

ESSEN

THE MAGAZINE FROM MESSE ESSEN

AFFAIRS

MESSE
ESSEN

Place of Events

CHROME ON ASPHALT

The new face of the
Essen Motor Show

GREEN MEETS STEEL

The new congress hotel
next to Messe Essen



DIGITAL WORLDS

The future of shopping



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Frank Thorwirth,
Chairman and CEO of Messe Essen



Egon Galinnis,
Executive Director of Messe Essen

Dear Readers,

The central topic of this issue of **ESSEN AFFAIRS** is transformation. Take, for example, our cover story: digital information systems and self-service terminals are revolutionising communication in the public arena. And new, futuristic-sounding concepts are already being tested. Read more about friendly robots and magic mirrors, starting on page 8.

The face of our city also continues to change. You would be hard-pressed to find another city in Germany where so much is being built as in Essen. In this issue, we will report on three finished projects: the new Folkwang Museum and the Ruhr Museum have already won over critics and the public (page 34), and the Atlantic Congress Hotel directly next door to the Grugahalle is making the expo, conference and congress city of Essen even more attractive. We paid a visit to our new neighbour (page 32).

As far as Messe Essen is concerned, an institution of the German trade fair landscape has undergone a process of rejuvenation. Read more about the strategy behind the new **ESSEN MOTOR SHOW** on page 18.

We hope you enjoy reading our magazine.

Best regards,

A stylized handwritten signature in black ink.

Frank Thorwirth
Chairman and CEO of Messe Essen GmbH

A stylized handwritten signature in black ink.

Egon Galinnis
Executive Director of Messe Essen GmbH





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SHK ESSEN

"Everything came together"

"Exceptional stand construction and major efforts on the part of the manufacturers; a large number of highly qualified visitors. Supply ideally complemented demand here," Frank Thorwirth, Chairman and CEO of Messe Essen, and Egon Galinnis, Executive Director of Messe Essen, were of one opinion at the end of this year's SHK ESSEN. The public was also full of praise: 90 per cent of the visitors and 94 per cent of the exhibitors already anticipated their participation in SHK ESSEN 2012. The communication platform for the sanitary, heating and air-conditioning sector drew 52,534 visitors and 553 exhibitors from 10 to 13 March. Of particular note: targeted efforts to gain even more trans-regional visitors were successful. www.shk.messe-essen.de



E-world

Records on the anniversary

More exhibitors on a larger exhibition area and significantly more visitors – this was the final assessment of the tenth "E-world energy & water", held from 10 to 12 February at Messe Essen. On a space which was nine per cent larger than last year, 500 exhibitors presented goods and services to 18,200 trade visitors – a plus of eight per cent – from 48 countries. "The fair and conference concept of focusing on market-relevant topics makes E-world an important driver of discussion and information in the energy industry," highlighted the two partners of E-world, Niels Ellwanger, CEO of conenergy AG, and Frank Thorwirth, Chairman and CEO of Messe Essen.

www.e-world-2010.com

Deubau

Quality in construction

A total of 654 exhibitors were positively surprised during the run of the 24th international construction trade fair Deubau. Despite the global economic downturn, some 67,000 visitors arrived from 12 to 16 January at the largest all-round construction expo of 2010. The quality of the trade visitors was a key reason for exhibitor satisfaction. The importance of Deubau was underscored by the fact that numerous decision-makers from the political world, including Federal Minister of Transport, Building and Urban Affairs Dr. Peter Ramsauer and NRW Economic Minister Christa Thoben, were among the guests. Energy was a central theme at all the trade fair events – including the conference "New construction with steel – solutions for lasting architecture", the largest architecture conference in the German-speaking region, with over 1,000 participants.

www.deubau-essen.de



IPM Essen

New schedule pays off

Even more international and professional – the new schedule for IPM ESSEN was well received. For the first time ever, the international horticulture fair was held from Tuesday to Friday. On four weekdays, 1,511 exhibitors – 64 more than last year – from 43 countries presented new products, future trends and services to an international trade public. IPM ESSEN 2010, held from 26 to 29 January, attracted 57,168 visitors from all over the world. Heinz Herker, President of the Central Horticultural Association, was satisfied with the première of the weekday schedule: "I only had positive responses, both from sales representatives and purchasing agents, especially regarding the quality of the visitors. And in terms of attendance levels, the new concept has proven its effectiveness." In her keynote address, Federal Minister of Agriculture Ilse Aigner praised IPM as "international, innovative and multifaceted".

www.ipm-messe.de

IPM Dubai / World of Perishables

Green on the gulf

A total of 3,565 trade visitors from 66 countries visited the fifth IPM DUBAI and the second WOP DUBAI. This year once again, both events were held in parallel from 8 to 10 March at Airport Expo Dubai (located directly at Dubai Airport) and the Dubai Flower Centre. Even with the effects of the global economic crisis, exhibitors and visitors were highly satisfied with the results. "We established good contacts, as the right type of visitors arrived. The quality has once again risen," said one of the exhibitors.

www.ipm-dubai.com, www.wop-dubai.com

Recreational expos

Harmonious trio

In 1958 "Reise + Camping" established Essen's reputation as the market leader for recreational expos. This year, some 100,000 travel enthusiasts, about ten per cent more than last year, dived into the huge travel and recreation world from 24 to 28 February in twelve trade fair halls. The concept of interlinking experience, information and shopping was a hit with the visitors, also evident in the success of "Fahrrad Essen", a cycling fair held in parallel for three days, as well as the première of "Angel Sport Messe", a fishing expo which found great success straightaway.

www.reise-camping.de
www.fahrrad-messe.com
www.angel-sport-messe.de



More than three decades of commitment

A doyen departs

On 31 January 2010, Elmar Braun, Director and Authorised Representative of Messe Essen, entered into his well-deserved retirement. The 63-year-old, who had been employed part-time prior to his retirement, helped shape the destiny of Messe Essen for more than three decades. In 1978, the journalist joined Messe Essen as Head of the Press Department; from 1983 he was Corporate Head of Press-Advertising-Marketing and in 1987 was named Director and Member of the Management Board. He was last responsible for the areas programme development, market research, scheduling, foreign markets and communication. In addition, Elmar Braun, held in high regard in the entire German trade fair industry, represented Messe Essen on the Trade Fair Transparency task force of the Association of the German Trade Fair Industry (AUMA) and on the working committee of the Society for Voluntary Control of Fair and Exhibition Statistics (FKM). His successor is Stefan Hannen.



Haus und Garten

Delight in colours

Spring colours melt winter blues: outside, cold and cloudy weather prevailed, but the trade fair halls radiated every colour imaginable for five days during the 2010 Haus und Garten. A total of 46,657 visitors geared up for the new gardening season from 10 to 14 February at Messe Essen. "Haus und Garten is the right expo at the right time," said a pleased Egon Galinnis, Executive Director of Messe Essen.

www.haus-und-garten-messe.de

New art exhibition

"Inside out"

During the Capital of Culture year 2010, Messe Essen will be showing a major double exhibition within the scope of its commitment to art. Until 24 October, the Convention Center East will be showing a total of 23 works by Katharina Benke and Eugeniusz Wisniewski, former students at the Düsseldorf Art Academy. "Inside out" is the title of the exhibition, describing the various artistic viewpoints of the two painters. While Katharina Benke brilliantly reinterprets the classic motifs of landscapes and bridges, Eugeniusz Wisniewski produces studio images that create a sense of home for the viewer.



Ladies in the centre: Frank Thorwirth, Chairman and CEO of Messe Essen, the art historian Alexandra Iwan, Katharina Benke and Eugeniusz Wisniewski (from left).

***Mirror, mirror:** Our model Weiya tests the virtual mirror at the Berlin Fraunhofer Institute.*

DIGITAL

A woman with dark hair tied back, wearing a bright green short-sleeved shirt, is smiling and looking towards the camera. She has her right hand on her hip. The background is a solid light blue color.

WORLDS

Screens, video boards and terminal systems are conquering public space. And they are not only revolutionising advertising. Robots will guide us through the supermarkets of the future – and act as magic mirrors so we can decide what to wear.





New clothes with a click – the virtual mirror simulates various t-shirts. Model Weiya to change her clothing (above).

Pleased to meet you: “Ally” – this is the female innovation guide in the real,- Future Store.

The future of shopping has begun in a small town on the Lower Rhine. Here, in a supermarket in Tönisvorst, Roger is on duty. “Charming, smart and fully automatic, his circuit board has a lot to offer” – this is



Photos (2): PR

how his colleagues describe him. His identically constructed “female” counterpart is the robot Ally. The pair’s stomping grounds: the “real,- Future Store”. Roger seems a bit dreamy. But this impression is deceptive, for his gentle blue eyes are only decorative. In reality, he uses a small camera lens to scan his environment non-stop for new customers. Then he rolls over to them.

The initial contact takes place via the touch screen display integrated into his torso. “Take us to the sporting department!” No problem. Roger rolls ahead, we follow. He stops before a treadmill in front of the bicycles, offers a few tips about the department, then his mission is accomplished. If Roger is not given a new objective or another question on his touch screen, the speaking info-terminal will roll briskly away to the next astonished customer.

The real,- Future Store is a workshop of the future. Here, the METRO Group – assisted by partners from the consumer goods, IT and service industries – is testing technologies to make shopping more comfortable, faster and easy. What proves successful here will soon be integrated into further METRO Group stores.

Recipes at the terminal

Many of the innovations are so exciting that some 13,000 specialists from over 40 countries have visited the supermarket since its grand opening in May 2008.



Particularly popular in this store of the future are the digital info-terminals. One of these can be tested in the produce department. Via a touch screen, one can browse through recipes in a database. The terminal

then prints the ingredients for recipes, such as for Hamaguri ushio-jiro clam soup, onto a piece of paper that looks like a simple sales slip. The 30 grams of fresh ginger, twelve fresh clams measuring 3 cm, 60 millilitres of sake and the remaining six ingredients can all be found on the shelves nearby.

Sound showers instead of cable clutter

Media terminals are also a hit in the music department. Via touch screen, one can view the latest movie trailers or listen to pop albums. Songs from Sade, Lady Gaga or Silbermond then trickle out of “sound showers” onto the listeners below – providing impressive sound without headphones or cable clutter. The ceiling loudspeakers fill the intended area precisely with sound, ensuring that nearby customers are not disturbed. Many real,- Future Store departments feature terminals that are customised to shopper’s individual requirements. These smart terminals from the information age advise and entertain; they are designed to inspire shoppers with tips – and naturally, to influence them to make purchases.

Digital solutions have established themselves in our everyday lives at an amazingly fast pace. What seemed like dreams of the future just ten short years ago have become an integral part of supermarkets, train

At the cosmetics consulting terminal in the real,- Future Store, visitors can take a portrait photo of themselves and then change the eye shadow or lipstick colour on the touch screen.



stations, airports, museums, companies, urban buses and libraries. Interactive ticket machines, multimedia info-terminals, digital advertising – specialists predict a golden future for kiosk and digital signage solutions. The boundaries are becoming more and more fluid. Jens Schindler, organiser of the trade fairs Digital Signage Expo and Kiosk Europe Expo (see pages 13 and 15) explains: “I used a working definition describing self-service systems as essentially interactive and digital signage solutions as non-interactive. However, this definition is dissolving, as digital signage encompasses increasingly interactive components. Factors are becoming more fluid; the market for kiosk solutions and digital signage is developing quickly.”

Stainless steel info-terminals: At Munich BMW World, visitors can gain information at the Polygon terminals. Transflective systems regulate the luminosity of the screen depending on the ambient brightness.

The new media keyboard

Digital advertising screens are leaving memorable traces in the cityscape. One example can be found in

Berlin, at Friedrichstrasse underground station. Millions of commuters and tourists flow through these underground passages every year, and wait on platforms for their trains. Theoretically, this is an ideal place to reach large numbers of consumers with advertising messages. In practical terms, however, this is becoming increasingly difficult. Many consumers complain about the sensory overload and simply tune out the advertising. For this reason, the advertising industry is regularly forced to come up with new tricks to ensure that promotional efforts continue to work.

The Berlin-based Wall AG, a large European company for outdoor advertising, has focused on future technologies: “We are digitalising the Friedrichstrasse underground station 100 per cent. In the entrance areas, 14 upright digital screens will be installed, and twelve projection displays will be set up in waiting areas,” describes Christian Vogel, Director of the



“Digital Outdoor” department at Wall AG. “On this media keyboard, one can play a variety of pieces, from simple to extreme. They range from the straightforward display of motifs from the billboard campaign to atmospheric choreography. Clients can have each screen recorded synchronously and individually, in order to optimally stage their brand or product.” Central control enables digital billboard motifs to be displayed at specific times, i.e. adapted to target groups that are currently moving through the underground station.

“More interesting than classic advertising”

These innovations are not merely technical tricks, but also resonate with consumers. This has been shown by numerous studies, including those from the American market researcher OTX and the “digital out of home” specialists of the SeeSaw Network: “Digital signage solutions not only draw higher levels of attention than other media, they are also considered to be more unique, more interesting, more entertaining and less intrusive than classic advertising.” Industry insider Christian Vogel is sure, however, that traditional print billboards will still be around in the year 2020. We are looking at a long-term coexistence, similar to the case with CDs and records. But digital advertising will certainly gain increasing importance over the next few years.

Grey is passé

The more kiosk systems and digital signage solutions are used, the more important their design will become. These days, this is oriented more strongly on the needs of the users. Gone are the days of cheerless grey boxes. Michael Reuter from the German company Polygon, which has produced over 7,000 terminals since 1993, confirms this trend: “The demand is rising for customised terminals that stand out from the crowd. Materials such as glass and high-gloss surfaces, which create a high-end impression, are popular. Depending on where the terminal is placed, particularly durable and vandalism-proof casings are in demand. On the one hand, the systems must draw sufficient attention to their appearance; on the other, of course, they must also continue to convey and showcase the sales message.” Increasingly, the emphasis is also being placed on easy operation and ergonomic aspects: “A terminal should have an intuitive interface. A thoughtful design ensures that the terminal can be used by children or wheelchair users, for example, without any restrictions,” says Reuter.



Photo: private

“We show how interactive solutions can inspire”

Ever since his first electronic airport check-in, Jens Schindler, organiser of the trade fairs Kiosk Europe Expo and Digital Signage Expo, has been enthusiastic about terminal systems. A decade later, he is astonished at the rapid pace of technological development.

Essen Affairs: Mr Schindler, can you still recall the first interactive kiosk system you ever used as a customer?

Jens Schindler: That's a very difficult question to answer – especially if one defines ticket machines and ATMs as kiosks. If one doesn't include these, then it must have been an airport check-in kiosk about ten years ago. I was lucky at the time. The airline knew that the best way to help “uninitiated” passengers was with a helpful staff, who led us through the new applications. So I was very satisfied with the service – and also came away with a new idea!

In what respects have kiosk systems developed most over the past few years?

User-friendliness is continually being improved. Touch screens are spreading rapidly, with popular devices such as the iPhone leading to greater acceptance. Naturally, the higher efficiency levels and the lower prices of the technology have also played a role in this process.

How would you differentiate the digital signage and kiosk segments?

In the area of digital signage, information largely stands in the foreground; in the self-service area, on the other hand, it is the transactions which follow: ordering, paying, reserving, etc. However, both segments will continue to grow and merge at a fast pace.

In which countries can one find the most modern digital signage solutions these days?

Not where one would assume: Europe's largest digital signage network is operated in Romania. Exciting solutions can also be found in Spain, for example, which connect digital signage with a wide range of interactive options. Germany still has some training to do in this area if it hopes to have a chance at a top spot before the World Cup.

What are the most important trends presented at Digital Signage Expo and Kiosk Europe?

Increased interactivity and the integration of mobile devices in the areas of both digital signage and self-service solutions. The direct measurability of success in addressing customers is also becoming increasingly important.

What is the role of the new trade fair focus “interactive museums”?

Museums are often new users of exciting interactive solutions. We want to show those responsible for multimedia at museums how it is possible to inspire visitors with interactive solutions

Asia quick to test innovation

While specialists at Polygon are working on the most perfect terminal possible, researchers at the Fraunhofer Heinrich Hertz Institute are going a step further and expanding our concept of reality. The Berlin-based engineers have developed one of the world's most advanced kiosk systems for this purpose: the virtual mirror. We asked our model Weiya to pose in front of the magic mirror (see pages 9 and 10). First she is recorded by an integrated camera; a digital ▶



Roman times come alive: At Amsterdam's Allard Pierson Museum, the past is digitally reconstructed for visitors using animations.

display then shows her mirror image. This is where the fascinating technology from the Fraunhofer experts comes into play. Weiya can try on different articles of clothing digitally. A blue top instead of a green t-shirt? No problem for the virtual mirror, which, in addition to various colours and designs, can also represent the shadows and folds of materials in a realistic manner. Weiya is wearing a blue t-shirt in her digital mirror image; in the "real world", she is wearing a green one. Everything runs in real time: the virtual mirror simulates different versions of the t-shirt based on the video of Weiya it has recorded. Trying on clothes has never been as convenient, fast and simple as in the digital changing room. In partnership with Nike, the Fraunhofer Institute has built a device which allows consumers to virtually try on a range of trainers. It has also experimented with jewellery – the virtual mirror can be used for many different application fields.

"We have optimised the virtual mirror to such a degree that the device essentially consists of a commercial PC, firewire camera and touch screen display – all standard components that can be purchased in a shop. Currently, the virtual mirror is

still a prototype, but the unit could be used for mass-market applications in the future," says Professor Peter Eisert of the Fraunhofer Heinrich Hertz Institute. He predicts that the European market will be more reserved to embrace this technology: "These technologies will probably be used earlier in Asian countries such as Japan and Korea, where the interest in trying out new gadgets and the acceptance shown towards innovations is much higher among the general population.

Nevertheless, there is currently a great demand for interactive media in European museums. In Amsterdam's Allard Pierson Museum, a virtual guide enables tours through ancient buildings – real images are enriched with digital information for this purpose. An animation running on a flat screen shows what the Roman Saturn Temple may have once looked like, for example. The sophisticated software for this system was developed at the Fraunhofer Institute for Graphic Data Processing IGD, in Darmstadt.

No more queues at the checkout

Back to the supermarket of the future: the shopping tour in Tönisvorst ends in traditional manner at the checkout. As an alternative to the classic option (i.e. the service checkout with cashier), there are also self-service checkouts, where the customers scan the merchandise themselves. Customer honesty is controlled automatically, based on the weight of the shopping bag. At both types of checkouts, one can pay with cash, EC or credit card, mobile phone or fingerprint. Most customers proceed to the traditional service checkout – but the self-service checkouts have established themselves surprisingly quickly – and are not just used by technology freaks. Jan Lingenbrinck of the real,- Future Store notes: "What's amazing is that older customers are also using this option – for the simple reason that they can control the speed in which merchandise is scanned and paid for at the self-service checkouts." Perhaps this simple yet ingenious solution will soon be used to eliminate queues in millions of supermarkets around the globe. □

Unique in Europe

As meeting points for international experts, Digital Signage Expo and Kiosk Europe Expo enjoy excellent reputations. The future of digital advertising and innovative solutions for 21st century customer service can be experienced here – up close and personally.

There's a good reason why the two trade fairs Kiosk Europe Expo and Digital Signage Expo will be held in parallel from 15 to 17 June in Essen. The two segments “digital signage” and “kiosk technologies” are merging more strongly than ever before. Today, even experts find it difficult to make a clear distinction between the two areas. So it makes sense for international attendees to be offered the best of both fascinating digital worlds in the halls of Messe Essen.

Kiosk Europe Expo has established itself as the world's largest trade fair and conference for information and expertise on self-service solutions. The event has profited from growing interest in kiosk technologies, which have become more popular over the past few years. And not only in banks, where ATM machines and bank statement printers, the predecessors of today's terminal technology, have long been used – but also in airports, supermarkets and hotels. “There are few winners in the current economic crisis, but self-service technologies are among them,” explains analyst Björn Weber from Planet Retail. Many companies are installing kiosk systems to improve their customer service in a cost-effective manner. At Kiosk Europe Expo, visitors can test state-of-the-art self-service terminals and discuss individual application possibilities with experts.

Digital Signage Expo has developed a similar allure for an international specialist audience. The event now enjoys a reputation as being “the only European-wide trade fair for all digital signage topics, including in-store TV, digital media, ad screens, content and solutions”. Special focal points this time will be “projection”, “mobile” and “interactive museums”. For trade fair organiser Jens Schindler of hf media & events, this is a lucrative growth market: “This year, we are also



focusing on interactive museums, in keeping with Essen as the European Capital of Culture. Our market research has shown that there are some 40,000 museums in Europe that are now implementing interactive media on a large scale – including digital signage, projections and kiosk systems.”

Schindler predicts a positive run for Digital Signage Expo: “The market feedback has been positive. With LG and Samsung, we were able to gain two of the world's leading display manufacturers as new exhibitors. We are expecting a major boost in attendees this year.” In 2009, some 3,300 visitors and 156 exhibitors arrived in Essen for both expos – this success story will continue in mid-June. □

Winning topics: Some 3,300 visitors and 156 exhibitors arrived at the 2009 Digital Signage Expo and Kiosk Europe Expo, held in parallel.

www.digitalsignageeurope.com

www.kioskeurope.com

Around the world

REIFEN is one of Germany's most international commercial platforms. The fact that it discovered the growth market China early on played a key role in its success. This year, the world's leading fair for the tyre industry celebrates its 50th anniversary.

The degree of internationality is a key indicator of a trade fair's importance – and also imperative when it aims to be the leading global fair. It is here that REIFEN boasts new records every two years: last time, 65 per cent of the exhibitors and 57 per cent of the visitors arrived from abroad. "As far as internationalism is concerned, REIFEN ranks among the top 10 trade shows in Germany," says a pleased Klaus Reich, Director Trade Fairs and Exhibitions at Messe Essen. Klaus Reich has been familiar with REIFEN, which

premiered in 1960 in Essen, for decades. He helped foster and witnessed the fair's "breakthrough" in the mid-80s. It was then that the trade fair organisers succeeded in convincing both vulcanising specialists and manufacturers of their level of commitment.

Together with the BRV

Continual growth followed, from 151 exhibitors in 1986 to 580 in 2008. During the same period, the number of visitors rose more than 70 per cent to over





17,000. The reason for this growth: REIFEN developed into the top industry platform for every segment. From tyre retailing through wheels to chassis technology, trade visitors will find a complete range of products and services presented here.

And the industry itself has also developed continuously. Recent innovations include electronic communication between the tyre and car computer, as well as “run-flat” tyres, which enable the vehicle to continue to be driven despite sudden punctures. Top advances are honoured with the REIFEN Innovation Award, co-sponsored by Messe Essen and the federal tyre trade association Bundesverband Reifenhandel und Vulkaniseur-Handwerk e. V. (BRV).

550 million units per year

“REIFEN is a wonderful event,” says Klaus Reich – one that also draws more and more guests from the Far East. No wonder: with production levels running at well over 550 million tyres annually, China is now the world’s largest tyre producing country (according to official statistics, there are more than 570 manufacturers here). And while German forecasts for the compact car market are still cautious for 2010, particularly given the end of the scrapping premium, China is still moving full-steam ahead. “The world

market is at home here, and all the global players are represented,” explains Klaus Reich. The fact that every fifth exhibitor at REIFEN comes from China is largely due to the strategic vision of the trade fair organisers. For the fourth time, REIFEN China will be held this year. “We are appealing to new target audiences in Shanghai,” notes Klaus Reich, “and with foreign representation, the internationality of the home event is also growing.”

Joschka Fischer to open the show

Regardless of whether they arrive from Germany or abroad – visitors at the 50th REIFEN, held this year from 1–4 June, can look forward to a diverse range of top-notch lecturers. Plus a keynote speaker who is well acquainted with international audiences: the former German Foreign Minister, Joschka Fischer. □

www.reifen-messe.de

Globally underway: every two years, REIFEN draws experts from over 80 countries.

The automotive dream

Chrome on asphalt: the ESSEN MOTOR SHOW has rigorously pursued its repositioning strategy, with a new logo, a new slogan – and by recapturing the street.



Norbertstraße along the Essen fairgrounds is a normal traffic artery in a large German city: four lanes, full at rush hour, 50 km per hour speed limit. Soon, however, it will be transformed into a street of dreams – at least for one day.

For the ESSEN MOTOR SHOW 2010 held from 27 November to 5 December, Norbertstrasse will become a race track. This means that outside the trade fair halls as well, top drivers from the world's most important racing series – from the DTM to Formula 1 – will offer fans a taste of the things that will dominate the future of the ESSEN MOTOR SHOW more than ever before: adventure, action, fascination.

"The relaunch has been well received"

The establishment of a motorsports arena in Hall 7, special exhibits of legendary cars and many other



special events heralded the return of the ESSEN MOTOR SHOW to its roots. Now Messe Essen is rigorously pursuing this goal. Sealing Norbertstrasse is just one spectacular symbol for a concept which Klaus Reich, Director Trade Fairs and Exhibitions at Messe Essen, describes in this way: "We want to present ourselves as a special-interest event with a clear focus on sportiness and motoring." There have certainly been easier times in the past for the automotive industry and its trade fairs. "But the discussions we have conducted with exhibitors, for instance at Geneva Autosalon, have shown that the relaunch has been very well received," says Klaus Reich. What's more, the new trade fair team has integrated attractive service packages for exhibitors: from hotel allotments to stand construction offers.

Breaking new ground in advertising

New paths have also been forged by the trade fair in its communication and advertising strategy. The ESSEN MOTOR SHOW will be present at all large motor sports events the year round. This will enable organisers to address those target groups which already constituted most of the 310,000 visitors in 2009:

motor sports fans, tuning enthusiasts and admirers of luxury and performance cars.

The repositioning also manifests itself in a new image. "For Drivers and Dreams" is the new slogan developed by the Sixpack agency on behalf of Messe Essen. "This slogan will be used for three years," explains Andreas John, Director of Advertising at Messe Essen.

"It shows trademark quality"

The focus on the core message can most clearly be seen in the new logo: a stylised fantasy car with a radiator grill that carries the flowing "ems" logo – perhaps only recognisable at second glance. "It shows trademark quality," says a pleased Andreas John. And in combination with the colour scheme, it suddenly becomes crystal clear what has always been the main focus of the ESSEN MOTOR SHOW: chrome on asphalt. □

www.essen-motorshow.de



Vision 2015

How will industries change over the next five years? And how will perfect trade fairs be organised in the year 2015? ESSEN AFFAIRS asked four trade fair organisers about their visions.



“Remaining authentic”: Dominique Metzler (left) and Rosemarie Geu are Managing Directors of the publishing house Friedhelm Merz Verlag, the force behind SPIEL, the world’s largest public exhibition for games – held in Essen since 1983.

Which developments will affect your industry over the next five years?

Despite prophecies of doom, parlour games have experienced a real boom over the past 15 years. Board games satisfy a deep need for communication and recreation. What’s more, German board games have become hits on the export market over the past few years. This has internationalised the market; this development will continue and open up completely new opportunities.

How will, or how should, trade fairs develop over the next five years?

That’s something that will be different for each trade fair. At SPIEL, which already offers its visitors a unique world of experience, we need to enhance the experiential character yet still remain authentic. As organisers, we have been assisting the information transfer between exhibitors, visitors and the media for years. We will continue to stay on the ball here in the future, in order to strengthen our position as the world’s leading fair in the games segment.

What do you imagine the perfect trade fair will be like in the year 2015?

Fairs and their organisers will only be able to survive if they remain flexible in every aspect – something that everyone involved is working on day after day. The perfect SPIEL 2015 will be even more international, will fascinate more than 150,000 visitors from all over the world, will enjoy large international resonance in the media and will show that board games are more up to date than ever before.

Why are you optimistic that trade fairs will continue to play an important role in 2015? What role will fairs take on in the future marketing mix?

We are extremely optimistic for the future of SPIEL. The concept developed 28 years ago is more successful than ever. Our mix makes SPIEL unique: we are the largest consumer exhibition but also have a high percentage of professional visitors. Nowhere else is the personal contact between exhibiting companies, buyers, licensees, end consumers and the media so concentrated. So SPIEL will remain an indispensable medium in the future marketing mix of the international gaming industry.

What are you particularly looking forward to this year?

We are happy that SPIEL 2010 will be an important highlight of the RUHR 2010 programme. The gaming industry, the authors, the Friedhelm Merz publishing house and the RUHR 2010 organisers have sponsored a major school competition. Under the slogan “Children invent games”, kids have been invited to turn their perceptions of the region into games. We are already looking forward to crowning the winner. □

www.internationalespieltage.de



“Facilitator of supply and demand”: Olaf Tomscheit is Event Director at Reed Exhibitions, the world’s largest private fair organiser. In this position, he is responsible for FIBO, the world’s leading fair for fitness, wellness & health.

Which developments will affect your industry over the next five years?

Fitness and health consciousness will continue to grow, also due to major changes in the health care system. These days, more than seven million German citizens regularly work out at the gym – nearly ten per cent of the total population. This trend will continue, a fact reflected in the success of FIBO.

How will, or how should, trade fairs develop over the next five years?

The personal contact, the live demonstrations of new products and the international market overview: these are the factors which distinguish trade fairs in relation to all other media – and also strengthen them in a direct comparison. This will continue to apply in 2015. The quality of the visit is something that is also important, something we are continually working on.

What do you imagine the perfect trade fair will be like in the year 2015?

Those who think that they or their exhibition are perfect have already made their first error. After all, even if we are already good, our customers’ expectations are continually growing. The objective is to reflect the current market punctually and reliably. We must also operate as a facilitator between supply and demand, providing both an orientation and business prospects.

Why are you optimistic that trade fairs will continue to play an important role in 2015? What role will fairs take on in the future marketing mix?

As the oldest marketing tool, trade fairs continue to be the most powerful one in the B2B area. New digital forms of communication will not alter this fact. That’s why I am absolutely confident about the future of the trade fair.

What are you particularly looking forward to this year?

The Capital of Culture is also the fitness capital and will celebrate the 25th anniversary of FIBO this year. This is a celebration that I am really looking forward to! ☐

www.fibo.de



“Megatrends will shape our future”: Uwe Bartmann is German Director of the Siemens division Building Technologies. He is also Chairman of the Advisory Board for the global SECURITY fair.

Which developments will affect your industry over the next five years?

The world of tomorrow will be shaped by urbanisation and demographic change. Both of these megatrends will place special challenges on water and energy supplies, mobility and health care, as well as the protection of people, values and business processes. A building’s cross-system network will take on ever-greater importance. The need for protecting critical infrastructures will increase and public security requirements will also see significant growth. At the same time, energy consumption and CO₂ emissions must be reduced in a sustainable manner – without losses in working and living comfort.

How will, or how should, trade fairs develop over the next five years?

Trade fairs will retain their importance as industry meeting points. Assuming that customised solutions will not be created for the Internet over the next five years, personal discussions and face-to-face meetings will remain extremely important. Trade fairs will continue to offer advantages for acquiring new customers, presenting new products and maintaining existing customer contacts. As far as SECURITY is concerned, I hope that it will continue to develop into the leading international fair for the safety and security market, providing a framework for the presentation of the most innovative trends.

What do you imagine the perfect trade fair will be like in the year 2015?

In my opinion, the perfect fair in the year 2015 will continue to be a network platform. Specialist forums will be an integrative component of these fairs.

Why are you optimistic that trade fairs will continue to play an important role in 2015? What role will fairs take on in the future marketing mix?

An important one, as always. An industry meeting point such as SECURITY offers the highest concentration of supply and demand in the smallest area. This ensures market transparency and comparability. Trade fairs connect all relevant aspects of the marketing mix – simultaneously.

What are you particularly looking forward to this year?

Interesting exhibition experiences, together with customers and planners. ☐

www.security.de

Burning for water

The 18th World Hydrogen Energy Conference is more than just a meeting place for experts: it hopes to inspire people for a future technology – one that is already possible today.



Winning design:
Andreas Parschin won
the poster competition
for WHEC 2010.

This poster is a true eye-catcher. “It reads ‘Water burns’ from afar; only on closer inspection is the paradox solved by reading the small print. ‘Our water supply is nearly infinite. Yet fossil fuels will soon burn completely away’ – this is the message designed to lure visitors to the 18th World Hydrogen Energy Conference (WHEC) held from 16 to 21 May at Messe Essen.

The poster was designed by Andreas Parschin, a communications design student at Folkwang University. He submitted the winning poster in the competition co-sponsored by EnergieAgentur.NRW and Messe Essen. Parschin’s poster will be on display at 230 locations across the city. It is part of a communications strategy that conveys a complex technological topic to the public.

Driving experience of the future

“Our target group is universal, because first applications of this technology are already available today and will have a positive effect on our lives in the future,” Anna Bremer of EnergieAgentur.NRW explains the new approach. At prior conferences, more than 1,500 scientists and experts from all over the world met to exchange expertise. Now, in Essen, everything possible is being done to show the possibilities of hydrogen and fuel-cell technology to the general public.

For instance, on Sunday, 16 May 2010, a community day will be held on lake Baldeneysee. Here, among other highlights, the “Alsterwasser”, a fuel-cell ship which also sails in Hamburg, will cruise the lake with passengers. Its destination: the “Ruhr Atoll”. This is a 2010 Capital of Culture project, sponsored by RWE AG, which explores questions on the future of energy resources (for more information, see page 37). Naturally, public transport is eco-friendly: visitors will ride in hydrogen-powered buses from the Grugahalle to the lake. Here, a dozen hydrogen-powered cars from well-known manufacturers will be lined up for test drives. Visitors will thus be given a foretaste of what the driving experience of the future will be like.

To ensure that politicians and entrepreneurs will not be the only ones burning for new technology in the future, the organisers have come up with a host of related events. For instance, on the opening day, the global school competition winners of a contest sponsored by the International Partnership for Hydrogen Economy (IPHE) will be honoured. Pupils and teachers will become acquainted with exciting solutions to the climate issue. On Tuesday, university students will have their day.

EnergieAgentur.NRW and Messe Essen have collaborated since 2000. In 2004, the partners received supplementary funding for the WHEC conference. “The fact that we had already established a strong, thematically related brand with E-world was certainly a major argument for the funding – along with Essen’s reputation as the energy capital of Europe,” says Klaus Reich, Director Trade Fairs and Exhibitions at Messe Essen. □

ALUMINIUM and COMPOSITES EUROPE

14.–16.09.2010



Photo: Christopher Rausch Fotografie

ALUMINIUM is the world's leading fair in the sector.

For the eighth edition, 18,000 visitors from 100 nations and 900 exhibitors from over 40 nations are expected to arrive – including raw materials manufacturers, processing companies and refiners, as well as automotive and construction industry suppliers. The fifth COMPOSITES EUROPE will be held simultaneously in Essen. The trade fair for composite materials, technologies and applications has grown rapidly over the past few years. This year, organiser Reed Exhibitions is once again predicting that visitor and exhibitor levels will both rise significantly.



Photo: Reed Exhibitions Deutschland GmbH

www.aluminium-messe.com

www.composites-europe.com

START

24.–25.09.2010

Since 1998, START trade fairs have been central points of contact for business founders and young entrepreneurs around the nation. As in previous years, START North Rhine-Westphalia will be held this year at Messe Essen. Over the course of two days, the fair provides detailed information on founding and financing, enterprise development, training/coaching, advanced training and taking over businesses. A comprehensive (and complimentary) lecture programme completes the offer, including special lectures on franchising, combined with best practices and discussions with other young entrepreneurs.

www.start-messe.de

BRIEFMARKEN

06.–08.05.2010

Stamp collectors from the entire world will converge on Essen in early May. Their destination: the 20th international stamp fair. Over 130



Photo: Foto Agentur Ruhr

specialist dealers, auctioneers, accessory manufacturers and publishing houses will present their products for the world of stamps. In addition to classic stamps, this includes charity stamps, special postmarks, philately and coins, as well as numerous exhibits. The international stamp fair, which is rounded off with panel discussions, lectures and presentations, is the oldest event of its kind in the world.

www.briefmarkenmesse-essen.de

SPIEL 21.–24.10.2010

Board games are booming, even in the age of computer games and the Internet – along with the industry's most important global event. At this year's SPIEL, some 150,000 fans will once again transform the trade fair halls into an enormous game room. As a Capital of Culture event, RUHR.2010, the gaming industry, authors and the trade fair organiser (Friedhelm Merz Verlag) have invited young people to participate in a major school competition. Under the theme "Children inventing games", kids are invited to translate their perceptions of the Ruhr district into games. The winners will be honoured at the German Game Award ceremony; an exhibition is also being planned. Read more about SPIEL on page 24.

www.internationalespieltage.de



Photo: Friedhelm Merz Verlag



Security for all

SECURITY is bringing something new to the table in 2010: the new highlight is a specialist conference which will present topics and findings from the security industry to end consumers.

More room will be created for the fire protection area at this year's SECURITY than ever before.

Some 1,100 exhibitors and more than 40,000 guests from 115 nations: in 2008, SECURITY impressively proved its status as the global leader in the industry. The goal of the biennial exhibition for 2010: even more exhibitors, even more visitors and even more internationality.

This year, the barometer for trends in the high-growth security industry has also been opened for non-experts. The fair will be accompanied by a specialist conference programme, presenting the practical aspects of security research topics and findings to decision-makers from business, industry and government – followed by in-depth discussions. At the same time, it aims to provide the public with new scientific knowledge. After all, security is also a social commodity – and a democratic value.

In 2008, the global fair for security and fire protection set new records.

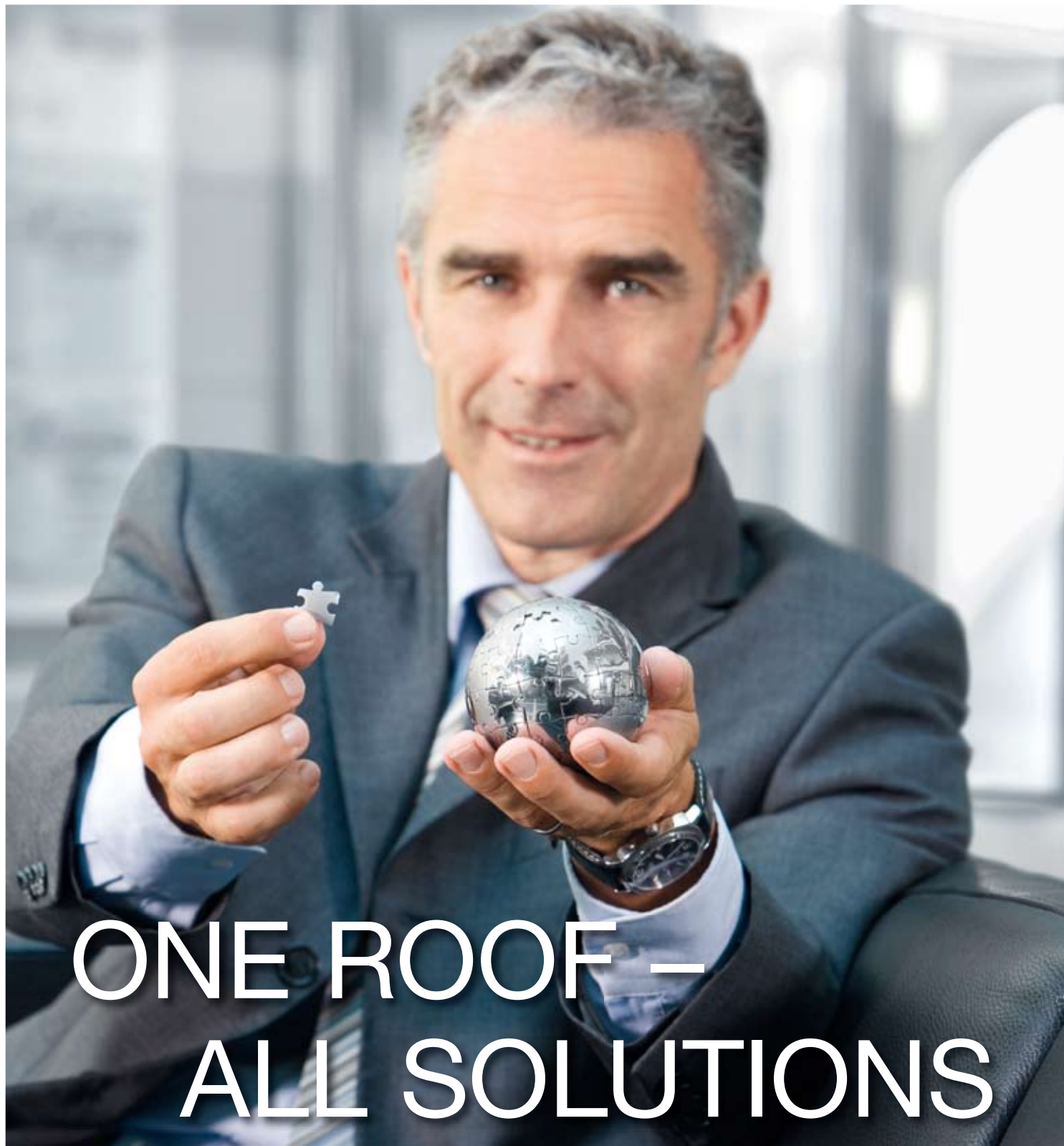
High need for innovation

The focus of the specialist conference will be the thematic area "Innovation requirements for security at the interface between socio-cultural and technical systems". Lecturers come from the relevant fields of the public sector, from project organisations and from the worlds of business and research. The conference will also offer additional business meetings, receptions and guided exhibition tours, facilitating the exchange of expertise between attendees.



The European Security Conference Initiative (ESCI) of the Center for European Security Studies (CEUSS) at the Sigmund Freud Private University Vienna Paris is hosting the conference. ESCI has been organising annual security conferences for the past five years. In parallel, the global fair for security and fire protection will again provide a comprehensive market overview to guests from 5 to 8 October 2010: from alarm devices, through surveillance and video technology, to fence security systems. The fire protection and IT security areas will be larger this year than ever before. □





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package. Our experts work hand in hand to achieve an integrated, optimum result. At the same time, we always aim for sustainable, resource-conserving solutions and optimal energy efficiency. That's how we create added value for our clients.

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Go East!

Messe Essen's upcoming foreign events in Russia and China



Moscow ●

FLOWERS IPM-TECH MOSCOW

02.–05.09.2010

Russia is one of the world's most dynamic export markets.

According to the International Monetary Fund, Russia's economic strength will have nearly doubled to two trillion euros by 2013, making the country one of the top five global economic powers.

And the horticultural needs of the country are also huge, as the growth of the FLOWERS expo shows. Since 2009, FLOWERS IPM-TECH has expanded the Messe Essen brand into the area of horticultural technology. Some 400 national and 300 international exhibitors took part in the première at the All-Russian Exhibition Center in Moscow. The fair attracted 40,000 visitors straightaway.

www.ipm-moskau.com

BEIJING ESSEN WELDING & CUTTING

27.–30.05.2010

Beijing Essen Welding & Cutting has been held since 1987. For some years now, it has alternated between the host cities Beijing and Shanghai, China's most important commercial centres. After the mother event in Essen, it has established itself as the world's second-largest trade fair for welding and cutting. Nine influential specialist organisations from Asia, Europe and America have been confirmed as sponsors or co-sponsors for the industry platform – another indication of the growing importance of Beijing Essen Welding & Cutting. The trade fair reflects the rapid pace of development in China – even in the crisis year 2009, its exhibition area was expanded by 15 per cent. And as this issue has gone to press, all 70,000 square metres of exhibition space were almost fully booked – two months before the registration deadline.

www.beijing-essen-welding.de

Beijing ●

Shanghai ●

REIFEN China

25.–27.11.2010

With production levels of over 550 million tyres annually, China has clearly become the largest tyre manufacturer in the world. Since 2007, Messe Essen has been answering the needs of this growth market in cooperation with the China United Rubber Corporation. The fourth REIFEN China will once again take place in the Shanghai New International Expo Center. See page 16 for more on this topic.

www.reifenchina.com



2010

22.-25.04. FIBO

Leading international trade fair for fitness, wellness and health

22.-25.04. FIBO POWER

Europe's largest fair for the bodybuilding and weight training scene

06.-08.05. BRIEFMARKEN

IBRA/NAPOSTA with international postage stamp show

16.-21.05. 18TH WORLD HYDROGEN ENERGY CONFERENCE 2010 (WHEC 2010)

01.-04.06. REIFEN

No. 1 in tyres and more

15.-17.06. KIOSK EUROPE EXPO*

International trade show for self-service terminals

15.-17.06. DIGITAL SIGNAGE EXPO*

International trade show for digital signage

03.-06.07. MODATEX FASHION FAIR*

International trade fair for wedding and evening wear

25.-27.07. UNITED SOURCING*

Trade show for manufacturers of clothing, shoes, accessories and preliminary products

14.-16.09. ALUMINIUM

Global fair and congress for the aluminium industry

14.-16.09. COMPOSITES EUROPE

European trade fair & forum for composites, technology and applications

22.-24.09. VGB KRAFTWERKE

Congress with trade exhibition

24.-25.09. START

Trade fair for business start-ups, franchising and young entrepreneurs

05.-08.10. SECURITY

Global market for security and fire protection

02.-03.10. EURO TEDDY 2010

International teddy bear merchandisers' fair

21.-24.10. SPIEL

International gaming convention with Comic Action

06.-14.11. MODE HEIM HANDWERK

Major consumer fair for the whole family

12.-14.11. PATIENTA 2010

Vocational training and scholastic convention

27.11.-05.12. ESSEN MOTOR SHOW

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

FOREIGN TRADE SHOWS:

27.-30.05. BEIJING ESSEN WELDING & CUTTING

Int. trade fair joining, cutting, surfacing (Peking)

02.-05.09. FLOWERS IPM-TEC MOSCOW

XVII int. exhibition "Flowers 2010" (Moscow)

25.-27.11. REIFEN CHINA

4th Asian Essen Tyre Show (Shanghai)

* Only open to trade visitors.
All dates as of March 2010. Subject to change.



Grugahalle

22.04. RWE AG Annual General Meeting

06.05. E.ON AG Annual General Meeting

12.05. DOMINIC MILLER BAND
Sting's guitarist presents his album „November“

19.05. STAFF MEETING City of Essen

01.06. CUSTOMER EVENT Sparkasse Essen

13.06. SINGER FESTIVAL
Vereinigung der Evangeliums-Christen-Baptistengemeinden in Deutschland e. V.

19.-20.06. YOUTH DAY
New Apostolic Church

24.-26.06. IN-HOUSE EXHIBITION DELKER

19.07. CHICK COREA & "FREEDOM BAND"
JazzLine Ruhr Piano Festival

20.-29.08. SUMMER FESTIVAL
at the Grugahalle

09.-11.09. 100 JAHRE DEUTSCHER
GEHÖRLOSEN-SPORTVERBAND E. V.

14.09. OTTO Live Tour 2010

18.09. THE BIG 30+ PARTY

25.09. BÜLENT CEYLAN "Kebabbel Net"

15.10. INTEL FRIDAY NIGHT GAME

24.10. CD & RECORD EXCHANGE

30.10. SOUNDTROPOLIS

01.11. STATUS QUO
Very Special Guest: Spider Murphy Gang

13.11. 20. ESSEN'S OLDIE NIGHT
With Sailor, Rubettes, Dschinghis Khan, etc

16.11. SEMINO ROSSI "Love Remains"

24.11. ANNUAL GENERAL MEETING
Noweda e. G.

25.11. HORST LICHTER "Is Butter a Sin?"

28.11. DEEP PURPLE & MARILLION

09.12. KAYA YANAR 10 Years Kaya

18.12. WISE GUYS "School Trip"

Congress Center Essen

17.-18.04. HEILPRAKTIKERTAGE 2010

05.05. NORDWEST HANDEL AG
Annual General Meeting

05.05. STB MARKETPLACE 2010

11.05. HOCHTIEF AG Annual General Meeting

26.05. MEDION AG Annual General Meeting

13.-16.05. FEDERAL COMPETITION
"JUGEND FORSCHT"

27.-28.05. DEUTSCHER VEREIN DES
GAS- UND WASSERFACHES E. V.
National committee symposium

28.05. BUNDESVERBAND DER ENERGIE-
UND WASSERWIRTSCHAFT E. V.
National committee symposium

10.-12.06. ANNUAL CONGRESS OF THE
EUROPEAN SOCIETY FOR POPULATION
ECONOMICS (ESPE)

04.11. GERMAN TOURISM DAY 2010

07.-10.11. DEUTSCHER JOURNALISTEN-
VERBAND E. V.
Journalists' Association Congress 2010

12.-13.11. APPRENTICE & STUDENT EXPO 2010

All dates as of March 2010. Subject to change.



In-house team building: MICE Executive Board members Marcus Wiesner (front), Gabriele Schulze (left) and Günter Mainka (right).

The boss plays here

Photo: MICE AG / Reiner Freese

Company events are increasingly creative – customers and employees are ever more demanding. At the stb marketplace, event planners will find a wealth of ideas.

Some 800 people are beating a shared rhythm on bongos for half an hour. But this isn't youth camp – these people are in business outfits and suits. This is what happens when companies decide to leave well-travelled paths behind and strike out with new types of events to promote team building and motivation. "The playful instincts that managers can develop are unbelievable," says Gabriele Schulze, Executive Director of Marketing and Technology at MICE AG. Germany's largest event company also sponsors the stb marketplace, the industry's most important meeting place. Five times each year, it is held in Germany's most important economic centres – and on 5 May, the marketplace will come to Essen.

Strong regional focus

The development of the stb concept reflects changes shaping the entire industry. In 1998, when the stb was born (stb stands for Seminar- und Tagungsbörse, or seminar and conference exchange), it focused on conference hotels. Today, the stb marketplace provides a full-service offer: from event locations to catering, from technical equipment to artists –

here, trade visitors can organise their entire event in a single day.

An important factor here: a regional focus. Naturally, Germany's top 50 conference hotels and top 10 congress hotels are represented, but the typical visitor to the Essen event usually has a very specific question in mind: "I'm organising a conference in North Rhine-Westphalia – what's available there?"

Locations with that certain something

Live communication is in trend; events and congresses are being carried out more professionally than ever. "Companies are increasingly viewing events as a real investment – an investment in the time that people spend at these functions," says Gabriele Schulze. In other words, events can change commerce. And the requirements of those attending are also changing.

The choice of location always acts as a beacon for the target group. "It's important to find a venue that attendees have never been to before." So a technology leader might choose the BMW World or the Mercedes Benz Museum as a venue; in Berlin, one can rent churches; industrial monuments are also popular

options when companies want to convey the spirit of change. "Just think about the former Zollverein coal mine in Essen: those who enter for the first time can only utter 'Wow!'"

And what will my executive board say?

In Essen this year, the areas "supporting programmes, motivation and best artists" will be thematic focal points. "From surveys, we know that over half of our professional visitors are looking for new ideas in these areas," says Gabriele Schulze, stressing the importance of what might seem incidental at first view. The stb offers an array of suggestions – but implementation may require a good dose of courage. "Understandably, when listening to unusual ideas, even managers will often ask: 'Will it appeal to my executive board?' That's why we try to allow visitors to experience these concepts." Testing something directly is often better than hearing about it – this certainly applies for the Segway Personal Transporter course set up at Messe Essen. On these two-wheeled electric vehicles, it's important to maintain balance. When selecting artists and speakers, one should also remember that live is better than DVD. Gabriele Schulze promises a "super programme", with prominent speakers including motivational coaches Andreas Buhr and Rolf Schmiel and the memory trainer Wolfgang Riewe. While training and continuing education offers were in demand during the crisis year 2009, a much stronger interest in incentive and motivational events has been shown this year. Some 1,600 guests visited the first stb marketplace this year in Hamburg. At MICE, the mood is optimistic. "Essen will probably surpass Hamburg in every way," says Gabriele Schulze. □

www.mice.ag/stbmarketplace



Over 50,000 events are organised by 7,500 visitors to the stb marketplace annually. Germany's most important industry meeting is held in the five most important economic centres of the country.



Jazz legends

Exceptional pianist Chick Corea has long been the No. 1 returning artist at the Ruhr Piano Festival's JazzLine. This time, the musical chameleon will arrive in a quartet named "Freedom Band". Top instrumentalists Kenny Garrett and Christian McBride are also part of the line-up, with a true

legend behind the drums: 85-year-old Roy Haynes, who performed with Charlie Parker, Bud Powell, Sarah Vaughan and Thelonious Monk, embodies over six decades of jazz history. The "Freedom Band" will perform on 19 July at 8.00 p.m. in the Grugahalle.

www.grugahalle.de

Youth research

Major careers have gotten underway at "Jugend forscht" ("Youth research"). From 13 to 16 May, Essen will host the national competition. A preliminary selection has been made from 5,000 project submissions at no less than 78 regional competitions; the winners, some 200 young researchers, will be given the opportunity to professionally present their ideas in Hall 11 of Messe Essen with the help of project teams from ThyssenKrupp AG and "Jugend forscht". Before being questioned by an expert jury, a joint tour of the Ruhr region's research landscape is on the programme. Then on 16 May things will get serious, when the Essen Philharmonic Concert Hall provides the festive venue for 1,200 guests at the awards ceremony. Here, prizes will be conferred in seven categories, as well as the prizes of the Federal President, the Federal Chancellor and the Federal Minister of Education and Research.

www.jugend-forscht.de



Sting's guitarist

Sting calls him "my right and my left hand who plays everything my chunky fingers can't". Guitarist Dominic Miller has played on each of Sting's albums since 1991's *The Soul Cages*; together they have written hits like *Shape of my Heart* and performed together in 1,000 concerts. Miller's current

album *November* is the first "electrified" album of his solo career. On this tour, Miller displays a surprising rock influence. On 12 May, Dominic Miller can be seen and heard in the Grugahalle, accompanied by some top fellow musicians, including Mike Lindup, founding member of "Level 42".

www.grugahalle.de

Big days ahead

Spring is the wedding season for Congress Center Essen and the Grugahalle in terms of annual general meetings. This year, RWE AG will usher in the season on 22 April, followed by NORTHWEST Handel AG on 5 May, E.ON AG one day later, HOCHTIEF AG (11 May) and MEDION AG (26 May).

www.cc-essen.de, www.grugahalle.de

The management team at

Your contacts at Messe Essen: we will be introducing these individuals
and further colleagues with their teams in the upcoming issues.



Frank Thorwirth
Chairman and CEO



Klaus Reich
Senior Vice President
Trade Fairs and
Exhibitions



Jörg Kasel
Senior Vice President
Finances/Purchasing/
Controlling



Stefan Hannen
Senior Vice President
Communication/
Marketing



Annegret Appel
Director Trade Fairs
and Exhibitions



Udo Schön
Department Manager
Finances



Michael Herdemerten
Department Manager
Press Relations



Claus-Peter Regiani
Director Trade Fairs
and Exhibitions



Arne Wübbenhorst
Department Manager
Controlling



Andreas John
Department Manager
Advertising/Protocol



Dennis Schulte
Department Manager
Personnel/Legal



Michael Müller
Department Manager
IT

a glance



Egon Galinnis
Executive Director



Sabina Großkreuz
Senior Vice President
Trade Fairs and
Exhibitions



Wolfgang Borowski
Senior Vice President
Grugahalle/Congresses



Rainer Palapies
Senior Vice President
Technology/Service



Gunter Arndt
Director Trade Fairs
and Exhibitions



Andrea Bangert
Director Congresses



Martina Merle
Department Manager
Exhibitor Service



Andrea Hölker
Director Trade Fairs
and Exhibitions



Klaus Oppallach
Department Manager
Technology



Susann Selent
Director Trade Fairs
and Exhibitions

Green meets steel

The new Atlantic Congress Hotel, directly next door to the Grugahalle, offers plenty of room for conferences and congresses. We visited the new neighbour.



Photos (1): PR

Plenty of room: the lobby of the Atlantic Congress Hotel is not the only part of the hotel which boasts an extremely roomy design.

The high-quality mattresses guarantee sleeping comfort. Guests can choose from a range of pillows.

The Valley is Green – this was the title of a documentary about the Ruhr region recently broadcast on ARD. The title expresses the astonishment (and widespread lack of knowledge) that the Ruhr district offers much more than just coal and steel. There are more green areas here than in many other regions. The interior designer of the new Atlantic Congress Hotel in Essen, which officially opened on 25 March, was also astonished – and found a creative leitmotif in this contrast between the past and the present.

“Visitors will find shades of green everywhere in the building, and even the milled Corten steel elements in the auditorium have a tree structure. Green meets steel – this was the guiding principle,” explains Marion Hagemeyer, General Manager of the Atlantic Congress Hotel, in a discussion with ESSEN AFFAIRS which took place in the hotel restaurant. She is more than satisfied with the results. For her part, Hagemeyer wasn’t surprised about the greenness of Essen – for she grew up next door, in the Rüttenscheid district. She is also a real expert with regard to Essen’s hotel landscape: since October 1996, she has managed the Essen Holiday Inn City Centre for the Bremen-based Zech Hotel Holding.

Conference rooms for more than 500 guests

The four-star plus, 248-room hotel next door to the Grugahalle, constructed at a price tag of 30 million euros, is the largest hotel built by the Zech Group to date. “We saw a niche in the hotel event sector in Essen,” Marion Hagemeyer notes on the hotel tour. “There are many beautiful conference rooms in the city, but until now no hotel has been able to offer a room for more than 500 guests.” The Atlantic Congress Hotel fills this niche: a total of nine function rooms, all



Photos (2): Tanja Pickartz / VVA

Marion Hagemeyer is general manager of the hotel. The Essen native has managed the Essen Holiday Inn City Centre since 1996

featuring state-of-the-art seminar technology, are located on the ground floor. They offer enough space for 35 to 535 guests.

In general, space is a guiding principle in the hotel. Anywhere a guest goes, they can stretch and unwind – especially in the bedrooms. The standard rooms are generously sized at 26 square metres, and all have views of the fairgrounds or Grugapark. The suites are twice as large, and are all located on the sixth floor. Guests who prefer a bit more peace and quiet will also find a private breakfast lounge here.

On the tour, it quickly becomes clear that each detail was conceived with the needs of sophisticated business travellers in mind. From the high-quality mattresses and comfortable pillow selection, through the safe with integrated laptop charging station and free high-speed Internet, to the telephone with voicemail option – every business wish is catered for.

True gem on the roof

A true gem can be found on the seventh floor: next door to the boardroom, guests will find a 250 sq m fitness and wellness area featuring two saunas. The culmination – in the truest sense of the word – of this feel-good oasis is the rooftop terrace, which also serves as an event location. It's virtually impossible to find better views of the city...

The hotel also has good prospects. Following the “soft” opening, January was already “very well-visited”, and it doesn't take a lot of imagination to predict that the hotel will be booked solid when large trade fairs are underway. Both national and inter-



national conference and congress organisers are increasingly making enquiries – and they are receiving the right answers to all the standard questions. Can we hold a conference for at least 200 guests who are also accommodated in the hotel? – Yes. Does the hotel have at least four stars? – Yes. Can the fairgrounds be reached on foot? – Yes, in 60 seconds. Sounds like the perfect location! □

www.atlantic-congress-hotel-messe-essen.de

Quick-change artist: the nine function rooms can be festively decorated upon request.





Spatial wonder

A temple of art, a view into the heart of the region: two success stories. The newly constructed Folkwang Museum and new Ruhr Museum are not only inspiring architectural critics.

Photo: PR

“So luminous, so light and summery”: the experts unanimously celebrated the new Folkwang Museum.

People may debate whether such a project is really worth it; whether city residents have other, more pressing concerns than to view works of art. But at the end of March, one stands in a queue of well over 200 people on a Saturday morning shortly before ten. Everyone is waiting excitedly for the exhibition doors to finally open – an exhibition with a title that seems highly suitable for this location: “The world’s most beautiful museum”.

“The world’s most beautiful museum”

It was Paul J. Sachs, co-founder of the Museum of Modern Art in New York, who proclaimed the Folkwang Museum to be “the world’s most beautiful museum” on a visit in 1932. After the museum’s reopening this January, the first special exhibition has

been dedicated to the reconstruction of a collection that brought considerable fame to the Folkwang Museum. From 1902, Karl Ernst Osthaus and later Ernst Gosebruch turned the museum into a treasure chest of modern art. Names such as Kandinsky and Matisse, Kirchner and Marc, Munch and Beckmann stand for the museum’s progressive acquisition and exhibition policies. These were suddenly interrupted by the National Socialists; in 1937, they confiscated more than 1,400 artworks, which were later legally sold and now adorn countless museums and private collections throughout the world. On the first two exhibition days after reopening, some 7,000 art enthusiasts streamed through the doors of the museum for inspiration.

Rejoicing at the chance to see these paintings, sculptures and objects, one could forget that the exhibition



is not a triumphant homecoming, but only on loan until 25 July. However, the Folkwang Museum still boasts outstanding collections of 19th century paintings and sculpture, as well as works of classic modernism, post-1945 art and photography. And now the museum also has a look in keeping with its international renown.

Artistic big league

The phrase “world’s most beautiful museum” does not seem exaggerated for the new building, although it is neither flashy nor showy. On the contrary, the architecture is elegant, reserved, almost meditative in a Far Eastern sense. English star architect David Chipperfield designed the new building. Critics were astounded when they visited the new



Photo: Volker Hartmann/ddp

Folkwang Museum for the first time: “David Chipperfield has never built such a luminous, light and summery structure,” wrote *DIE ZEIT*; *Frankfurter Allgemeine Zeitung* (FAZ) described his “crowning achievement”; *Stern* wrote of the museum’s “rejoining the artistic big league”; *Berliner Tagesspiegel* even called it a “temple of art” – probably no other new museum of this dimension has been so unanimously celebrated recently.

And the critics are right: for unlike some of his famous colleagues, David Chipperfield has not created an ostentatious and self-serving structure. While the building could certainly be called a work of art – it is nevertheless a work of art which serves the public; one that never forgets what the main attraction is. “You’ll laugh,” Chipperfield told *FAZ*, “but I think the building’s success will hinge on pleasing the visitors, but also on its ability to recede into the background. I have no problem at all if people arrive, view the exhibition for a few hours, drive home again and say: ‘We had a wonderful day.’”

Holiday for 55 million euros

Yet another superlative influenced the fate of the new Folkwang Museum: probably the most expensive North Sea holiday of all time. For the construction idea came to Berthold Beitz, the now 96-year-old former chief representative of the Krupp Corporation and doyen of the German economy, on a walk along the beach on Sylt in the summer of 2006. The cloud formations reminded him of the paintings of Emil Nolde, some of which hung in the museum. Beitz not only thought about the heavens, but also about the state of the museum and the financial concerns of the city. “Why don’t we just do it ourselves,” he asked himself. By “we”, he meant the Alfried Krupp von Bohlen und Halbach Foundation, and with “doing it”, Beitz meant donating a new museum to the city. Cost factor: 55 million euros – a singular example of patronage. ▷

The patron and his artist: Berthold Beitz (right) came up with idea for a new building; David Chipperfield designed the architectural gem.



Photo: Brigida Gonzalez, Stuttgart

The history of the Ruhr district starts much earlier than the Industrial Age. The Ruhr museum pays testimony to this fact.

From the depths of the district

An undisputed attraction for guests from all over the world is located just eight kilometres north: the former Zollverein coal mine, one of the most beautiful industrial buildings of the 20th century. It is a UNESCO World Heritage Site and the European Capital of Culture 2010 visitor centre. Since January 2010, the former Zollverein coal mine has also been the home of the Ruhr Museum.

As different as the Folkwang art temple and the regional museum are in terms of concepts and subject matter, they still have at least three things in common. The construction costs for the Ruhr Museum also totalled 55 million euros (covered by funding from the European Union, the federal state of North Rhine-Westphalia and the city of Essen). Visitors will also have to wait at least a quarter of an hour at the ticket counter on a Saturday morning. Thirdly, one can also expect a spatial wonder.

Mammoth meets computer

Visitors descend seven metres down a stairwell illuminated in red – beginning a journey into the depths of the region. The stairwell follows the path once traversed by coal in the former coal mine. First one enters the “stage of the present, where photo series document the everyday life of people in the region (featuring impressive works by Brigitte

Kraemer). Stories on the mythical Ruhr can also be read; digital screens provide statistics while acoustic sound showers transmit the echoes of the district (read more about this topic starting on page 8). The “time signals” collection allows area residents to speak: a female locksmith, for example, whose tattered and brazed wedding ring pays testimony to the rough daily routine in former times.

Proceeding downwards, the twelve-metre level depicts the cultural memory of the region. This starts with a 20,000-year-old mammoth skeleton discovered during the excavation of the Rhine-Herne Canal. Finally, back at the six-metre level, the history of industrialisation is portrayed as a drama in five acts. But the ending remains open. For change – as residents here know all too well – is a permanent process. The curators have done an excellent job in adapting the exhibition to the various spatial characteristics of the coal washing plant. Sometimes, the visitor feels as though he is in the nave of a church, only to proceed afterwards through claustrophobic passageways. Two museums, a double tour de force and twin success stories: Essen has been enriched with two new attractions. □

www.museum-folkwang.de

www.ruhrmuseum.de

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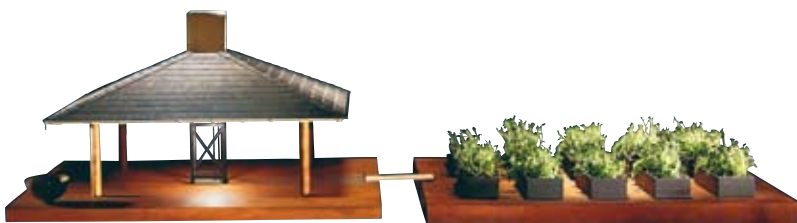
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Culture on the Ruhr

May to December: the most important events in the European Capital of Culture 2010



Ruhr Atoll – art, science, energy

14 May–October 2010

Under the motto "Art is energy – energy is movement" the art project Ruhr Atoll explores questions related to the future use of energy resources. In close collaboration with RWE AG, the project will take shape in a fascinating landscape that also played a major part in the history of energy. Four artificial islands, each ranging in size up to 300 sq m, will float on lake Baldeneysee in Essen – each an individual island world ripe for discovery.

www.ruhr2010.de/ruhr-atoll

EmscherArt 2010 – Island for Art

29 May–05 September 2010

The reorganisation of the Emscher River is currently the largest re-naturalisation project in the world. On the island in the midst of Emscher Park, 40 international artists will present 20 works integrated into the locks and the canal, as well as abandoned industrial zones – the largest art project of its kind in the Capital of Culture.

www.ruhr2010.de/emscherkunst2010

"Heroes"

until 31 October 2010

The large special exhibition of the Regional Association of Westphalia-Lippe (LWL) traces the development of cults and myths, and highlights heroic images from antiquity to the present day, showcasing regional and global heroes. Over 800 impressive works from five continents span the divide between the Ruhr metropolitan region and Europe, as well as overseas.

www.ruhr2010.de/helden

¡SING

year-round

Everyone can sing along, every voice is needed! ¡SING is a melodious civic movement. It stands for a network of initiatives, song recitals and concerts. The music showcased ranges from classical, pop and folk music to jazz and gospel. The highlight of the events is the "Day of Song" on 5 June in the Veltins Arena, Gelsenkirchen, featuring vocal artist Bobby McFerrin

SchachtZeichen

22–30 May 2010

350 yellow balloons with long banners floating like pins in the air as high as 80 metres above locations where hoist frames once stood. The balloons visualise the process of change and transformation that the Ruhr metropolitan region has undergone. And one night, the balloons will even shine from within... www.ruhr2010.de/schachtzeichen

Still Life Ruhr motorway

18 July 2010



The A40/B1 motorway has the highest traffic volume in Germany. On 18 July, traffic will come to a halt here – for six hours. On 60 kilometres of federal motorway, the residents of the Ruhr metropolitan region and their guests will be able to enjoy a unique celebration: 20,000 tabletops spread over 60 kilometres – the longest banquet table in the world.

www.ruhr2010.de/still-leben

Legendary Ruhr district

year-round

Legends shape identities. But how many people are familiar with the classic legends of the Ruhr region? From January 2010 to the end of the year, storytellers will travel across the Ruhr metropolitan region, bringing the most beautiful legends alive for audiences.

www.ruhr2010.de/sagenhaftes-ruhrgebiet

AufRuhr 1225! A furore of knights, castles and intrigue

until 28 November 2010

Burning castles, executions and countless turf wars – not to mention a portentous murder in 1225... welcome to the Ruhr region of the 13th century! The largest medieval exhibition ever presented in the Ruhr district brings together more than 800 exhibits from around the world.

www.ruhr2010.de/aufuhr1225



Cultural Canal

until 26 September 2010

A spectacular water show in the newly redesigned port of Recklinghausen was the prelude to a series of events that will shed new light on the Rhine-Herne Canal: with illuminated tours, open-air exhibitions, boat trips featuring a singing crew, open-air cinema, art camps for kids, concrete pump choreography and much more.

www.ruhr2010.de/kulturkanal

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



1st prize

Highly modern, very roomy and directly next door to Messe Essen – the new Atlantic Congress Hotel pampers



its guests with all the amenities of a four star-plus hotel. ESSEN AFFAIRS is raffling an overnight stay for two (including breakfast) in a suite – plus two tickets to a special exhibition in the Folkwang Museum!

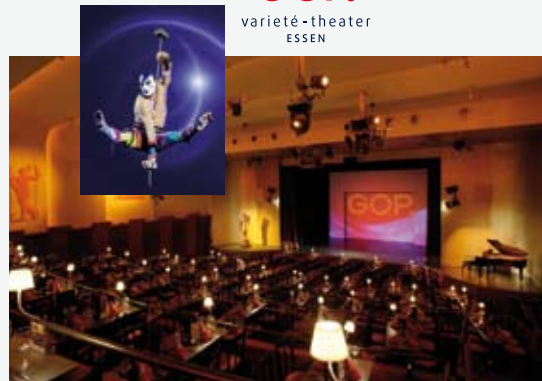


2nd prize

Located in the central downtown area of Essen, the GOP Variété invites guests to experience world-class shows with individual gastronomy concepts. Win a GOP Candlelight Dinner! Following a champagne reception, you are invited to a sumptuous 3-course dinner and the current show. Afterwards, you can dive into the stylish ambience of the Baliha 30+ Dance Club and enjoy a cocktail freshly prepared by the master mixer.

GOP.

variété-theater
ESSEN



3rd prize

For the Capital of Culture year 2010, we are once again raffling off the acrylic sculpture *Energy* by the artist Günter Steinmann. The full-sized original has adorned the eastern entrance to Messe Essen since January 2008. The prize is a strictly limited-edition collector's item.



4th–10th prize

The restaurants in the area can easily stand up to any comparison.

The "RUHR.2010 Dines Out!" guide presents 100 top restaurants in the Euro-

pean Capital of Culture – on your mobile phone as well. A smart phone application of the "Restaurant Bible" has been specially developed.

More information at www.2010gehtaus.de.

Participate and win!

Who is the architect of the new Folkwang Museum?

- a) David Chipperfield
- b) Peter Chippendale
- c) John Copperfield

From all the correct entries, we will be raffling off one overnight stay in the Atlantic Congress Hotel Essen (double room suite incl. breakfast and tickets to the Folkwang Museum), a GOP Candlelight Dinner, an Energy sculpture and seven copies of the "RUHR.2010 Dines Out!" restaurant guide. Simply send us your answer on the attached postcard.
Or fax your answer to: +49 (0)201 724 4545.
Or e-mail it to: carola.may@messe-essen.de

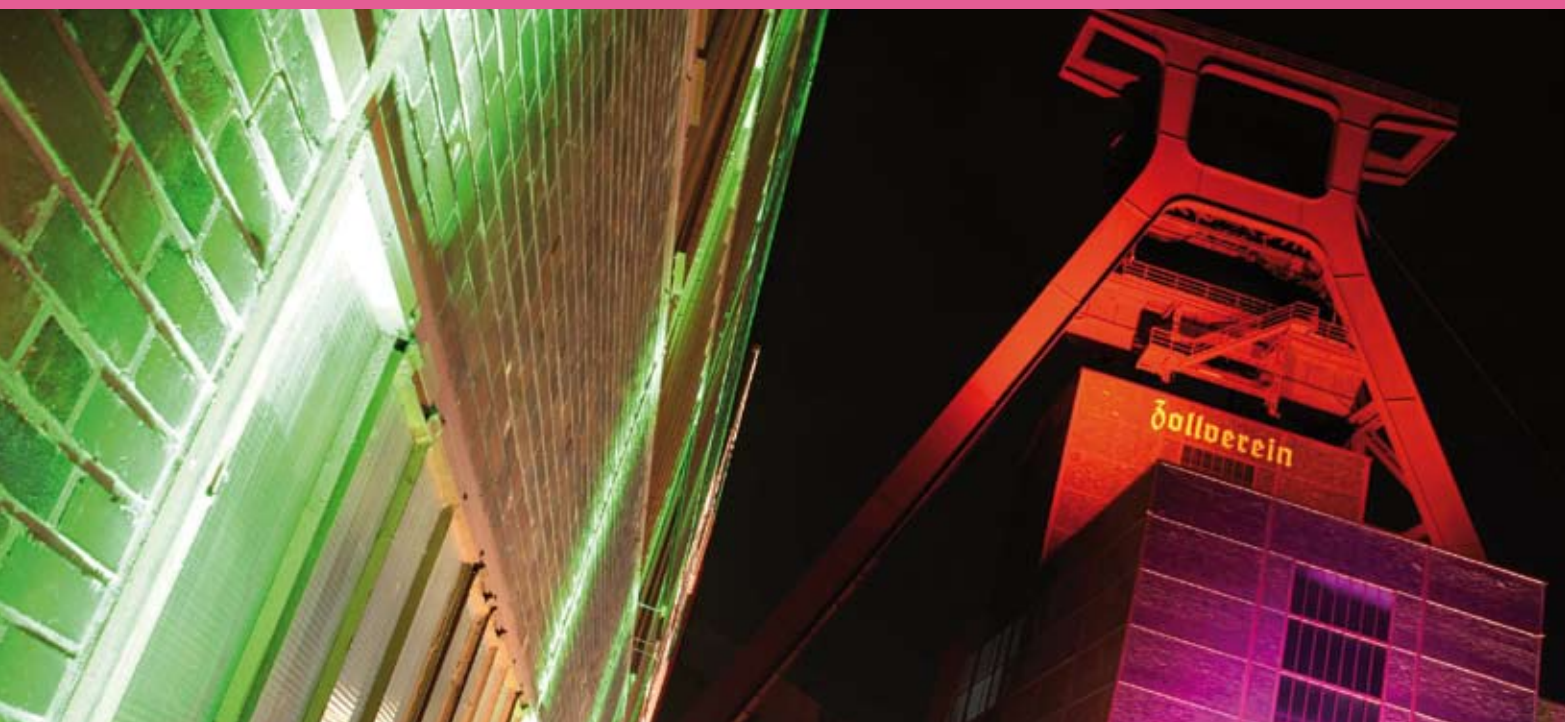
We would also like to invite you to participate in our readers' survey. You may participate in the contest even if you don't complete the survey.

The entry deadline is 30 June 2010.
We wish you the best of luck!

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

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Sunday 10.00 a.m. to 2.00 p.m.



KULTUR VERBINDET ESSEN

Participate and win!

Who is the architect of the new Folkwang Museum?

David Chipperfield

Peter Chippendale

John Copperfield

From all the **correct entries**, we will be raffling off one overnight stay in the Atlantic Congress Hotel Essen (double room suite incl. breakfast and tickets to the Folkwang Museum), a GOP Candlelight Dinner, an Energy sculpture and seven copies of the "RUHR.2010 Dines Out!" restaurant guide.

The entry deadline is 30 June 2010.

We wish you the best of luck!

Photos: PR



READERS' SURVEY We want your opinion!

How do you like **ESSEN AF-**

FAIRS? Your opinion is important to us. By answering the questions on the back side, you will help us to improve ESSEN AFPAIRS even more for you!



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☐ more than 30 minutes ☐ 30 minutes at the most

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