ruhr region, the European Capital of Culture 2010, has become a fascinating laboratory for change

11 "Culture is a catalyst"
Jan Figel, EU Commissioner for Education, Culture and Youth, on the opportunities that come with change

16 On the street, in the opera and in the air
Overview: seven outstanding projects brought to you by the Capital of Culture 2010

FAIR TRADE

18 Welcoming the world to welding
The 17th SCHWEISSEN & SCHNEIDEN has never been more international. The entire trade fair week in review

22 "Compact, yet powerful"
Annegret Appel and Egon Galinnis on realigning the Essen Motor Show in difficult times

24 Building for life
How will we design our houses in the future? Three trade fairs provide innovative answers

26 Two's company
Sports are like business: for Dr Niels Ellwanger, success is all a matter of teamwork

28 "A completely new type of technology"
Dr Detlef Stolten, chairman of the 18th World Hydrogen Energy Conference, wants to convince non-experts about the benefits of this energy source

30 Tips for the best time of the year
At Messe Essen, the holiday season starts up at the end of February. Bicycle fans can gain inspiration here – and, for the first time, fishermen as well!

32 Preview
IPM Essen, Haus und Garten, Hochzeitsmesse, KOMCOM NRW

33 Calendar
All the dates at a glance

34 Calling all fans
The NRW Sport Gala is the climax of the 2009 sporting year

ESSEN

36 "You need to remain true to yourself"
Portrait of Essen's new Lord Mayor Reinhard Pass

38 Lunch around the corner
Four tips just minutes away from Messe Essen on foot

39 Contest/reader survey
Participate and win!

IMPRINT

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SPIEL

A gaming record

No trace of a crisis – quite the contrary! SPIEL, the world's largest consumer fair for gaming, had a record turnout at the end of October: 152,000 visitors arrived over the course of four days – 2,000 more than in 2008, the previous record year. A new all-time high was also set with 763 exhibitors from 31 nations. And gaming fans were not only curious about the 600 new products presented – they also arrived in a spending mood. By Friday evening, some exhibitors already had to re-order stocks to ensure sufficient quantities. "SPIEL '09, with its brisk sales and licensing business, has shown that games are still booming," said a pleased Dominique Metzler, Managing Director at Friedhelm Merz Verlag, the event organizer. German board games have also become an export hit. The global board game market is growing at a fast pace, and year after year the SPIEL fair has profited from increasing foreign participation."

www.internationalespieltage.de



Dominique Metzler (2nd from l.) and Rosemarie Geu (3rd from l.) had good reason to be happy. The Managing Directors of Friedhelm Merz Verlag attained a new attendance record at this year's SPIEL. Some 152,000 visitors came to view new products from 763 exhibitors over four days at the fair.

Art exhibit

The emotional moment

Stefan Godecki is a photographer among German painters.

His pictures don't tell stories, but rather, as Godecki himself says, "are moments of a given reality". "Moment-photography" is how the art historian Alexandra Iwan described Godecki's style at the opening of his latest exhibition at Messe Essen. Entitled "Stage of Life", this collection of Godecki's most important works can be seen until 14 March 2010 in the Congress Center East. Incidentally, we are raffling off a limited edition art print of his work *Nightdance* – see page 39 for more details.



Nightdance is by the painter Stefan Godecki. His works can be seen until 14 March 2010 at Messe Essen.

GMDS Annual Meeting

Among health professionals

"First-rate medical care and humanity – treating illness and promoting health" – this was the motto for the 54th Annual Meeting of the German Medical Informatics, Biometry and Epidemiology Society (GMDS), held from 7 to 10 September 2009. Some 700 experts from the worlds of academics and medical practice exchanged views on the latest research results in lectures, workshops and a poster exhibition. Discussion topics included the Gene Diagnostics Law, electronic patient records and prevention measures for widespread diseases. The thematic sections ranged from data processing through cancer epidemiology to methodology for clinical studies. A central focus this year was placed on interdisciplinary collaboration between clinicians, public health specialists and methodologists.

www.gmds.de

IT-Trends Medizin

Informed care

Some 500 professional trade visitors

from across Germany gathered on 9 and 10 September 2009 at IT-Trends Medizin/ Health Telematics, one of the central IT conventions for the public health sector in North Rhine-Westphalia (NRW). Over 20 exhibitors presented their IT products and services in the fully booked supporting exhibition. The convention

programme was rounded off with supplementary topics, including telemedicine and IT security, as well as specialised forums hosted by the GMDS task force "Health care data processing" and the NRW Hospital Federation. Next year, the event will be held on 8 and 9 September 2010.

www.it-trends-medizin.de





FLOWERS IPM TECH celebrated its première in Moscow's All-Russian Exhibition Center.

FLOWERS IPM TECH Première in Moscow

The latest event in the IPM Essen foreign trade fair programme has celebrated a successful première. Within the framework of FLOWERS, the largest horticultural expo in Russia, 22 exhibitors participated in the very first FLOWERS IPM TECH MOSCOW. A total of 27,000 visitors from 27 nations came to FLOWERS, showing major interest in products from German companies. The next FLOWERS IPM TECH will be held from 2 to 5 September 2010 in Moscow.

www.ipm-moskau.com

SECURITY RUSSIA A second première

On 30 October, the first Security Russia came to a close in Moscow. The trade show was organised as a topic pavilion in a high-traffic spot at Interpolitex, the renowned Russian security expo, enjoying a turnout of over 15,000 visitors. "We received extremely positive feedback from our 52 exhibitors, and have clearly obtained our goal of creating added value for experts by joining forces with the established Interpolitex," explained Klaus Reich, Director Trade Fairs and Exhibitions at Messe Essen. The next Security Russia is being planned for October 2011.

www.security-russia.de

New fairground car park Space for more than 1,100 cars

On 27 August, over 1,100 new parking spots were opened to the public directly across from Messe Essen on Luxemburger Strasse. The new P 5 car park, officially opened by Essen's Deputy Mayor Norbert Kleine-Möllhoff, was built according to the iceberg principle: four levels of the new parking garage are below ground, and the two above-ground levels blend harmoniously into a green landscape. They give exhibitors and visitors the chance to park in direct proximity to the fairgrounds. Heinrich Schulze, Director of the Essen subsidiary of Bilfinger Berger Hochbau GmbH, ceremoniously handed over the car park key to Frank Thorwirth, CEO and Chairman of the Board of Messe Essen. Completed in just one and a half years, the new car park, at a price tag of 18 million euros, replaces areas taken over by the new E.ON administrative complex on the former festival grounds.



More convenience for guests: Frank Thorwirth, CEO and Chairman of the Board of Messe Essen, and Egon Galinnis, Executive Director of Messe Essen, were pleased to open 1,100 new parking spots in the P 5 car park. Heinrich Schulze, Director of the Essen subsidiary of Bilfinger Berger Hochbau GmbH, presented a ceremonial key to the new car park, and Essen's Deputy Mayor Norbert Kleine-Möllhoff delivered the speech at the opening (from left).



All systems go: Dr Fritz Pleitgen, Chairman of the Board of Directors of RUHR.2010 GmbH, opened the rehearsal for the Capital of Culture project "Still Life Ruhr Expressway".

Capital of Culture Rehearsal on the motorway

The largest project of the RUHR.2010 European Capital of Culture will be installed directly on the motorway. On 18 July 2010, a 60-km stretch of the A40 will be blocked, allowing an estimated one and a half million visitors to gather round 25,000 beer garden tables and celebrate the "Still Life Ruhr Expressway". With the help of Messe Essen, trade fair logisticians from DB Schenker organised a test run for this mammoth logistical task at the end of September. Messe Essen had cleared the P 10 car park free of charge for the rehearsal. Some 20 volunteers from the technical relief organisation THW unloaded 400 beer bench and table sets from a 40-ton truck moving at a walking pace. These were positioned down to the precise centimetre on a total length of 1,000 metres – before being loaded back up again afterwards. See page 17 for more details.

www.ruhr2010.de




In a class of its own

Investors and city planners have discovered a new growth driver: the creative industry. But those who only associate creativity with New York, London and Berlin are mistaken. The Ruhr region, the European Capital of Culture 2010, has become a fascinating laboratory for change.

Time seems to have stood still here in southern Essen. The River Ruhr flows calmly around the old weir; seagulls wait for a bit more wind. Heinz Schnetger, 59, looks out of the window of a warehouse in the former yarn spinning mill of the Scheidt textile factory. He glances over the pointed roofs of the fac-

tory buildings, over the old boiler house and the administration complex. He sees something in this century-old, 30,000 m² industrial complex. He sees potential. "Some of it will be kept, some will be torn down," explains the executive director of the Kertwig real estate company, "but after renovation, the character of this



Spinning ideas: real estate agent Heinz Schnetger (right) and consultant Torsten Görke plan to transform a textile factory in Essen into a creative centre.

creative quarter will be highly unique". Together with consultant Torsten Görke, 45, Schnetger has developed an innovative concept to reuse the Scheidt factory. It reads: redevelopment, but not uniformity. "Booming agencies will be able to rent high-end office space, but so too will young artists preferring an unrenovated,

chic look – with sliding-scale prices, naturally," says Görke, who headed an advertising agency for 18 years. The plan also calls for a functional separation of work and living spaces.

Heinz Schnetger is a level-headed man, and has been in the real estate business for a long time. ▷



Overseen by Heinz Schnetger (right) and Torsten Görke, 25 million euros will be invested in the redevelopment of the Scheidt textile factory.

But between the lines, one can see that this period of peace in Essen-Kettwig is only the calm before the storm. Together with partners, his company plans to invest 25 million euros here. And they are not the only ones: currently, a total of 14 creative centres are being developed in the Ruhr district with the support of the Ruhr.2010 initiative.

14 per cent growth in 2008

The history of the Ruhr has always been one of change and new beginnings. As a production centre for heavy industry, it grew to become large and powerful. It fuelled the German economic miracle after World War II. Now the area hopes to reinvent itself once again. Metropolitan centres such as New York, London, Tokyo and Berlin are still tops in creative production. The big

wheels of media, IT, art, education, software, advertising, design, architecture and fashion – they all spin in these cities. But in the Ruhr area, new directions are creating a noticeable dynamic.

Economic conditions are changing around the world: production locations are losing significance, qualified personnel are being recruited globally, age-old competitive advantages in regions and nations are disappearing. A global, knowledge-based society is re-defining the rules of industrial production, and concepts for a new economic order are being sought. Richard Florida is the guru of this debate. He comes from New Jersey, and wrote a seminal book entitled *The Rise of the Creative Class* in 2002. The book argues that future economic growth will mainly be generated in regions with high creativity rates. Florida's formula

is based on the three Ts: a technologically innovative region plus talented and tolerant residents equals prosperity.

Critics argue that Florida's formula is too simple, and indeed there are still plenty of economically powerful regions which do not reflect his conception of society. However, the fact remains that in the USA, approximately one-third of those employed already work in the expanded creative sector – more people than in the chemicals industry. What's more, studies predict annual growth rates of ten per cent and more for creative industries in the OECD states. Economists such as Michael Fritsch are observing the trend attentively: "Those who are highly qualified, i.e. those making the largest contribution to economic development, tend to settle in regions that are rich in the arts," says the Professor of Corporate Development, Innovation and Economic Change at Jena University. He examined the relationship between creatively active residents and the economic success of municipalities, developing a "Topography of the Bohème". The Ruhr district and bohemians? This blend that doesn't fit the stereotype that is still solidly anchored in the minds of many. But the numbers speak for themselves: 23,000 firms are involved in the creative industries of the Ruhr area, and their growth rate in 2008 was 14 per cent – more than twice that of the rest of the economy.

A classical foundation

The equation is simple: creative workers and artists will only arrive if they find a cultural environment that offers inspiration and opportunities for active participation. The logical question: how can such an environment be created? Apart from political directives, classical "high culture" is the foundation which attracts creative professionals. And this is where the Ruhr district has much to offer: excellent theatres in Bochum, Essen and Recklinghausen; internationally celebrated concert halls such as Philharmonie Essen and Konzerthaus in Dortmund; festivals of international renown such as Klavierfestival Ruhr, Ruhr Triennale and Ruhrfestspiele; and museums such as the Folkwang Museum in Essen. The Folkwang is currently being expanded by star architect David Chipperfield with funds from the Krupp Foundation under the guidance

"Culture is a catalyst"

During his term in office, Essen won the title of European Capital of Culture 2010 for the Ruhr district: from 2005 to October 2009, Jan Figel was EU Commissioner for Education, Culture and Youth. In a discussion with ESSEN AFFAIRS, he looks back on the years of change in the area.



ESSEN AFFAIRS: *For the first time in the history of the European Capital of Culture, 2010 will see a region carrying the title. Why did you break with tradition?*

Jan Figel: The EU Commission saw the modified concept as an opportunity. Essen alone was under discussion as an applicant in the beginning, but the entire Ruhr district showed us how the regional and European dimensions could be connected. And in retrospect, this was a good decision, as the Ruhr metropolitan centres occupy an exceptional position in Europe, with their unique industrial history and the challenges of structural change. They also serve as a model for other areas: Kosice, in my Slovakian homeland, is the European Capital of Culture 2013 – and was directly inspired by the Ruhr application.

The first Capitals of Culture were metropolises such as Athens, Florence, Madrid and Prague. Now you have conferred the title to former industrial cities such as Liverpool, Linz and Essen. Have the big-name cities all had their turn?

No, but we also need to think of the future. Europe is a cultural superpower. The concentration here is unparalleled around the world – you simply need to look at the list of UNESCO World Heritage Sites. Naturally, people need to be continually acquainted with the cultural offerings. Nevertheless, in 2004 we changed the concept behind the Capital of Culture. Now what's most important is the sense of connectedness in Europe. Europeans should feel at

home on the entire continent – as citizens, not only as tourists. This has less to do with laws such as the European Constitution, and more to do with everyday culture. The European Capital of Culture can be used as an instrument to strengthen this consciousness and how European citizens relate to public areas in cities.

So culture is no longer understood as "high culture" in Brussels?

That's right, this has changed. Previously, culture was considered to be something ceremonial, elitist. But what we're talking about here is an everyday phenomenon: our values, relationships and behaviour are all defined by the culture of a society. It's a catalyst for creativity.

The year 2009 is the "European Year of Creativity". Why do you place such an emphasis on this term?

It is tremendously important to promote creativity. All forms of creativity, both big and small. This is exemplified by new concepts for former industrial areas – areas that are being used in completely different ways. The Ruhr district is an ideal testing ground for this. And in the former Capitals of Culture of Lille and Glasgow, we have already seen how the Capital of Culture title and the creative industries can accelerate structural change. Turnover in Lille was ten times the amount of investment!

So culture and creativity are now an economic factor?

Yes. We need both – and both depend upon one another. The split between culture and economy must be overcome.

of Berthold Beitz. The gala opening of the 55-million-euro building is being planned for January 2010 – a major kick-off for the Capital of Culture year.

But much more is at work here. The coveted creative class often looks for an unformed, flexible and progressively minded environment. The fact that the Ruhr district is better prepared for these requirements than sceptics believe can be shown by visiting locations ►



Bernd Kowalzik hasn't gone to the dogs. He is founder and managing director of the music publishing company Roof Music – and has remained true to his homeland.

such as the historic former coal mines Zollverein and Carl in Essen, or Prinz Regent in Bochum-Weitmar. This site is a textbook example for successful structural transformation. In a scenic setting of red brick and cascading ivy, a disco, concert club and theatre have all grown here over the past 30 years. They have been joined by record companies and, since this summer, the Ruhr Music Commission, as well as the studio of the renowned Internet radio station Byte.FM.

Tenacity pays off

Roof Music has been here for quite a while. The music and literature publishing house is also the sixth-largest audio book production company in Germany, with annual sales of 4.5 million euros – behind the industry giants Audio Verlag and Oetinger. Everything started out inconspicuously in the mid-80s, when

managing director Bernd Kowalzik, in his late fifties, discovered the young Helge Schneider in a recording studio nearby. Today, Kowalzik still operates from the colliery, together with long-time companion and business partner Kristine Meierling. But the walls are now decorated with sparkling silver, gold and platinum records, awarded for outstanding sales of artists such as Herbert Grönemeyer, Moondog, Götz Alsmann and Sven Regener – not to mention Hape Kerkeling's *I'm Off Then*, the most successful German audio book of all time, with 500,000 units sold.

"The Ruhr district still offers a peaceful work setting," says Kowalzik, blinking in the autumn sun, "long-term thinking pays off. As well as the right partnerships, which often develop over time." His network, encompassing publishing house, label, management, booking agency and merchandising, also includes a recording



“The Capital of Culture as a turbo engine”

The Ruhr district has been shaped by a century of heavy industry. Some say that the legacy of the Protestant work ethic is at odds with intellectual distractions. Others argue that open, not-yet-established structures can only be an advantage. One of the latter proponents is Dieter Gorny, 56. He is the Grimme Award-winning creator of Popkomm and founder of Viva – but first and foremost, a Ruhr area resident. He is also one of the four directors of the European Capital of Culture 2010, overseeing the interests of creative professionals. “The region has to move forward – and is in the process of doing so. We need to promote existing structures while developing new centres and creative quarters – there’s no alternative,” he says.

The emblem of this transformation is the former Union brewery, known to locals as the “Dortmunder U”, a cathedral of industrial culture that will be ►

“The region has to move forward – and is in the process of doing so,” says Dieter Gorny, artistic director of Kreativwirtschaft Ruhr.2010.

studio in Berlin. But the core business will stay in Kowalzik’s homeland – even if things aren’t quite as tranquil here as in the pioneering days.

Some 30 km further down the Ruhr, one can find the digital avant-garde – not in a historical site, but with top prospects for the future. Computer game developers, suppliers and entrepreneurs all joined forces to form the Mülheim Games Factory Ruhr. They’ve just won the Create.NRW 2009, a funding competition sponsored by the largest federal state in Germany. Together with Duisburg-Essen University, they intend to promote networking between developers, next-generation creatives and researchers as the Games Development Initiative Ruhr. This is a model project, as, according to experts, the integration of start-ups and academics is also an attribute of successful creative regions.





Emblem of change: the "Dortmunder U" will be presented at the EXPO 2010 in Shanghai as representative of the Ruhr district.

presented next year at the EXPO World's Fair in Shanghai. The cultural manager Andreas Broeckmann was hired as artistic director of the "U". In Berlin, he had already turned the Transmediale Festival into the most important meeting point for digital culture in Germany. "But these days, Berlin is looking to the Ruhr district for inspiration," says Broeckmann. "With all the preparations for 2010, the dynamics of cultural policy are much more powerful here than in Berlin – even though both regions are dealing with similar financial problems." That's why the artistic director is looking forward to a major task: leading the "U", that sleeping concrete giant, from its brewery heyday into the information era.

"Further advantages of the region include its variety and its market of 5.5 million residents," says Dieter Gorny. Indeed, the potential of this megalopolis, with twelve major cities lined up like pearls on the 60-km-long string of the Ruhr expressway, is unique around the world. Due to the area's decentralised organisation, not all decision-makers are always on the same page. Nevertheless, "in five to ten years, we will see vastly different employment structures here, not least due to the Capital of Culture. It's a turbo engine, allowing bureaucratic traditions to be leapfrogged more quickly," says Gorny.

Stefan Windprecht is also convinced that the "2010 catalyst" will change the region's external image. In his Essen-based company K+S, he has directed image films for a client roster which includes Coca-Cola, RWE

and Messe Essen. "In the end, it's important to reposition what is essentially a vastly underestimated region in the minds of the people," he explains. In so doing, he highlights a painful issue: the Ruhr area still lacks self-confidence.

Praise from Brussels

Meanwhile, on the banks of the Ruhr in Essen-Kettwig, Heinz Schnetger is planning a lecture. In Munich, at the Expo Real, Europe's largest real estate trade fair, he will give a talk on his concept for the Scheidt textile factory tomorrow. "We won't redevelop the buildings to death and paint everything white here," he promises. "It would be simpler to work with uniform rent levels, but then you would never obtain the colourful neighbourhood feel that is so important for our desired tenants." A handful of agencies, artists and photographers have already set up shop on the river, and creative professionals from the nearby advertising metropolis of Düsseldorf are interested in moving to greener pastures.

Those in Brussels listen eagerly to these messages – after all, the Ruhr district is meant to be a model for the transformation of industrial regions in Europe. "The creativity of the Ruhr area is shown in the way in which industrial plants are being reconceived," states Jan Figel, EU Commissioner for Education, Culture and Youth, when asked why the Capital of Culture title was conferred upon the district (see the interview on page 11).

The sanctum of creativity

But the best advertising for the Ruhr area as a creative location are the creative professionals themselves. In 2010, a new opera by the German star Hans-Werner Henze will be premièred in the Zollverein and in Bochum's Jahrhunderthalle. The world-famous composer consciously selected venues in the relicts of industrial culture.

"These wonderful buildings would have been demolished elsewhere," says Henze. "But here they have become sanctuaries." From rough and tumble industrial sites to the sanctum of creativity – one could hardly describe a more beautiful transformation. □

CAPITAL ST GE



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Essen's landmark throughout time: Today, the Zollverein colliery with its Shaft XII constructed by HOCHTIEF is a world heritage site. Now it is to become a cultural center—as one of the key settings for events organized by the European Capital of Culture 2010. HOCHTIEF will once again be involved—as a sponsoring partner. Responsible for engineering management in the cultural capital, our facility management experts will also ensure that things are running smoothly both up front and behind the scenes.

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On the street, at the opera and in the air



Over 2,200 project ideas were submitted for the Capital of Culture year 2010. The final selection is still taking place. ESSEN AFFAIRS presents seven outstanding projects.

www.ruhr2010.de



Photo: Achim Peter

Ruhr atolls

Caribbean geography in the Ruhr valley? No problem, with this ingenious idea as a flagship project. From May 2010 on, four artificial islands will float on Baldeney Lake in Essen-Werden. Each will be 200 m² in size. But instead of volcanic rock and coral reefs, the islands will feature an accessible iceberg, a Japanese tea house, a flourishing garden and an immersed submarine. But these islands are more than simply beautiful art, as they also stand for the connection between creativity and renewable energies (biomass, water, wind and solar power). The energy group RWE is partner for the project: "Energy, as a key topic for the 21st century, lends itself to the exchange between art and society," says Executive Board Member Alwin Fitting. Some of the islands can be reached with boats for exploration.

Melez

The Ruhr area is a cultural melting pot, as many ethnicities shape the identity of the region. Melez is their common festival, featuring performances, exhibitions, literature, fashion design and culinary art. North African treats, Italian songs, Turkish plays and Spanish flamenco – when over 170 nations are celebrated, the Ruhr region showcases itself from its most colourful side. Incidentally, the festival has been held since 2005 – and was an important reason that the Capital of Culture title was awarded.

An instrument for every child

Culture is not something that only adults should enjoy. And beginning school is an ideal time to start. This is reflected in a joint project between RUHR.2010 and the Future Foundation for Education under the patronage of Federal President Horst Köhler. In 2010, all school beginners in the Ruhr region will be allowed to learn the musical instrument of their choice. The early artistic education will be accompanied by lessons in singing, dancing and painting. Ensembles will be formed in the third year, and the school orchestra will rehearse once a week.



Photo: Stiftung Julem Kind ein Instrument

Showcasing the mines

This year, yellow test balloons already sailed impressively above the Ruhr district. From far up in the sky, they pinpointed the mine shafts and tunnels far below, symbols of bygone eras of heavy industry – and a distinctive yet frequently overlooked feature of the region. As many assert with bemused pride, the Ruhr district is the only metropolis in the world with a full system of underground tunnels. In May 2010, 400 large yellow balloons will ascend over the mine pits. Shining brightly 40 metres above the earth, they will show how much the Ruhr region has changed.



Photo / graphic RUHR 2010 GmbH



Photo: Marie Köhler

Cultural canal

The Rhine-Herne Canal is a true workhorse among Ruhr district waterways. Coal, steel, fuels and cement are shipped from its ports. In 2010, however, the canal will also serve as a cultural venue. Climaxing in April with the nightly “Canal Glow” festivities; ships, cranes, port facilities, locks and bridges will all be lit up in colourful lights. In June, “ExtraSchicht: The Night of Industrial Culture” will be held; and in October, ten gigantic truck-mounted concrete pumps will create an impressive ballet of choreographed movements. One fixture will be the “Culture Ship”, which will set sail between ten cities. In the long run, planners hope to develop the canal as a living area and tourist landmark. Today, marinas and residential districts already pay testimony to new life on the water.

European Odyssey

Partnership instead of errant journeys – this is *European Odyssey*.

Six dramatists sought inspiration in Homer’s heroic epic *The Odyssey*. In their version, the returning adventurer Odysseus has become the prototype of the modern European. And from 27 February to 23 May, he will be sent through a world of light and shadows in the Ruhr region.

The entire story unfolds in five theatres on five weekends. The production also features open air performances, creating new perspectives on the path from theatre to theatre and from city to city. The Ruhr megalopolis – a stage setting.

Ruhr expressway as still life

Motorway 40 as a promenade – we haven’t seen anything like this since 1973.

At that time, the oil crisis prevented traffic along the district’s lifeline. On 18 July 2010, a summer Sunday, the approach and exit ramps will once again be open for pedestrians. Some 20,000 beer tents will be lined up between Dortmund and Duisburg, offering room for one and a half million visitors along a 60-km-stretch. “Still Life” is a highly elaborate Capital of Culture project – images of which are sure to be flashed around the world. “Everyone is supposed to arrive with his or her idea of art and culture and redesign their tables,” says Fritz Pleitgen, RUHR.2010 Managing Director. Reservations for the event are being accepted.



Graphic: RUHR 2010 GmbH / TAS Emotional Marketing GmbH



Crowds of visitors: 60,000 specialists from all over the world visit SCHWEISSEN & SCHNEIDEN, gaining information on the latest joining, separating and coating technologies.



How may we help you? Anne Binder (left) and Claudia Brügger from the Messe Essen Press Team.



Welcoming the world to welding

Visitors arrived from 128 countries to attend the 17th SCHWEISSEN & SCHNEIDEN – a new record.

Here is a review of the entire trade fair week.

Sunday, 6.57 p.m.: Kick-off. “What does football have to do with welding?” This is the main question at opening night in the Europa Hall. Norbert Kleine-Möllhoff, Deputy Mayor of Essen, picks up the ball: “SCHWEISSEN & SCHNEIDEN tops the world rankings.” Afterwards, Dr Heinrich Flegel speaks frankly. Words such as “recession” and “depression” have also left their mark on the welding industry, explains the President of exhibition partner DVS – Deutscher Verband für Schweißen und verwandte Verfahren e. V., which has just extended its contact with Messe Essen until 2021. “But look around! The trade fair is stronger and more dynamic than ever!” A “now or never” mood has taken over. “Messe Essen is the arena; the teams all play in the Premier League and have trained well.” The evening’s award winners (see box on page 21) are greeted with victorious cheers. Then Dr Andreas Gross, Director of the Adhesive Technology Institute for Applied Materials Research at the Fraunhofer Institute Bremen (IFAM), invites the guests on an excursion to the sporting arenas of the world. From Berlin’s Olympic Stadium to the “Bird’s Nest” in Peking – innovative materials are in use everywhere. “But what good are the best materials if people lack access

to the proper joining technologies?” A rhetorical question in front of this audience.

Monday, 9.10 a.m.: For journalists, the day begins with Anne Binder’s smile. “Good morning!” the press officer greets South Korean and Japanese reporters, the first to arrive. The press distribution list numbered 645 journalists before the trade fair got underway. Those who haven’t yet been accredited can be so now. Registration takes a mere 25 seconds, as personal experience shows. After all, time is money for those in the media as well.

Monday, 10.08 a.m.: Klaus Reich is relieved. Naturally, Messe Essen’s Director of Trade Fairs and Exhibitions has also had fleeting worries since last September about “his” trade show, one he has been looking after for the past 24 years. However, 2,500 more square metres of stand space have been rented this year than in 2005. Reich is on his way to visit Michael Schmidt, Director of Sales & Marketing at Cloos Schweisstechnik GmbH. Schmidt welcomes him warmly before explaining that the company website has been updated and re-launched that very morning. The timing is no



Old acquaintances: Stefano Michieletto, Sales Director for the Italian Exhibitor INE, shows Claus-Peter Regiani, Team Leader SCHWEISSEN & SCHNEIDEN, a new product.



An answer for every question: Susanne Ludwig, Martina Merle and Ina Wieschermann (from left) of the Messe Essen Service Team were highly popular as contact partners.



Moscow, Milan, New York: Olga Kiseleva, Karin Baumeister and Karen Vogelsang (from left) head the international offices of Messe Essen.

coincidence: “SCHWEISSEN & SCHNEIDEN is our most important trade fair,” he says. “Do you need anything else?” enquires Reich. Yes, one other little thing. “Compressed air with a pressure of 6 bar from 8 a.m. to 6.30 p.m.” – “We’ll take care of it.”

Monday, 11.01 a.m.: “What time is it?” The trade fair has only started two hours ago, and Stefano Michieletto, Sales Director for the Italian exhibitor INE, has already lost his sense of time. Now, after uninterrupted discussions, he welcomes Claus-Peter Regiani, Team Leader SCHWEISSEN & SCHNEIDEN – in perfect German. Michieletto can speak five languages. “We not only know one another from Essen,” explains Regiani, for Michieletto also visits the SCHWEISSEN & SCHNEIDEN spin-offs in Beijing, Shanghai, Mumbai and Moscow. While INE doesn’t exhibit in these cities, Michieletto’s visits are, nevertheless, compulsory – “to keep an eye on the competition”.

Monday, 12.45 p.m.: Ina Wieschermann’s phone hasn’t stopped ringing. “You haven’t ordered a cleaning service? No problem, simply come to our office and fill out the order form.” – “What kind of Internet access would you prefer? We offer WLAN vouchers or access for the entire week.” Since 7.00 a.m., the service team, with a staff of ten, has been answering every conceivable type of question. “The big things have been taken care of; today, it’s all about the little things,” says Martina Merle, Team Leader Exhibitor Service at Messe Essen. Big concerns include an 18,000 kW connected load, for which power lines had to be installed – but minor concerns are no less important. “Our goal,” explains Merle, “is to provide solutions so that clients don’t have to leave the premises.” To streamline procedures even more, Messe Essen physically bundled its

competencies three years ago: from project management to logistics to patent lawyers, service is lined up doortodoor.

Tuesday, 10.12 a.m.: Dr Klaus Middeldorf moves through his schedule in 30-minute intervals. The Executive Director of DVS is fully booked until 5.00 p.m. on Saturday. “I’ll get through this,” he declares, “because I love being here. Something that makes me particularly happy this year is the widespread support for our message.” For months, this has been: “We are going to Essen – not to the valley of misery.” DVS is currently boosting investments in innovation, research and qualification. To this end, its joint stand is sponsored by all the organisations in the association, with nearly 500 square metres of fully furnished exhibition space.

Tuesday, 11.38 a.m.: This year, Eginhard Vietz flew around the globe eight times. His current travel plans: “On Sunday I will fly to Peking, return on Wednesday, on Friday it’s Johannesburg, and from there to Sydney.” Illustrating this dialogue is a slide show running behind the founder and managing partner of the pipeline specialist from Hanover – with photos of him flanked by international politicians. Calling the 68-year-old lively would be an understatement, and his anecdotes from the economic world are so amusing that Messe Essen Board Chairman Frank Thorwirth and Klaus Reich only reluctantly say goodbye. “We could stay here all day,” says Thorwirth – but he has to attend a meeting with Chinese trade fair partners. On the way to Congress Center East, a short briefing takes place: “What went well? Where do we have to readjust? Should we meet up briefly tomorrow?” Tomorrow is the midway point. ▷



Spectacular: Erich Pimokaitis (left) and Jürgen Heidelmann (right) were responsible for the Böhler Welding Group stand. Claus-Peter Regiani was also impressed.



In 30-minute intervals: Dr. Klaus Middeldorf, Executive Director of exhibition partner DVS, couldn't bemoan the lack of discussions.



Company head Eginhard Vietz (right), with Frank Thorwirth, Chairman of the Board of Messe Essen (left), and Klaus Reich, Director Trade Fairs and Exhibitions.

Wednesday, 8.34 a.m.: Morocco, Serbia, Romania, Nigeria, Indonesia, Brazil. Some 50 in all – a nice mix of representatives greeted by Frank Thorwirth and Klaus Middeldorf in the panorama auditorium. “You are our ambassadors in your countries,” says Thorwirth as he welcomes the guests. All in all, Middeldorf and Thorwirth will meet with 14 delegations from various associations and companies over the course of the fair.

Wednesday, 2.31 p.m.: After four years of work, it's time for a break. After all, Karin Baumeister, Olga Kiseleva

and Karen Vogelsang oversee a total of 180 exhibitors in the SCHWEISSEN & SCHNEIDEN global network. “Maintaining contacts is particularly important in the B2B sector,” explains Vogelsang, who serves clients in North and Central America from her New York base. “We are the faces of the brand – and confidants,” adds Karin Baumeister, who heads the Milan office. And because clients trust these three, they tend to ask a lot of questions, covering everything from technical forms to visas. But everything has been taken care of. “Now,” says Olga Kiseleva, who has worked in Moscow since 2004, “our job is to represent the trade fair.”

Messe Essen international events until March 2010

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IPM CHINA (01.12.–03.12.2009): The fifth IPM China in Foshan (Shunde) is the network platform for the Asian horticultural market. “Within a very short time, it has become the No. 2 horticulture exhibition in China,” says a pleased Egon Galinnis, Executive Director of Messe Essen. www.ipm-china.com

SCHWEISSEN & SCHNEIDEN INDIA (10.02.–12.02.2010): After Essen, the attention of the welding industry turns to Mumbai. As in 2008, this spin-off of the world's leading trade fair will be held in conjunction with the related fairs Tube India International and Metallurgy India. www.schweissen-schneiden-india.com

IPM DUBAI, WORLD OF PERISHABLES (08.03.–10.03.2010): Within just four years, IPM Dubai has tripled its number of exhibitors. With the success of the World of Perishables première, it will once again be held in parallel with this special fair for temperature-sensitive goods. www.ipm-dubai.net
www.wop-dubai.com



"What went well? Where do we have to readjust?" Frank Thorwirth (right) and Klaus Reich at an impromptu briefing.



"No incidents": security guard Sascha Rath keeps watch at night in front of Gate 4.



Some 1,300 exhibitors were invited to the exhibitor gala. The Grugahalle provided an atmospheric setting.

Thursday, 7.08 p.m.: 1,300 guests have accepted the invitation to the exhibitor gala in the Grugahalle. "I'll be brief," promises Dr Wolfgang Reiniger, Mayor of Essen and Supervisory Board Chairman of Messe Essen. And he stays true to his word. After just four minutes, he officially opens the buffet – and long queues quickly form in front of carpaccio, penne and other treats. From 9.30 p.m. onwards, guests dance into the early morning hours. Astounding, after four days.

Friday, 1.30 p.m.: Jürgen Heidelmann hasn't tallied up all the compliments. He wouldn't have been able to. All the visitors are enthusiastic about the promotional display designed by the Böhler Welding Group's advertising department: a 13-metre-high, three-storey offshore oil platform, majestically topped by a helicopter. The offshore sector is a special field for the welding filler materials manufacturer. The largest and perhaps most spectacular stand at the fair measures more than 2,300 square metres. It took more than a year for Heidelmann and his colleague Erich Pimokaitis to prepare the stand, with the help of four external experts. Heidelmann is quick to praise the others: "The construction idea was a logistical masterstroke by the stand constructor and Messe Essen." Incidentally, the stand was not as expensive as it looks. But he doesn't reveal the exact figure. Certainly not a small sum for Böhler – after all: "Those who don't contribute aren't real competitors in the industry."

Friday, 8.49 p.m.: "No incidents," announces Sascha Rath at Gate 4. Rath is a security guard in Hall 1, who works the early shift until 6.00 a.m.. Along with 100 colleagues, the 37-year-old watches over exhibitions worth millions. The security motto: "When in doubt, serve the customer" – to back this up, the 110-kg guard

Award-winning

At the opening celebration of SCHWEISSEN & SCHNEIDEN, two new awards were given: the EWM Award is conferred for excellence in next-generation research. The award's first winner is Sascha Rose, research assistant at Dresden University's Institute for Surface and Production Technology. His studies on metal vapours in the welding process will be supported with 30,000 euros. The 3M Award for operational safety in welding carries a value of 10,000 euros and had two winners this year: Jochem Tanneberger, owner and Executive Director of the PMT – Prevention Management Team, was honoured for his "Welding-mobil for improved breathing space during welding". The Cooperation Centre of the Ministry for Science and Research of the City of Hamburg received its award for Pimex, a system for effective operational safety at welding workstations.

"pleasantly yet authoritatively" points to the security requirements. "Things will really pick up again tomorrow at noon," he predicts. "When dismantling, everyone wants everything at once." But he takes it all in his stride.

Saturday, 6.31 p.m.: The final whistle. The closing report from the press department breaks the week down into figures: 1,015 exhibitors from 42 countries, 100,000 square metres of exhibition space, visitors from 128 countries – one-third more nations than in 2005. "The trade fair offers versatile possibilities for marketing, but it is more than just a sales tool. For this reason, it can hardly be replaced," sums up Frank Thorwirth. "Celebrations after the trade fair," read the headlines on Monday. □

"Compact, yet powerful"

In challenging economic times, the Essen Motor Show concentrates on its core message – the car experience.



Focus on the brand essence: this year, the advertising campaign also places an emphasis on emotional messages.

ESSEN AFFAIRS: The global crisis in the automobile industry is also having an effect on larger trade fairs. In September, the IAA reported an official 5.5 per cent drop in the number of visitors; exhibitors declined by 7 per cent. These are difficult times. But are they difficult times for Essen Motor Show as well?

Egon Galinnis: There's no question that there have been easier years in the past. Like our colleagues in Frankfurt, we are fighting for every exhibitor and every

visitor. But the Essen Motor Show will live on. It is the longest-standing motor sports fair in Germany; the brand is well known across Europe. And starting in 2010, the AMI in Leipzig will only take place every two years. Then the Essen Motor Show will be Germany's only annual automobile exhibition. These are our USPs, which we hope to strengthen and develop over the coming years; 2009 will serve as a springboard in this respect.

A new team will be in charge of this, headed by you as Executive Director.

Galinnis: Naturally, a fair which draws such high numbers of visitors is of major importance for us. That's why we've installed a new team, one that I am supporting. The actual work will be completed by Annegret Appel and her team.

Which accents does the new team intend to set?

Annegret Appel: We are focusing less on quantity and more on quality. For this reason, we've compressed the exhibition size to a surface area of 80,000 square metres. In the overall concept, we've divided the sections more clearly, making the Motor Show experience even more visitor-friendly. Every guest should know precisely which area he or she is currently in. This is something the exhibitors also want: a compact, strong and clearly structured exhibition.

Could you explain that in more detail?

Appel: Historically, the Essen Motor Show has rested on four columns: motor sports, tuning, classic cars and new series vehicles. These divisions will be separated even more cleanly this year. Here's an example in terms of quality: on the "Dream Car Boulevard", we will present ten Ferraris this year – cars which our guests have never seen before. We could have exhibited 20, but many of these were cars that had already been presented in Essen. Our motto is: Less is more, and make it unique.

A range of premières will also take place, for example the "Speed Bike Show".

Appel: Speed bikes are tuned motorcycles which are licensed for road use. And these bikes don't really have a home in any exhibition. We want to present them in the new Motorcycle Pavilion. With this presentation, we are also going back to our roots. Previously, the entire motorcycle industry was represented in Essen.

Is "back to the roots" a general slogan for the new concept?

Galinnis: It is, in certain respects. But we're not simply saying: back then, everything was perfect, and we will make it exactly the same now. We are thinking about our roots in order to enhance the present. Every trade fair is affected by cyclical conditions – and now the time has come to realign the Essen Motor Show. We already implemented some changes last year – the Motor Sports Arena, for example, where we presented

the highly tangible and exciting "Auto Experience" to visitors.

Appel: The Motor Sports Arena première showed that we are on the right track. That's why we've decided to develop this area. In the pit lane, nearly every racing series will be presented, and from 9.30 a.m. to 6.00 p.m., we are offering a full programme on every day of the exhibition.

Does the realignment focus on a specific target group?

Appel: Our target group is and remains car enthusiasts, regardless of their age. However, we are focusing more on quality – and this also extends to the visitors. That's why our new marketing strategy also includes a promotional campaign in premium men's magazines. This target group has a high disposable income, and was only marginally addressed in the past. But that doesn't mean we will be increasing the prices – on the contrary, we've reduced the admission fee by one euro.

Galinnis: The message behind the strategy is that we are repositioning ourselves for the future. We are building on a clear structure and a "classic" Essen Motor Show in 2009. □

www.essen-motorshow.de

Teamwork: Egon Galinnis, Executive Director of Messe Essen, and Annegret Appel, Team Leader, want to make the car experience tangible and exciting.



Photo: Daniel Roth



Building for life

How will we design our houses in the future? Messe Essen's specialised trade fairs offer innovative answers to this question.

In 2010 DEUBAU is Germany's major meeting point for the construction industry. From 12 to 16 January 2010, some 600 exhibitors from across the world will present innovative products and services.

Holistic, sustainable, cross-generational: these key terms currently shape a wide range of social debates. Solutions able to meet all three requirements are more in demand than ever – especially in the building sector. So it's only logical that they will be the focus of the DEUBAU, in 2010 Germany's most important trade show for the building industry. Under the patronage of the Federal Department of Transport, Building and Housing, some 600 exhibitors from around the world will present innovative products and services from 12 to 16 January 2010. By spotlighting sustainable construction, DEUBAU is meeting the global challenges of climate change. An integrated analysis of a building's life cycle requires not only new structural systems and products, but a truly comprehensive approach. Those looking for practical solutions will find competent answers in Essen – on expansions, renovations, modernisations and a range of topics dealing with energy. This is something appreciated by decision-makers: at DEUBAU 2009, one-third of all atten-

dees were executive managers, and 76 per cent of the visitors influenced purchasing and procurement decisions at their companies. Over 70,000 domestic and foreign visitors are expected to attend DEUBAU 2010; organisers are even hoping to increase the traditionally high attendance rate of trade visitors (90 per cent of the total turnout).

The renowned DEUBAU Award, for next-generation architectural excellence, has already been conferred. In 2010, two Stuttgart residents, Liza Heilmeyer and Stephan Birk, shared the prize for their unusual multi-storey car park solution on the Ernsting's Family property in Coesfeld-Lette. The car park, which offers room for 500 vehicles, features two parking decks that are mutually offset, eliminating the need for ramps.

Growth market GenerationPlus

The new exhibition area "LIVING plus COMFORT" will be premiered at DEUBAU. This integrated trade show for concepts, technology, products and services views

itself as a cross-sector exhibition for all industry segments that are currently meeting the growing challenges of demographic change. With this new trade exhibition, Messe Essen and Deutsche Gesellschaft für Gerontotechnik (GGT) are bundling their distinct skill-sets. "We represent a major new trend, a blend of conventional home care trade show and traditional specialised exhibition," explains Martina Koepp, GGT Executive Director. "What's special here is that all the pertinent sectors are covered within an integrated concept."

Solid booking for SHK

Innovative solutions will also be on display from 10 to 13 March 2010 at SHK, a trade fair for the heating, ventilation and air-conditioning industry. It focuses on solutions for modern domestic ventilation and climate control, power-saving heating technologies and the growth sector "renewable energies", as well as current bathroom trends, building automation and many related topics. "The exhibition areas are already solidly booked," says a pleased Egon Galinnis, Executive Director of Messe Essen. "Despite the difficult financial situation, SHK Essen has maintained its leading position without size reductions, thereby confirming its importance in the industry."

A promising new business area is combined heat and power. This type of system is increasingly used in both new construction and modernisations. In addition to the mini-cogeneration and micro-cogeneration systems already available, newly developed units will soon be launched on the market. "We provide all the relevant information to SHK visitors. Our specialists will be available at the manufacturers association stand for questions on the new technology," comments Hans-Peter Sproten, Executive Director of the manufacturers association SHK NRW, highlighting the need for information and training among HVAC professionals.

Renewable energies on the advance

As for heating technology, the market is also calling the shots. In Germany alone, nearly half of all segment investments were related to renewable energies in 2008. Over the coming years, the German Federal Industrial Association for House, Energy and Environmental Technology (BDH) expects all heating systems to be partially based on non-fossil energy sources. In addition to more technically oriented topics, the 23rd SHK Essen will explore commercial themes, particularly the advantages of energy-based modernisation – including attractive funding possibilities from the federal government.

In line with this focus, well-known exhibitors from the sanitary sector will demonstrate the sustainable use of water resources under their campaign "Blue Responsibility". Innovative drinking water supply systems and components will be on display. These comply with strict hygiene requirements and will be accompanied by all the latest bathroom trends.

www.deubau-essen.de

www.leben-plus-komfort.de

shk.messe-essen.de

Beautiful and responsible: well-known exhibitors will demonstrate solutions on the sustainable use of water resources at SHK Essen.



The big issue: in 2010, technologies dealing with the key topic "energy" will be in the spotlight more than ever at the Essen trade fairs.



After 40 minutes, the discussion leads to athletics.

On the Internet, we've found a minor reference to Dr Niels Ellwanger as treasurer of the Essen Canoe Club. We wanted to know more about it. "Yes, I was a canoeist, even fairly professionally for a time in the 1980s." Even when listening to the interview tape, the words "fairly professionally" tend to hide themselves within the sentence. It all sounds like a hobby. Follow-up question: What do you mean by "fairly professionally"? Niels Ellwanger reluctantly offers an explanation: between 1986 and 1989, he and his partner Carsten Lömker paddled to the top of the world standings in doubles canoeing. They won a gold medal at the 1987 World University Games and missed taking home the bronze medal at the Seoul Olympics by just 87 hundredths of a second – "by about a metre".

This anecdote tells us two things about Niels Ellwanger: first of all, the 43-year-old, who has lived in Essen for 33 years, has retained an essentially northern German trait. In Hamburg, where Ellwanger was born, it is considered crude to boast about one's success. Even if one happens to be a former world-class athlete. Secondly, he is a team player – and not just in the sporting arena.

Two's company

Dr Niels Ellwanger was a world-class athlete, formed a company as a graduate student and is co-founder of a leading trade fair. For him, it's all a question of teamwork.

From academics into practice

In 1996, Niels Ellwanger stood before a turning point in his professional career: university or self-employment? He had studied in the newly founded Energy Economics programme at GH Essen University, and his doctoral thesis, entitled “Least-Cost Planning in the Gas Industry” was already at an advanced stage. “But I didn’t see myself as a theoretician.” And so, before handing in his thesis, Ellwanger founded the energy consulting firm conenergy with Roman Dudenhausen. „The fact that two academics, who had ‘never seen a company’ from the inside could establish themselves in a ‘very conservative market with countless experts is actually inconceivable’, as Ellwanger says in retrospect. But he and Roman Dudenhausen had recognised a market niche.

In 1996, the first EU guideline regulating the competitive opening of the electricity and gas sectors was signed into law. EU member states were required to open their markets within two years. “Many companies felt this was a long time away, and they couldn’t envision the consequences,” explains Ellwanger. But thanks to their research, Dudenhausen and Ellwanger were well aware of the effects of such regulations around the world. This knowledge was crucial in gaining their first “major industrial client in Duisburg”. The newcomers suggested that the client “finalise its contract negotiations – and only when it was sure it had squeezed out every available cent would we enter the picture”. The pilot test was lucrative for both sides.

The continuing history of conenergy AG reads like a textbook example in strategic growth. The consulting firm has long since established itself as an information service provider, offering training and continuing education through its in-house academy. It began implementing political regulations as concrete policies in enterprises and has recently become active in the area of personnel, management and organisational development. The boss is proud of the work of his team of 125 experts. “conenergy is the achievement of many people,” he stresses.

Only one dream remains unfulfilled, conenergy has given up participating in Europe’s only pure electric car project, the mindset. “The prototype was a marvellous car, and we will continue to follow this major future topic from an energy management standpoint,” says Ellwanger. But in order to build the first 10,000 cars, the partners would have had to come up with over 100 million euros – too much money in these unstable times.

A neighbour of the trade fair

Teamwork is also the key to understanding the amazing success story of E-world energy & water. The première of the energy trade fair and congress took place in 2001, and today, it is the undisputed market leader in Western Europe. This is measured in the number of exhibitors and trade visitors, which has

more than doubled to date. But also by the fact that this industry meeting point, which traditionally takes place in February, is underlined and highlighted in top managers’ appointment books. “We offer unusual acquisition possibilities, but we would never have been able to organise a trade fair alone,” says Niels Ellwanger.

Emblematic of this close partnership is the fact that conenergy moved directly across the street from Congress Center East in 2002. “I don’t want us to be complacent,” adds Niels Ellwanger. “We must look to the future.” For instance, in honour of the ten-year anniversary, the topic “smart energy” will be given its own section for the first time ever. “Smart energy deals with the intelligent control of power consumption and the innovative use of information.”



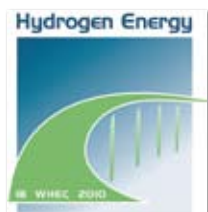
Specialist for energy:
Dr Niels Ellwanger (43)
is CEO of conenergy AG.
Together with Messe Essen,
his company is responsible
for E-world energy & water.

It’s only logical that Niels Ellwanger has also become enamoured of a team sport in his free time. Actually, it was all a coincidence. His sons, now 17 and 15 years old, play handball with TUSEM Essen. Since 2006, Ellwanger has overseen the youth and amateur divisions there, first as a committed father and adviser, and later together with Klaus Schorn in department management. After the TUSEM professional division’s bankruptcy and forced relegation in 2005, the venerable club teetered on the brink of financial disaster in autumn 2008. It didn’t take long for Ellwanger to be persuaded. With management consultant Michael Keusgen and attorney Thomas Vomfell, he took over the club’s business administration. Together, they averted a fall into the abyss.

Now TUSEM has the chance of a new start in the second federal league, supported by excellent work with youth teams. “It was a painstaking process, but now we are once again on target.” Insiders say that Ellwanger played a major role in this success – and the fact that there is now hope for the team. But Niels Ellwanger wouldn’t formulate it that way. □

"A completely new type of technology"

In May 2010, top international researchers will gather at the 18th World Hydrogen Energy Conference. But conference chairman Dr Detlef Stolten also wants to convince non-experts about the advantages of this energy source.



From 16 to 21 May 2010, more than 1,500 participants are expected in Essen.

ESSEN AFFAIRS: In 1874, Jules Verne wrote "Water is the coal of the future". And people have been talking about hydrogen-run cars for a quarter of a century now. How much longer do we have to wait?

Detlef Stolten: Let me make a comparison. It took 30 years to transform the diesel engine from a "tractor" into an efficient and thoroughly clean drive system. In principle, however, the concept behind the technology remained unchanged. But in the case of hydrogen-based fuel-cell propulsion, we're talking about a completely new type of technology. If we consider the year 1990 to be the starting point, and consider the fact that Daimler plans to put a mass-produced vehicle on the road by 2017, then we are right on schedule.

Fuel-cell drive units seem to be losing their appeal. "Hydrogen vs. battery-operated electric cars" wrote *Süddeutsche Zeitung* recently – are they really in competition?

I would consider it to be a made-up rivalry. Batteries are certainly more appealing for short distances. A range of 80 km is already possible today, and recharging stations will someday make 200 km possible. But a vehicle with fuel-cell propulsion can attain 400 km. For a nationwide strategy, we require a technical infrastructure – just like for electric cars. It only makes sense to transport hydrogen in pipelines when large quantities are involved. Before we get started, test runs will be conducted in urban centres across Germany. A nationwide network will only follow later.

One must first make "the significant technical advantages of hydrogen apparent to decision-makers", as you have been quoted saying. Does a communication problem lie at the root of the issue? It is true that many decision-makers have not dealt with the subject matter. Hydrogen stores biochemical



Dr Detlef Stolten, Director of the Jülich Institute for Energy Research, is also chairman of the 18th World Hydrogen Energy Conference (WHEC).

energy well; it is independent from the energy source that it is gained from – and above all, it does not produce environmentally unfriendly carbon dioxide. But we can't expect people to know all this. That's why the concept for the 2010 World Hydrogen Energy Conference was changed.

How was it changed?

At its core, the 18th WHEC is a meeting point for scientists. We expect some 1,500 experts to arrive, and are planning over 300 lectures. A significant new feature is that we will be addressing non-experts on the first day of the conference – i.e. decision-makers from the worlds of finance and policy. We have also invited prominent international speakers. Incidentally, this was also desired by the state government of North Rhine-Westphalia, which organised the conference through the "EnergieAgentur.NRW".

A trade fair will accompany the conference. What will we be shown here?

Companies, research institutions, German federal states and various nations will all present their products and services. Today's application areas for hydrogen energy already range from portable products such as laptops through stationary systems used in residential power to the on-board energy supply for airplanes. □

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Society for Voluntary Control
of Fair and Exhibition Statistics
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Phone ++49 30 24 000 -0 · Fax - 340
www.fkm.de · info@fkm.de



www.fkm.de



Tips for the best time of the year

At Messe Essen, the holiday season will already start up at the end of February. Bicycle fans can gain ample inspiration here – and, for the first time, fishermen as well.

Photos: (2) shutterstock

The Old Town in Dubrovnik became a UNESCO World Heritage Site in 1979. Croatia is the 2010 partner country for Reise + Camping.

Traditionally, Germans are considered to be fond of travelling. And this certainly won't change next year.

"The clear majority of our trade fair guests are not swayed by the economic downturn in this respect," said Egon Galinnis, Executive Director of Messe Essen, in the run-up to Reise + Camping, "over 70 per cent of our visitors are not planning to cut back on holidays."

Three trade fairs, one price

From 24 to 28 February 2010, in the heart of North Rhine-Westphalia, the gates will open on the largest expo for travel, tourism, camping and caravanning. For the Capital of Culture year, Messe Essen has come up with a special plus: two days after Reise + Camping has opened, the leisure expos Fahrrad Essen (26 to 28

February 2010) and Angel-Sport-Messe (26 to 28 February 2010) will also be held. Both exhibitors and visitors will benefit from this trio: a single ticket allows admission to all three events.

The three shows perfectly complement one another.

The entire spectrum is covered by the holiday expo Reise + Camping, which is celebrated far beyond the region, with 90,000 visitors expected. Some 650 exhibitors will present their products and services on an area spread over 60,000 m². No matter whether holiday or leisure time, camping or caravanning, weekend trips or long-distance travel – every detail will be in place, right up to caravan and tent accessories.

The focus on a partner country has always been part of the tradition. In 2010, Croatia will be presented:



dream beaches, breathtaking nature and impressive cultural monuments are just some of the many facets of this Adriatic country – also a fascinating destination for camping.

Ruhr region: a cycling paradise

Residents of the Ruhr region love spending their spare time in the countryside or on the water – often hiking and cycling. With a network of trails stretching over 700 km, the Ruhr district is a true cycling paradise. Germany's No. 1 cycling region will usher in the new season at the end of February with Fahrrad Essen. The fourth edition of this fair will see over 130 exhibitors presenting a wide range of products and services, including wheels, cycling, tourism and accessories.

On 11,000 m² of exhibition space, the show assembles the diverse aspects of the cycling world under one roof. One focus is competent consulting for all cycling enthusiasts. For 2010, organisers have also expanded their programme range: the popular track has been extended, allowing visitors to test bicycles on a total of three courses or watch the pros perform their tricks.

Excellent fishing in NRW

With more than 260,000 fishermen, North Rhine-Westphalia is a fishing stronghold. With its numerous lakes, rivers and streams, the Ruhr region attracts a wide range of fishing fans. And for the first time, they are being catered to with Angel-Sport-Messe. On 4,000 m², fishing fans will find everything they need for their favourite hobby. Whether all-rounders, fly fishermen or high-seas fishing fans – everyone will find their favourite products. A special focus has been placed on competent personal consulting. And those who haven't yet discovered the joys of fishing will certainly be spoiled for choice with the exciting action programme, which this year features a large fishing basin. Visitors will also be offered a culinary highlight: a fish market with fresh fish specialities.

www.reise-camping.de

www.fahrrad-messe.com

www.angel-sport-messe.de

New in the programme is Angel-Sport-Messe, which presents anything and everything for fishing.





KOMCOM NRW

23.03.2010–24.03.2010

KOMCOM NRW is a top municipal happening in Germany. Next year, this leading event for Germany's public sector will be more than just an IT marketplace for municipalities. The theme world "KomZu – Germany's Municipal Future" is the first of its kind in the nation. What's more, 2010 will also see the première of KOM2ORDER, a new trade fair for municipal purchasing. Simultaneously, the North Rhine-Westphalia Association of Towns and Municipalities, a cooperation partner of KOMCOM NRW 2010, will present the Municipal Congress, with up to 1,400 delegates participating.

www.komcom.de

IPM ESSEN

26.01.2010–29.01.2010

It's the most attractive meeting place in the world for the green sector: the international plant expo IPM ESSEN. In 2010, the world's leading horticulture fair will be held during the week for the first time. This was decided unanimously by the IPM advisory board. From Tuesday, 26 January to Friday, 29 January, trade experts will once again be presented with a wide range of products and services from the worlds of plants, technology, floristry and merchandising. With the new schedule, the IPM advisory board has reacted

to the overwhelming preference of exhibitors and visitors to spread meetings and discussions more evenly over weekdays. The new trade fair dates reduce scheduling overlaps with other industry events; Friday, as the last fair day, also facilitates transport and logistics, primarily for the rising number of foreign exhibitors. A total of 1,447 exhibitors from 47 countries took part in IPM ESSEN 2009.

www.ipm-essen.de



HAUS UND GARTEN

10.02.2010–14.02.2010

At HAUS UND GARTEN, spring fever hits the air in February 2010. This year, the garden section will focus on playful features and exclusivity. Following major success in previous years, a homeowner's congress will also be held. Building owners and do-it-yourself enthusiasts will find sound advice at HAUS UND GARTEN, with optimal solutions for upgrades, renovations and additions. Decorations, textiles and accessories for a beautiful home will transform the halls into a feel-good oasis – with the rustic Essen wine village offering guests a taste of German wines.



www.fruehlingsmesse.de

HOCHZEITSMESSE

09.01.2010–10.01.2010

This is one of the largest wedding expos in Germany, with exhibitors presenting the latest fashion trends for bride and groom and providing up-to-the-minute tips and information on every topic related to marriage. Ample entertainment is assured with show stage performances and live music; a major wedding contest will also be held, with prizes worth 10,000 euros. Additionally, wedding rings worth 3,000 euros can be won exclusively online.

www.hochzeitsmesse-essen.de



2010

12.-16.01. DEUBAU

International trade fair for the construction industry

12.-16.01. LEBEN PLUS KOMFORT

The trade fair for concepts, technology, products and services

09.-10.01. HOCHZEITSMESSE

Wedding trade show with consulting and salesrooms

26.-29.01. IPM

International trade fair for plants, technology, floristry and merchandising

09.-11.02. E-WORLD ENERGY & WATER

International trade fair and congress

10.-14.02. HAUS UND GARTEN

Spring trade fair for the entire family

24.-28.02. REISE + CAMPING

International trade fair for travel, tourism, camping and caravanning

26.-28.02. FAHRRAD

Trade show for bicycles, accessories and recreation

26.-28.02. ANGEL-SPORT-MESSE

A world of discovery and merchandise for fishermen and nature lovers

10.-13.03. SANITÄR, HEIZUNG, KLIMA

Trade fair for heating, ventilation, air conditioning and renewable energies

23.-24.03. KOMCOM NRW

The IT trade fair for the public sector

08.-11.04. TECHNO CLASSICA ESSEN

Global fair for classic and prestige automobiles, motor sports, motorcycles, spare parts and restoration

17.-18.04. HEILPRAKTIKERTAGE

Specialist exhibition and congress for alternative healing

22.-25.04. FIBO

The world's leading trade show for fitness, wellness and health

22.-25.04. FIBO POWER

The No. 1 meeting place for the bodybuilding and weight training scene

INTERNATIONAL TRADE FAIRS:

01.12.-03.12.2009 IPM CHINA

International plants expo (Foshan/Shunde)

10.02.-12.02.2010

SCHWEISSEN & SCHNEIDEN INDIA

International trade fair for joining, cutting and surfacing (Mumbai)

08.03.-10.03.2010 IPM DUBAI

International plants expo Middle East (Dubai)

08.03.-10.03.2010 WOP

World of Perishables, International perishables expo Middle East (Dubai)

Valid as of October 2009. Subject to modifications.



Grugahalle

21.11.2009 19th ESSENER OLDIE NIGHT
with Boney M., The Equals, Christie and many others

28.11.2009 JOHANN KÖNIG
"Causing a Commotion"

29.11.2009 AMERICAN WRESTLING RAMPAGE
with Bret "The Hitman" Hart & Rob van Dam

05.12.2009 ESSENER RACE PARTY
with DJs Ötzi, Marusha and many others

06.12.2009 DANIEL SCHUHMACHER & BAND – LIVE! Special guest: Sarah Kreuz

30.12.2009 – 03.01.2010 HOLIDAY ON ICE
Tropicana with the international hits of Barry Manilow

15.01.2010 ROCK MEETS CLASSIC
with Lou Gramm, Bobby Kimball & Dan McCafferty

22.01.2010 BOWFIRE
The new show sensation

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

26.01.2010 ANNUAL CONVENTION
H. Deichmann-Schuhe GmbH & Co. KG

30.01.2010 WISE GUYS LIVE 2010 Special night

10.02.2010 HOMEOWNER CONGRESS

20.02.2010 ATZE SCHRÖDER "Revolution"

26.02.2010 DIETER NUHR "Keeping it calm"

04.03.2010 PHANTOM OF THE OPERA
Production from A. Gerber & P. Wilhelm

05.03.2010 ABBA – THE CONCERT
performed by AbbaAgain

12.03.2010 MYSTIC WORLDS
The return of the Shaolin monks

14.03.2010 DANCE INTO THE LIGHT –
The Ultimate Phil Collins Show

19.03.2010 SCOOTER
Under The Radar Over The Top Tour 2010

27.03.2010 THE BIG 30+ PARTY

06.04.2010 HOWARD CARPENDALE "Strong"

07.04.2010 SPRING FOLK MUSIC FESTIVAL
Presented by Florian Silbereisen

22.04.2010 RWE AG Annual general meeting

06.05.2010 E.ON AG Annual general meeting

19.05.2010 CITY OF ESSEN Staff meeting

13.06.2010 SONG FESTIVAL
Vereinigung der Evangeliums-Christen-Baptistengemeinden in Deutschland e.V.

19.-20.06.2010 YOUTH DAY
New Apostolic Church

20.-29.08.2010 SUMMER FESTIVAL
in the Grugahalle

25.09.2010 BÜLENT CEYLAN "Kebabbel Net"

28.11.2010 DEEP PURPLE & Special Guests

Congress Center Essen

21.11.2009 NIGHT OF SPORTS

13.01.2010 INTERNATIONAL
ARCHITECTURE CONGRESS

22.02.2010 4th EDUCATION POLICY
SYMPOSIUM NRW

17.-18.04.2010 NATUROPATH
CONFERENCE ESSEN 2010

05.05.2010 STB MARKETPLACE

05.05.2010 NORTHWEST HANDEL AG
Annual general meeting

11.05.2010 HOCHTIEF AG
Annual general meeting

27.05.2010 DVGW NATIONAL
COMMITTEES SYMPOSIUM

17.-20.05.2010 WHEC 2010
International World Hydrogen Energy
Conference and Exhibition

26.05.2010 MEDION AG
Annual general meeting

08.-09.06.2010 10th INTERNATIONAL
SKIN PROTECTION DAY

Valid as of October 2009. Subject to modifications.



Calling all fans

The NRW Sport Gala is the climax of the sporting year in Germany's largest federal state. And the highly sought-after FELIX Awards are not conferred by a jury alone; it's the fans who have the final say.

The NRW Sport Gala is the culmination of the year for the sports community in Germany's most populous federal state. On 11 December, the Grugahalle will once again host this gala event conferring top athletes from North Rhine-Westphalia with FELIX Awards. And the fans have the final say. At www.nrw-sportlerdesjahres.de, they can select their favourites in a total of seven categories. A jury made up of North Rhine-Westphalian sports journalists created the shortlists from all potential candidates.

The list of nominees (each category includes five names) includes all-star athletes. In the new category "Male Footballer of the Year", for instance, it's a battle of the goalkeepers, just like on the pitch. René Adler, currently ranked No. 1 as goalie for the German national team, would have a slight edge if the jury alone were to decide. But Manuel Neuer from FC Schalke 04 has a



Photo: dpa

larger fan base. Or will coach and ex-champion Jupp Heynckes pull ahead in the end?

The race among female contenders is just as exciting: Inka Grings, striker for FCR Duisburg, was the leading goal scorer at the 2009 European Championships. But coach Silvia Neid can ultimately claim responsibility for the German team title.

The category "Male Athlete of the Year" also features high-profile nominees. Among others, world-class table tennis player Timo Boll and up-and-coming golf star Martin Kaymer are up for selection. Nominees for "Female Athlete of the Year" include this year's world javelin champion Steffi Nerius, European fencing champion Britta Heidemann, and an Essen resident: Daniela Samulski earned a spot in the select circle by capturing two silver medals at the 2009 Swimming World Championships.

Essen's great hopes: star swimmers Daniela Samulski (right) and Hendrik Feldwehr are among those nominated.



Photo: Michael Goll/WAZ-Fotopool



Photo: dpa

World-class golfer: 25-year-old Martin Kaymer had an international breakthrough.



Photo: Golfphoto.de

Essen's swimmers are well represented: Hendrik Feldwehr, who narrowly missed out on a medal in the 50-metre breaststroke event, is one of five candidates in the category "Newcomer of the Year", while Henning Lambertz hopes to capture the title "Coach of the Year".



Foto: dpa



Photo: A. Bawinkelmann

Ladies first: striker Inka Grings (left) and her coach Silvia Neid were instrumental in the national team's success. But now they are competing for the title "Female Footballer of the Year".

The question remains as to who will be chosen as winner in the team category. Will it be Julius Brink and Jonas Reckermann, the surprise world champions in beach volleyball? Or the Borussia Düsseldorf table tennis team, winner of the Champions League? Or the "German Eight", which re-established the German mystique of this showcase discipline at this year's Rowing World Championships?

The evening show programme is every bit as illustrious as the nominees. Pop star and football fan Sasha has confirmed an appearance, as has Jochen Schweitzer, who will wow the crowd with the acrobatics of his "Pure Water" programme. An upscale gala dinner will round off the evening's events, as befits a family celebration. □

www.nrw-sportlerdesjahres.de



Photo: PR

Please sing along

The Wise Guys are celebrating the biggest CD success of their career with their current disc *Frei!*, which shot to number two on the German album charts. In concert, the group of five musicians from Cologne inspires 180,000 fans each year with rhythm, perfect harmony and a touch of self-irony – and all this a cappella! In the Grugahalle on 30 January 2010, the Wise Guys will be presenting one of their most popular concert formats: the Wise Guys Special Night. The vocal pop singers will hit the stage with their current tour programme. After the intermission, the audience will be able to sing along as the Wise Guys perform their most popular songs from a career spanning 14 years. Stage screens will showcase all the songs in karaoke mode: with lyrics and notes to sing along.

www.wiseguys.de

Stars and steel

"New construction with steel – solutions for sustainable architecture". This is the motto of the International Architecture Congress on 13 January 2010, which will be hosted by the Steel Information Centre in cooperation with the North Rhine-Westphalia Chamber of Architects during DEUBAU. More than 1,000 participants are expected to attend. Joint organiser is the Galvanising Industry Trade Association. The guiding principle of sustainability, i.e. the use of natural resources, as well as measured impact on the environment and life cycle costs, is becoming increasingly important. New benchmarks have also been set in marketing. Here, internationally renowned architects and engineers are presenting projects for environmentally compatible steel buildings.

www.stahl-info.de

The best for children

Some 1,200 participants from the worlds of academics, commerce, science and politics, as well as parents' associations, are expected to attend the 4th NRW Educational Policy Symposium on 20 February in the CC West. The topic will be "The best for children – collaborative working methods". Speakers include Dr Werner Sacher, professor at Erlangen-Nuremberg University, and child psychologist Dr Michael Winterhoff (author of *Why Our Children Become Tyrants*). Registration at: www.schulministerium.nrw.de



Photos: Alexander Umbach

Newly elected:
Reinhard Pass, 53,
became Essen's Lord Mayor
on 21 October 2009.

"You need to remain true to yourself"

Reinhard Pass is Essen's new Lord Mayor. He believes in clear statements and keeping in touch with the needs of citizens – also regarding Messe Essen.

There was the issue of the official car, for example.

Naturally, the new man in city hall is entitled to the car of his choice. And new models for the city of Essen fleet needed to be purchased anyway, in time for the inauguration. Reinhard Pass selected the Skoda Superb – the VW subsidiary's most upscale model. He didn't select the car of another manufacturer which costs nearly twice as much. What's remarkable about this situation? Not the fact that the mayor of a city suffering from an enormous debt, like so many other urban centres, lives modestly himself. This could be chalked up to symbolic politics. What's remarkable is the actual reason: "I've been driving Skoda for the past nine years at home," explains Reinhard Pass in an interview with ESSEN AFFAIRS. "So by selecting this car, I remained true to myself."

"Who do you trust?"

Staying true to yourself – this was a running theme during the SPD politician's election campaign. He was elected as the new Mayor of the City of Essen on 30 August 2009, with 46.1 per cent of the popular vote. A bet placed on such a clear outcome would have been profitable – few had counted on this result. And it is all the more surprising if one considers the fact that the SPD suffered its worst results of the post-war period just four weeks later, in the German parliamentary elections.

Reinhard Pass is not a fan of election analyses that prove after the fact what one could have known beforehand. Essen has already lived through many surprising election results. "But at the end of the day, it

was probably a question of character,” he assumes. The voters asked themselves: “Who should I trust to carry out what he says he will?”

“I like to wait in queues”

In the election campaign, Reinhard Pass impressed the citizens of Essen. Now one can almost feel the respect he holds for his upcoming tasks – tasks that will affect this metropolis of 580,000 inhabitants at the heart of the Ruhr region. “The biggest risk is that the office can change you,” he says and adds an anecdote. Shortly after the election, he was grocery shopping. Suddenly he heard whispering in the queue (“Oh, it’s you”). Those ahead of him wanted to let the new city head go first. “But I like to wait in queues, one always hears a lot about what’s going on,” says Reinhard Pass.

Keeping in touch with the people’s needs – for this task, one needs more than a staff whose unvarnished opinions one can trust. “The family as a regulating force can’t be valued enough,” stresses Pass. Nor is this an empty phrase for him. After all, it was a chance encounter with his wife Susanne that ushered him into the world of politics. They met one another at an SPD children’s party in the early 1980s. A work colleague brought Pass, who has a degree in chemistry, along to the event. Until then, he had merely sympathised with the party’s goals. In 1983, Reinhard Pass joined the SPD – the year in which Helmut Schmidt was replaced by Helmut Kohl as Federal Chancellor. Reinhard Pass ranks the clear, pragmatic thinker Schmidt as one of his political models.

Education tops the agenda

Both of Pass’ sons grew up in Essen-Stadtwald and went to school there. Susanne Glunz-Pass teaches at an all-day school in the Vogelheim district in northern Essen. Technically, she is now an employee of her husband – but this certainly isn’t the hierarchy in the family circle. There are solid reasons why Reinhard Pass has decided to focus on education for his six-year term of office. “Thirty per cent of Essen’s children and teenagers under 15 live from aid money – and in the north, this figure even climbs to 50 per cent,” says Pass.

Facts like these, demographic transformation and the challenges of integration also define his concept of culture, which orients itself on the current scholarly debate. “Culture is the description of the social order in which we live,” says Pass. “And it is from this culture that art develops. Frequently, when people talk about culture, they are actually referring to art.” Reinhard Pass is not one who greets plans for the European



“The city profits substantially from Messe Essen,” stresses Reinhard Pass. Traditionally, the mayor also acts as Messe Essen’s Supervisory Board Chairman.

Capital of Culture 2010 with euphoria. But after studying the final project briefings, he is convinced that “what is being organised is also the right way to go”. He then draws up a list of his favourite projects: from long-term projects for the region’s children and youth, through high-publicity events like the Ruhr Atoll, to the “Still Life Ruhr Expressway”. He describes this as a “wonderful meeting place for the entire region” (see page 16). The mayor’s enthusiasm seems to be catching on: the first two copies of the project overview he received have somehow disappeared. And Pass isn’t loaning his third copy to anyone...

Commitment to Messe Essen

Traditionally, Essen’s Lord Mayor also acts as the Supervisory Board Chairman of Messe Essen GmbH. Pass has repeatedly voiced his views supporting the remodelling of the northern halls. Yet he refuses to lose sight of the city budget constrictions – something he repeated in his interview with ESSEN AFFAIRS. “We don’t need more floor space,” he clarifies – what is necessary now are modern logistics. Otherwise, in the long term, a “weakening effect could creep in”. Reinhard Pass calls for “a bipartisan commitment to Messe Essen”. After all, “the city profits substantially from Messe Essen as an instrument of economic development”. □

Lunch around the corner

Fancy a small detour? Just a short walk away from Messe Essen, lunch can be enjoyed in style on Rüttenscheider Strasse.

Sophisticated: raum.eins

Spaciousness and refinement – this is what welcomes guests to raum.eins. And the menu holds true to this promise. Hardly any other restaurant on the “Rü” offers such sophisticated lunches. For nearly a decade, Montserrat Torregrosa and Christoph Weber have focused on Mediterranean cuisine with seasonal notes and the occasional experiment. Those looking for a touch of exoticism should be sure to try the tapas creations. If you only have time for an entrée, there’s an elaborate selection to choose from: everything from shrimp to duck breast – with excellent side dishes, naturally.



Rüttenscheider Strasse 154, 45131 Essen
Mon–Fri 12–2.30 p.m. + 18–10.30 p.m.
(Fri until 11 p.m.), Sat 6–11 p.m., Sun closed
Tel. +49 (0)201 4553747
www.raumeins.de

Photo: Michael Lübke



Photo: Alexandra Umbreit / V&A

Modern: Masa

Some 50 restaurants vie for the attention of an urban clientele on the “Rü”. So it makes sense that newcomers often have a hard time choosing. Within just a few months, Masa has established itself as a meeting place for lunch. “The Modern Art of Turkish Restaurant” is how this new eatery promotes itself. And guests quickly understand what this means: modern Turkish cuisine obviously has nothing to do with Eastern flights of fancy. In its place is wholesome simplicity. This begins with the name (“masa” means “table” in Turkish), continues with the unembellished interior design and ends on the plate – lamb has never tasted so light and delicious.

Rüttenscheider Strasse 176, 45131 Essen
Mon–Fri 11 a.m.–11 p.m., Fri–Sun 12–2 p.m.
Tel. +49 (0)201 8732390

Self-assured: Oliv

Menu? You won’t find one here.

There’s no need for one. Instead, a giant blackboard describes the daily specials in this trendy restaurant. The tapas are presented in two glass cases in the middle of the room. Guests are supposed to move around here – and this self-assured concept has been a hit, as the cuisine satisfies small appetites and the desire for experiments at the same time. Some 40 tapas variations are on offer, in combination with specialities from South America and Asia.

Rüttenscheider Strasse 203, 45131 Essen
Mon–Thu 9 a.m.–1 a.m., Fri + Sat 9 a.m.–2 a.m.,
Sun 10 a.m.–1 a.m.
Tel. +49 (0)201 4555888, www.cafe-oliv.de

Colourful: Lorenz

Café, bistro, restaurant, bar, hotel – the Lorenz is a total work of art.

Locals, the “in” crowd and those in town for a few nights meet up here around the clock. Ranging from elaborate breakfasts through bistro snacks to a light Mediterranean dinner menu, the multi-faceted culinary offerings reflect the colourful mix of visitors. Professionals will appreciate the business lunch: for 7.90 euros, you’ll find smoked salmon crostinis with cutlets in paprika sauce or pea soup and filet of sole.

Rüttenscheider Strasse 187, 45131 Essen
Mon–Fri 7 a.m.–1 a.m. (kitchen open until 10 p.m.)
Sat + Sun 8 a.m.–1 a.m. (kitchen open until 11 p.m.)
Tel. +49 (0)201 79946, www.lorenz-essen.de

Answer our question – and win one of ten prizes! Good luck!



1st prize

In 1959, Buddy Holly was 22 years old when he died in a plane crash. *Buddy – The Buddy Holly Story*, which can be seen until August 2010 in Essen's Colosseum Theatre, tells the story of this legend. Event organisers Stage Entertainment and the Holiday Inn Essen City Centre are offering two admission tickets from the top category to the readers of ESSEN AFFAIRS, as well as an overnight stay for two including breakfast.



Holiday Inn®

3rd prize

Our travel and wellness set ensures you are always well groomed on the road. The Messe Essen Edition toiletry kit contains a range of useful accessories, including an Oral B electric toothbrush and Braun travel hair dryer. It comes with a "VIP set" for her, including towel and shower gel, or a "Gentleman's set" for him, including towel with sandalwood soap, body soap and shampoo.



2nd prize

He doesn't think much of theory; everything academic has been banished from his images: Stefan Godecki is a photographer among painters. Works such as *Nightdance* show the search for a special moment, making it visible for us. This prize is a signed and limited edition art print in 30 x 30 cm format.



4th–10th place prizes

Competent, independent, clear – this is the recipe behind the restaurant guide "Essen Eats Out". For the current issue, experts tested over 300 restaurants – from traditional German cuisine to star-awarded haute cuisine.

An indispensable companion for your next visit to the Ruhr region!

Participate and win!

What is the name of the award conferred at the NRW Sports Gala in the Grugahalle?

- a) HAPPY Award
- b) SPORTS Award
- c) FELIX Award

From all the correct entries, we will be raffling off two admission tickets to the musical *The Buddy Holly Story* (including overnight stay with breakfast at the Holiday Inn), one art print *Nightdance* by the painter Stefan Godecki, one travel and wellness set, and seven copies of the restaurant guide "Essen Eats Out". Simply send us your answer on the attached postcard.

Or fax your answer to: +49 (0)201 724 4505

Or e-mail it to: jennifer.kahmann@messe-essen.de

We also invite you to take part in our reader's survey. You may participate in the contest even if you don't complete the survey.

The entry deadline is 30 December 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.

ESSEN.

CHANGE THROUGH CULTURE - CULTURE THROUGH CHANGE



EUROPEAN CAPITAL OF CULTURE 2010

WELCOME TO THE RUHR METROPOLIS!

Europe's unconventional metropolis invites you to come and explore. Discover art and creativity in Essen and visit the quintessential emblem of cultural change – the famous UNESCO-world heritage site Zeche Zollverein and Kokerei Zollverein (Zollverein Colliery and Coking Plant).

Join us on our journey into the year as Capital of Culture, and already come today and experience the huge variety of cultural events and other activities offered by a city in motion. We look forward to welcoming you!

EMG - ESSEN MARKETING GMBH
Touristikzentrale Essen
Am Hauptbahnhof 2 | 45127 Essen
Telefon 0201 19433 / 0201 88 720-48
Fax 0201 88 720-44
touristikzentrale@essen.de



KULTUR VERBINDET ESSEN

Participate and win!

What is the name of the award conferred at the NRW Sports Gala in the Grugahalle?

☐ HAPPY Award

☐ SPORTS Award

☐ FELIX Award

From all the correct entries, we will be raffling off two admission tickets to the musical The Buddy Holly Story (including overnight stay with breakfast at the Holiday Inn), one art print Nightdance by the painter Stefan Godecki, one travel and wellness set, and seven copies of the restaurant guide "Essen Eats Out".

The entry deadline is 30 December 2009.

We wish you the best of luck!

Photos (3): Frank Schubert / VWA



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?

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