

ESSEN

THE MAGAZINE FROM MESSE ESSEN

AFFAIRS

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ESSEN

Place of Events

EXCLAMATION MARK

The Essen Motor Show
wows with a new concept

LANDMARK

Essen's city centre has a
new attraction

SUNNY PROSPECTS

Sri Lanka's comeback – and why
long-distance travel is booming

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Frank Thorwirth,
Chairman and CEO of Messe Essen



Egon Galinnis,
Executive Director of Messe Essen

Dear Readers,

The year 2010 ended in a way that trade fair organisers dream of: with a huge finale. We are very happy that the Essen Motor Show's new concept was a hit with both visitors and exhibitors. In this issue of ESSEN AFFAIRS, we will not only illuminate what's happening on the show stage, but also take a look behind the scenes (starting on page 16).

For 2011, a top-class trade fair programme is waiting for you once again in Essen. One of the highlights this spring will be Reise + Camping, which is honoured to present a very special partner country this year: Sri Lanka. Since the end of its civil war, this island state in the Indian Ocean has experienced a remarkable comeback – especially as a travel destination. Our cover story examines the exciting developments underway in Sri Lanka and the general trends in international tourism (starting on page 8).

This year, we are also turning to Brazil – although not for tourist reasons. In October, São Paulo will be the setting for the Brazil Welding Show. A double première for us, because for the first time ever we have organised an event in Latin America's most important national economy. And having successfully established spinoffs of our Essen-based world trade fair SCHWEISSEN & SCHNEIDEN in China, India and Russia, the quartet of BRIC countries is now complete for the first time (page 30).

Here's wishing you a healthy, happy and successful new year!

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

Frank Thorwirth
Chairman and CEO of
Messe Essen GmbH

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

Egon Galinnis
Executive Director of
Messe Essen GmbH





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IMPRINT

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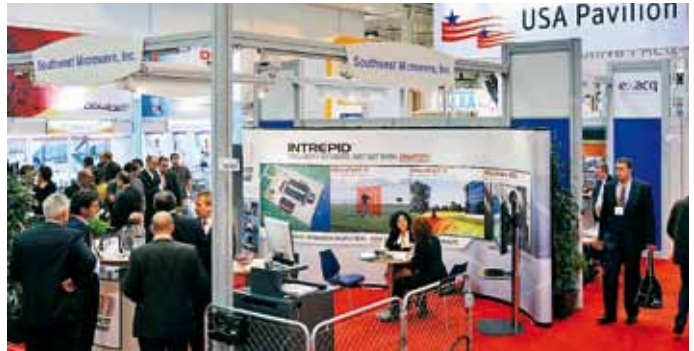
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SECURITY ESSEN 113 countries

SECURITY ESSEN, from 5 to 8 October 2010, was more international than ever before. Some 42,000 professional visitors arrived from 113 countries at the world's leading trade fair for safety and fire protection technology. The 19th edition also set a new benchmark in terms of foreign participation, with 46 per cent of the 1,078 exhibitors coming from abroad. "With its excellent outcome, SECURITY ESSEN has impressively highlighted its No. 1 position in the global security industry. Nowhere else are international contacts made and discussions held in such a concentrated and efficient manner," said Frank Thorwirth, CEO of Messe Essen. The technical competence of the visitors was also record-breaking: nearly 90 per cent are involved



Security remains in demand – this was shown by surveys of some 42,000 professional visitors at SECURITY ESSEN, the world's leading trade show.

in procurement decisions at their companies. Every fourth visitor indicated that his or her company plans to spend over 250,000 euros on security in 2011; nearly twelve per cent plan to invest over one million euros. This shows that security is still a growth market.

www.security-messe.de

Art exhibition In the kingdom of painting

Ralf Koenemann's studio is like a medieval bestiary. Elephants lie at his feet, parrots fly through the air and gorillas look deeply into his eyes. But the imposing animal world is only Koenemann's favourite motif; the actual protagonist is the invisible human – the observer, or artist, who examines the "fierce conflict between form, colour, pictorial ground, time and visual space". "Animal Kingdom explores the autonomous kingdom of painting," said the art historian Alexandra Iwan at the opening of the new art exhibition at Messe Essen. The works of the artist, who was born in 1961, will be on display until 23 May.



"A gorilla is not a gorilla": Ralf Koenemann's series of paintings "Animal Kingdom" actually addresses the act of painting itself.

VGB congress 90 years of energy

In the late autumn of 1920, representatives of companies in the electricity and chemical industries lay the cornerstone for the Association of Electricity and Heat Generating Companies (VGB). Today, "VGB PowerTech" is an international technical trade association. To mark the association's 90th anniversary, more than 1,300 attendees from 30 countries met from 22 to 24 September 2010, at the Congress Center Essen, to discuss future challenges at the VGB congress "Power Stations 2010". "Renewable energy, nuclear power, coal and gas – technologies for a low-carbon future," was the slogan. A total of 198 companies presented their services at the accompanying specialist exhibition in Messe Essen.

www.vgb.org

Conferences in the Capital of Culture year What the customer wants

This past autumn, the Capital of Culture year 2010 was the occasion for two federation conferences. The German Tourism Association (DTV) dedicated the German Tourism Day 2010 to an "exciting view into the customer's brain". At the conference, held at the Congress Center Essen on 4 November 2010, speakers from the worlds of industry and science discussed the latest findings on brain research with industry representatives – and how these can be used for product design. In the evening, Zollverein, the historic former coal mine in Essen, offered a celebratory backdrop for the "German Tourism Awards 2010". The top award went to RUF Jugendreisen Trend Touristik, a youth travel company; further award recipients included the port city of Bremerhaven and the association Südliche Weinstrasse for outstanding and innovative concepts.

From 8 to 10 November, more than 300 delegates from the German Journalists' Association (DJV) gathered in Congress Center West to discuss the future of journalism. The main topics were collective bargaining policy, freedom of speech, the situation of freelancers and radio financing.

www.deutschertourismusverband.de

www.djv.de



Some 1,300 experts from 30 countries discussed "technologies for a low-carbon future" at the anniversary conference of "VGB PowerTech".

Photo: Beatrice Klein

SPIEL

Refuting the cliché

Some 154,000 visitors and 778 exhibitors from 32 nations – at its most recent edition held from 21 to 24 October 2010, SPIEL once again achieved some impressive records. With over 650 new products on display, the world's largest consumer show for board and parlour games refuted the cliché that digitalisation means the end of classic board games. Far from it. While the market for computer games is currently stagnating in Germany, the games group of the German Toy Industry Association (DVT) announced an eight per cent plus in 2010 sales.

www.internationalespieltage.de



Big on classics: the strategic and tactical game "Fresco" was honoured at SPIEL with the "German Gaming Award 2010".

Mode Heim Handwerk

Nine days of shopping



A hint of the exotic: The "Africa live" adventure was one of the crowd-pullers at the consumer fair Mode Heim Handwerk.

From regional specialties to African goods – from 6 to 14 November 2010, Mode Heim Handwerk offered a multifaceted world of information on fashion, wellness, home, furnishings and recreation. Some 140,000 visitors came to the largest consumer fair in North Rhine-Westphalia (NRW). "Discover, shop and enjoy": this slogan was well received by the 650 exhibitors. Visitors gave top grades to the wide-ranging special exhibition programme. The "Africa live" adventure world, which conveyed an exotic ambience with palm trees, market tents and a bazaar, was particularly popular. The special exhibition "NRW – the best from the best", with regional exhibitors presenting local specialties on four exhibition days, also celebrated a very successful première.

www.mode-heim-handwerk.de

REIFEN CHINA

Over 30 per cent more visitors

There has been a positive response to the fourth REIFEN CHINA. A total of 9,356 professional visitors from 75 countries arrived at the tyre trade fair for the Asian region held from 25 to 27 November 2010 – over 30 per cent more than the previous year. A total of 114 exhibitors, including numerous large manufacturers from China and 14 other countries, presented

On our own behalf

Even better informed

Since 2006, ESSEN AFFAIRS, the magazine from Messe Essen, has offered readers background information and stories pertaining to Essen, the trade show location. Effective immediately, Messe Essen will offer up-to-the-moment information with the electronic newsletter ESSEN AFFAIRS news. This newsletter will be sent out regularly between the two annual issues of the printed magazine. Interested? Simply register at www.messe-essen.de (category "Magazine") for a free subscription – or tick the order box on the postcard at the end of this issue.

www.messe-essen.de



their products and services related to tyres, wheels and tyre repair in the Shanghai New International Exhibition Center. The percentage of foreign companies involved, both on exhibitor and visitor sides, increased.

www.reifen-china.com



Being pitied was the worst. “It’s a beautiful country, but you can’t go to Sri Lanka” – Kumara Rajapaksha heard this innumerable times. Since 1988, Rajapaksha, who grew up close to the capital, Colombo, has managed a travel agency in Cologne

that specialises in the Maldives and his homeland. But for the longest time, he needed to use all his persuasion skills to convince customers to visit the “pearl of the Indian Ocean”.

On the beach of dreams

Following the end of civil war in the country, Sri Lanka's rapid development has surprised even optimists. Tourism is meant to be the cornerstone of further growth. And these hopes are reasonable as long-distance travel continues to be popular.

This nickname takes its inspiration from the shape of the island state. This shape also reminds some of a tear, and for a quarter of a century, this seemed to be a fitting image for the former British colony. At least 80,000 people died over the course of war between

the Tamil minority and the military, and if this wasn't enough, a major tsunami devastated much of the coastal region on 26 December 2004. Over 45,000 people were killed. ▶



Photo: shutterstock

Asian wellness: Ayurvedic treatments, yoga and massages are a must when visiting Sri Lanka.

Comfortable hotels are going up everywhere: On the right, a room in the Chaaya Citadel, located in the former royal city of Kandy, which for many is the most beautiful city in Sri Lanka.

Stable like never before

Today, the country offers another picture. Ever since President Mahinda Rajapaksa declared the end of civil war on 18 May 2009, peace has actually prevailed. And even if Sri Lanka is certainly not a Western-type democracy, the situation in the country has rarely been more stable since its independence in 1948. The International Monetary Fund (IMF) predicts a seven per cent plus for the gross domestic product in 2010. Over the coming years, the government hopes to build Sri Lanka into an important hub in South Asia while accelerating structural change. Traditionally, tea cultivation and the rubber and textile industries have shaped the economic picture, but the service sector is now responsible for 60 per cent of the economic output.

Goal: more than 500 per cent growth

Tourism is to take on a key role. While just under 450,000 tourists visited Sri Lanka in 2009, by 2016, this figure could be five times higher. Is 2.5 million guests an overly ambitious goal?

Not if development continues at its present rate. The armistice was only just declared when the New York Times designated Sri Lanka as the No. 1 “place to go” in the world. Meanwhile, international tour operators have expanded their offers or added Sri Lankan holidays to the travel programme. The interim result is that according to estimates, Sri Lanka welcomed more than 40 per cent more visitors in 2010.

At the same time, the government has proclaimed 2011 as the official “Visit Sri Lanka” year. This cam-

paign includes a stronger presence in the target markets, e.g. in Germany (currently number two in national visitors). The fact that Sri Lanka will be partner country of Reise+Camp from 23 to 27 February 2011 fits in perfectly with this strategy. Although this plan predates the current push: just after that tsunami, Messe Essen offered Sri Lanka a free stand at



Germany's third-largest holiday trade fair (see also page 15). "This was a major gesture," says Kumara Rajapaksha, who played a significant part in this co-operation, together with Sri Lanka's Consul General in Germany, Buddhi Athauda, and the Minister of Tourism for Sri Lanka's Western Province, W.A. Nimal Lanza.

Sunny year-round

However, even more important than advertising are local investments. No less than 13 airports have been completed or are currently being built, along with 280 kilometres of roads. Everywhere one looks, new hotels are being constructed for a sophisticated clientele – particularly on the eastern coastline, which was not accessible to tourists during the civil war. This is where a lot of catching up needs to be done, and also where the largest potential can be found. While tour-



Photos (2): PR



ism on the west coast peaks in the Anglo-European winter, the climatically divergent eastern section is also turning Sri Lanka into a summer travel destination.

The "land of beauty" has more than enough to offer all year round, such as untouched, long sandy beaches, tea plantations in the highlands, eight UNESCO world heritage sites, including the Sinharaja Rain Forest – it's no wonder that the catchword "eco-tourism" is always included in official presentations. "Sri Lanka's diversity is difficult to beat," says Buddhi Athauda (you can also read the interview on page 13).

"When on holiday, do it properly"

Sri Lanka – the big exception in international tourism? Not too long ago, the experts only had gloomy forecasts. At the height of the global financial and economic crisis, the 25th Tourism Analysis of the BAT Foundation for Future Issues described 2009 as "the turning point": "The decades-long formula 'holidays are the worst time to economise' is facing its most severe test ever," the foundation forecasted.

In March 2010, Germany's Society for Consumer Research (GfK) published an opposing view in a pro- ➤

More than just swimming: The Chaaya Village is a popular starting point for excursions into the cultural triangle of Sri Lanka's highlands.



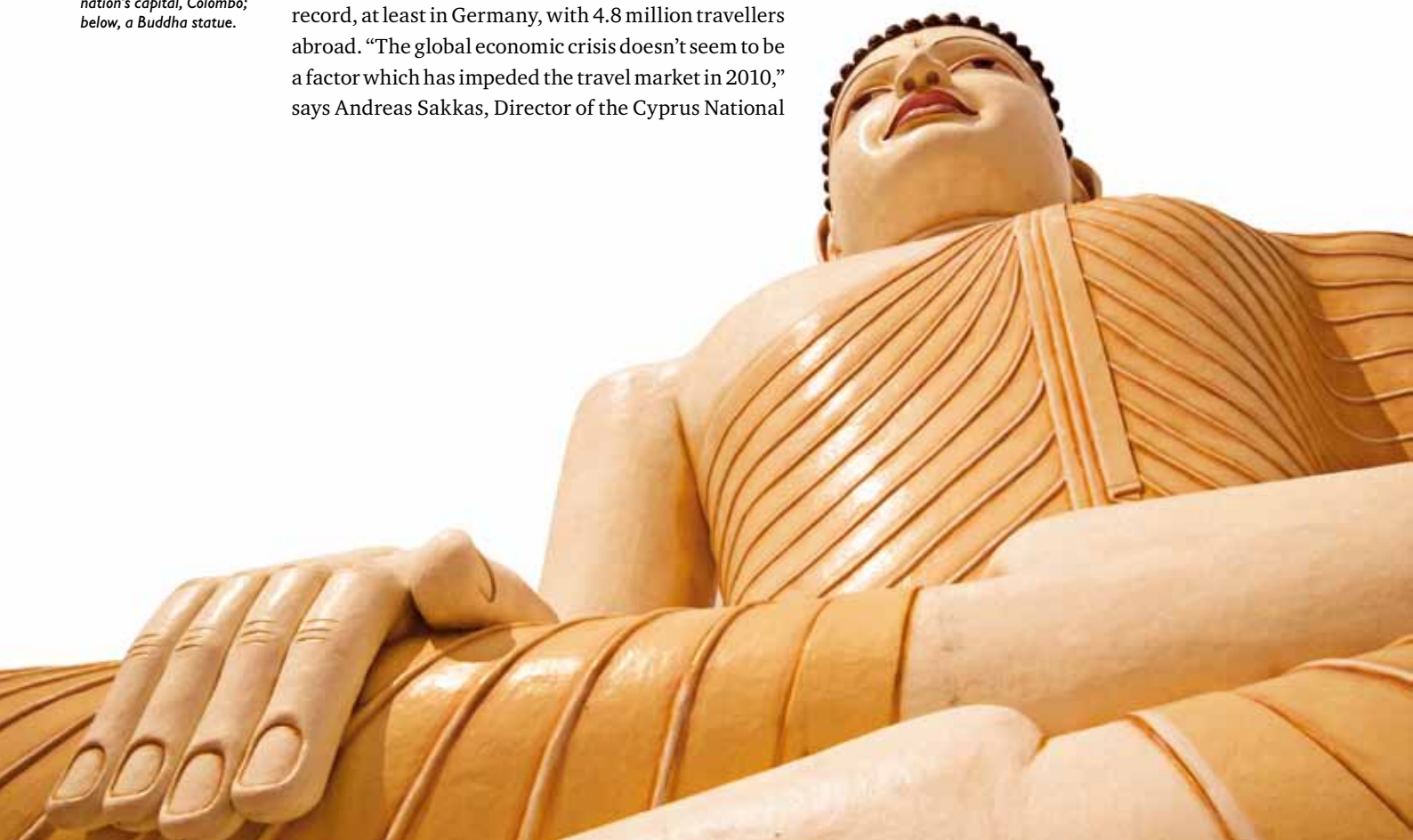
Sri Lanka looks back on a 3,000-year history. Sri Lankans are proud of their cultural legacy and religious diversity: above, a Hindu temple in the nation's capital, Colombo; below, a Buddha statue.

gnosis co-published with Europe's largest tour operator, TUI. No trace of travel fatigue—even for expensive journeys into the big wide world. According to this prognosis, 2010 will see a new long-distance travel record, at least in Germany, with 4.8 million travellers abroad. "The global economic crisis doesn't seem to be a factor which has impeded the travel market in 2010," says Andreas Sakkas, Director of the Cyprus National



Photos (3): shutterstock

Tourist Organisation and President of Corps Touristique, an alliance of foreign tourist organisations active in Germany.





Sri Lanka was called Ceylon until 1972. The tea variety of the same name, cultivated in the highlands, is still one of the country's most important export goods.

Package and personalised tours

"If you're going to take a holiday, then do it properly" – this is how the *Tagesspiegel* describes a trend that many vendors have been profiting from for years, particularly cruise lines. More and more, the industry is also coming up with solutions for what are sometimes contradictory customer requirements. Ever since then the eruption of the Icelandic volcano Eyjafjallajökull led to air traffic chaos, travellers have returned to the convenient services of a package tour, and the classic two-week beach holiday will not be disappearing from the catalogues anytime soon. But many want even more, such as touring through Havana in a vintage car, picking rice in Indonesia, helping out on social projects in South Africa – these examples from TUI's travel offers make clear how deep the desire for individual discovery is. And tourists are willing to pay more for the experience.

Enough room for niche markets

"Everyone for himself – yet no one alone": this is Detlef Heinemann's slogan. His company SeaBridge has shown that this trend also offers enough room for niche providers. The Düsseldorf-based agency specialises in guided group tours with a traveller's own or a rented camper. The philosophy here is combining the security and comfort of group travel with the taste of adventure. The trips are planned out in detail, and each leg of the journey is described in ▷



Photo: PR

"We are astonished"

S.E. Buddhi Athauda, Sri Lanka's Consul General in Germany, on the rapid development of his homeland.

Essen Affairs: Mr Athauda, civil war in your country ended one and a half years ago. Where does Sri Lanka stand today?

Buddi Athauda: We are currently going through a unique moment. For the first time in 30 years, everything has returned to normal for us. Since the armistice in May 2009, terrorism is no longer a factor, and since November, President Mahinda Rajapaksa has been governing the country with a stable majority. The conditions for foreign investment have never been better. We are actually astonished at how quickly things have changed.

What part does tourism play?

For 2011 we are forecasting double the number of visitors; about one million. Tourism would then contribute about one billion dollars to the gross domestic product. In the medium term, the government wants to clearly position Sri Lanka as a holiday island.

What are the focal points of the tourism strategy?

It's tough to beat Sri Lanka's diversity. One can find different climate zones here, unique flora and fauna and a culture that stretches back 3,000 years. And these are just at the top of the list.

What can Sri Lanka learn from other countries? Which errors do you want to avoid?

Naturally it's worth keeping the history of our neighbours, Malaysia and Singapore, in mind. But we also want to learn

from Germany. One goal is to have several thousand engineers trained in Germany over the next few years. As far as tourism is concerned, with all the investment we must also retain our cultural values and find ecologically compatible solutions. Large hotel blocks would be the wrong route to take. In general, it is also crucial that any prosperity also enriches the general population. Without naming any bad examples, we do not want luxury areas going up next to slums in Sri Lanka.

Do you have a personal tip for travellers to Sri Lanka?
Or even three?

Certainly!

I prefer the cooler weather, so I recommend an excursion to the mountains. It's best to go in a small group with a bottle of wine. It's so peaceful up there; you only hear the rushing of waterfalls. You should also indulge in Ayurvedic treatments, yoga and meditation. My third tip would be whale-watching in the early morning. I recently persuaded the CEO of a large European company to try it – and as I expected: he fell in love!



Eco-tourism is a major trend – and animal lovers will be thrilled at the diversity of Sri Lanka's animal world. While elephants are a common sight for tourists, attractions such as Yala National Park have only become accessible since the end of the civil war. It draws visitors with statistics such as the highest density of leopards worldwide.

a “road book”. A tour guide is available at all times, but driving in a convoy is frowned upon. Every guest can follow his or her own rhythm, and it's possible not to see the rest of the group for days at a time.

“Our guests are a mixed group, including everyone from mechanics to academics,” reports Detlef Heine-

mann. One thing that unites them all: “They are successful.” And they need to be. After all, at a price tag of 10,000 euros for two on a four-week “short tour”, the adventure doesn't come cheap. For a classic mobile journey, the pan-American tour of 17 countries, travellers must even be willing to invest nine months of travel time – and 40,000 euros.

So it's all the more interesting that the times are definitely changing in the travel industry, even for companies such as SeaBridge: “We increasingly book trips at short notice.” Whether this will hold true for Heinemann's latest idea? In March 2012, he is planning to offer an around-the-world expedition. The stations of this spectacular tour include Italy, Tunisia, Egypt, Iran, India, China, South Korea, Japan, Australia, New Zealand, Panama, Mexico and the USA. The duration: one and a half years. The price: still open.

Three future scenarios

But how long will this trend continue? And what factors will travel providers and tourists have to adapt to over the long term? The Cologne-based trend research office Zeitpunkt has developed three highly different scenarios for the year 2030. The first scenario “is characterised by massive social division, which will have particularly strong effects on tourism”. This scenario clearly shows the growing rift in society: “A vacation will increasingly become a luxury good for the elite,” as the less fortunate will no longer be able to afford it. The second scenario is just as



Photos (2): shutterstock

The holiday world

Messe Essen is expecting well over 100,000 visitors at the 2011 Reise+Camping. Over 900 exhibitors will provide recommendations for the most beautiful time of the year.

When the winter has a firm grip on Germany's largest federal state, Messe Essen always brings the sunshine home at Reise+Camping. From 23 to 27 February 2011, the NRW holiday fair will once again represent the holiday world in its full diversity. The focus here is also on international destinations, which can be explored in two trade fair halls. In addition to this year's partner country Sri Lanka, travel destinations in over 50 countries will also be presented here.

Two special exhibition areas will be dedicated to the same topic: in the "Wanderlust" section, international tourist boards will present their travel destinations in an exclusive area organised together with Corps Touristique. With "Maritime Wanderlust", Reise+Camping offers cruise exhibitors their very own presentation opportunity. **It's worth a visit** – especially for those interested in weekend escapes close by: Mecklenburg-Western Pomerania is the first partner region of Reise+Camping. "This region is Germany's No. 1 summer destination," says project coordinator Christina Ullmann. Exhibitors from all of Germany's federal states will present a group exhibition in "Germany, the travel destination".

The exhibitors in the Galeria will offer a journey through "Germany, the camping destination". Fans of mobile recreation will certainly get their money's worth at Reise+Camping. Regardless of whether by caravan, motor home or with a tent – in three halls, exhibitors will present a diverse range of vehicles and more.

The same as last year, from 25 to 27 February, two further recreational fairs will be held in



parallel to Reise+Camping: "Fahrrad Essen", a bicycle fair, and "Angel-Sport-Messe", a fair for fishing enthusiasts. Visitors can gain entrance to all three fairs with a single ticket. □

www.reise-camping.de

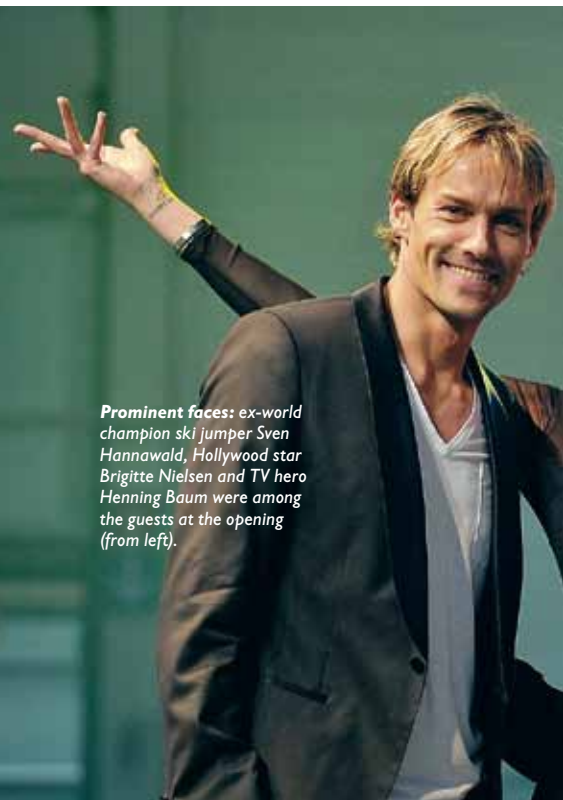
pessimistic. This outlines the world of "ecological authoritarianism" in which a restrictive climate policy "comprehensively restricts and regulates" travel. The consequence will be that air traffic will decline in favour of train travel on the ground. A first harbinger of this development could be the air traffic fee, which will be charged on all flights out of Germany from 1 January 2011 onwards.

The trend researchers offer a possible way out in their third scenario. This involves technological innovations in the mobility sector, which providers will use to make tourism significantly more climate-friendly by the year 2030. The change here appears to

be "more qualitative than quantitative" in nature. What is decisive is no longer the question "more or less travel", but rather the desire for "alternative types of travel", of gaining a true experience. "People want to slip into a different role on holiday, rediscover themselves or new facets of themselves, face new challenges, develop new social networks and make intensive contacts with people in the destination country." Regardless of which of these scenarios one thinks is the most probable, one thing has been shown in the recent past: wanderlust is always a strong incentive. □



Large crowds swarmed into the VDAT Salon throughout the fair (top). At a group stand with luxury tuners, Continental showed tyre innovations for the high-performance sector.



Prominent faces: ex-world champion ski jumper Sven Hannawald, Hollywood star Brigitte Nielsen and TV hero Henning Baum were among the guests at the opening (from left).

Give way to quality

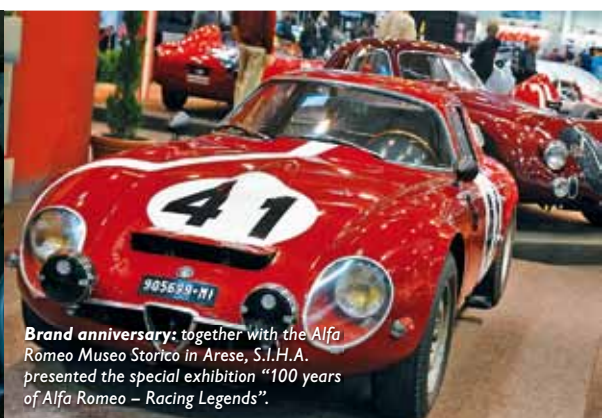
Sporty like never before: with live action and plenty of celebrities, the Essen Motor Show 2010 inspired both exhibitors and the public.



A refined Volvo: the Volvo V60 by Heico Sportiv celebrated its world première.



At home behind the wheel: racing car driver and hostess Christina Surer.



Brand anniversary: together with the Alfa Romeo Museo Storico in Arese, S.I.H.A. presented the special exhibition "100 years of Alfa Romeo – Racing Legends".



Beefed up: BMW 5 Series Touring by AC Schnitzer.



Mercedes-Benz presented a range of super-sports cars spanning from 1906 to 2010.



"Speaking for the entire team, we are pleased about the trust we have been given – as well as the feedback, which has been more than positive," was how the directors of Messe Essen, Frank Thorwirth and Egon Galinnis, summed up the spectacular – in the truest sense of the word – Essen Motor Show. Despite adverse weather conditions, 304,000 automotive fans visited Germany's largest annual car fair, which once again filled all 18 halls of Messe Essen from 27 November to 5 December 2010. A total of 507 exhibitors showcased new models here, including numerous world premières.

Curtain up!

Just as important as the final figures is the news that 90 per cent of the visitors and 83 per cent of the exhibitors were so satisfied with the fair that they plan to return to Essen next year – a fact that Frank Thorwirth and Egon Galinnis welcome: "Our concept, focusing on the main image of sportiness and motor sports, has been a huge hit. The four main pillars of

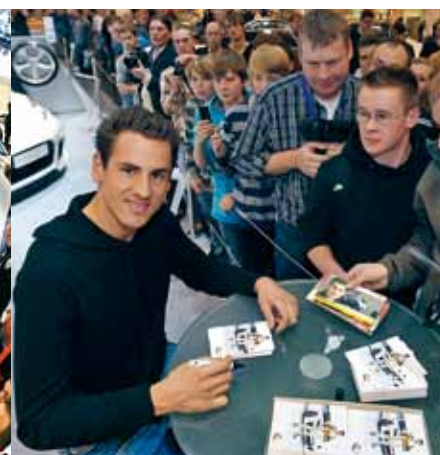
the Essen Motor Show – sporty, series-produced automobiles, tuning, motor sports and classic cars – have proved to be the key to success."

Hyundai showed how sporty series-produced sedans can be with the Genesis Coupé, presented for the first time ever in Germany. Werner H. Frey, Managing Director of Hyundai Motor Deutschland GmbH, was "extremely satisfied" with the trade fair presentation. Skoda also came to Essen with the concept cars Fabia RS+ and Octavia RS+.

Indeed, automobile customisers already view Essen as a Mecca. Among the world premières presented this year were the BMW 5 Series Touring by AC Schnitzer, the Renault Wind by Elia, the Porsche Panamera by Caractere, the Volvo V 60 by Heico Sportiv and the Brabus SV 12 R Biturbo 800 – the most powerful and, with a top speed of 350 km/h, also the fastest luxury sedan in the world. "The overall quality of the Essen Motor Show was much higher than in previous years," said Brabus Managing Director, Prof. h.c. Bodo Buschmann. ▶

The Essen Motor Show cast its spell over a total of 304,000 visitors.

Surrounded by fans: Formula 1 drivers Niko Hülkenberg (left) and Adrian Sutil also honoured Essen with their presence.





Full house: the motor sports arena was once again the main crowd-puller.



Fully loaded: the supporting programme left absolutely nothing to be desired.

Photo: Alexandra Umbach

The special show “Ruhr Driving Culture” was a complete success, as part of the Capital of Culture year 2010.

Celebrating at the successful VDAT TOP Night premiere: Egon Galinnis, Executive Director of Messe Essen, Gerhard Essler and Thomas Decker (TOP Magazine Ruhr), guest of honour Chris Robert, Frank Thorwirth, Chairman and CEO of Messe Essen, and Bodo Buschmann, Executive Chairman of the German Automobile Tuner Association (from left).

VIP alarm

Bodo Buschmann also received high marks in his capacity as Executive Chairman of the German Automobile Tuner Association (VDAT). The VDAT Top Night, which was held for the first time, was one of the highlights of the evening events during the Essen Motor Show. Guests included racing car driver Christina Surer, TV host Mola Adebisi, German Football League player Mo Idrissou and pop star Chris Roberts. **On the whole**, a VIP alarm rang out over the fairground this year. At the opening, host Birte Karalus welcomed actress Brigitte Nielsen, ex-world champion ski jumper Sven Hannawald and actor Henning Baum. Hans-Joachim Stuck, Kai Ebel and Hans-Jürgen and Daniel Abt were all spotted at the Autobild RaceNight. And Formula 1 drivers Adrian Sutil and Niko Hülkenberg were much in demand for autographs, as were Dortmund football stars Kevin Grosskreutz, Mats Hummels and Sebastian Kehl.

The passion continues

The most important factor was that a buoyant mood within the automobile industry and among suppliers could be sensed everywhere. In Essen, exhibitors welcomed a public whose desire for mobility has continued unabated. This passion was also met with a comprehensive supporting programme: “Full motor sports” were the order of the day in the motor sports arena and the pit lane. The smell of gasoline and rubber, the sound of roaring engines and screeching tyres and the sight of true artists on the curves cast a spell over the fans.

“Great cars, a vast array of tuning parts and accessories, and high-speed action!” Such praise from many visitors only increases expectations for the next Essen Motor Show, which will be held from 26 November to 4 December 2011. The Messe Essen organisers will do everything in their power to satisfy the thirst for excitement once again. □ www.essen-motorshow.de



Photo: Daniel Roth

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Everything needs to flow

From technology to traffic and security – a lot of tweaking takes place behind the scenes of a large public trade fair. A visit with four men who stay cool under pressure.



The optimal overview: Karsten Weiler is responsible for building automation and technology at Messe Essen. His goal: providing “optimal information”.

In 25 years, it has only happened once before. On the morning before the opening of the 2010 Essen Motor Show, the roof of Hall 10 caught fire. Shortly afterwards, Karsten Weiler still isn't sure why. But he's already busy with the outcome. While it's only been a small smouldering fire, which the fire brigade had under control in a matter of minutes, the list of failure signals on Weiler's monitor is growing longer. The fire damaged both power supply and network cables. “But by tomorrow morning we will have everything back to normal,” Weiler promises.

Thirst for knowledge

Keeping tabs on all the failure signals – this is one of the tasks of Karsten Weiler. The 43-year-old is responsible for technology and building automation in Messe Essen's central area III. Simply put, Weiler listens to the machines at the trade fair. A sophisticated system of data points, attached to all the technical facilities of the fairground, provides him with a full range the information. “In 1998 we began with 200 data points; today there are around 15,000,” explains Weiler. Some 100 data points alone are devoted to one of the 50 ventilation systems.

If the entire fairground has been booked, as is the case with the Essen Motor Show, Weiler also keeps an eye on the 20 lighting controls, along with all the heating systems, elevators and escalators. And because Weiler always wants the most precise information possible, a test system has been set up in his office. He uses it to configure the “optimum information flow”.

From improvisation to electronics

One floor higher, Siegfried Horn is reminiscing about the improvisational days. “Those were pretty exciting times,” says the project coordinator for logistics, before laughing. “There were lines of cars extending straight through the city, hundreds of police officers helped out, and during large events, the southern section of Essen was sometimes fully blocked with parked cars – even in the front gardens.”



Photos (7): Alexandra Umbach



Today, traffic is perfectly regulated – thanks to electronics. In 2005, Messe Essen introduced a digital traffic control system which has been continuously expanded. Via a mobile phone, which can guarantee communication even in the case of total power failure, Siegfried Horn receives a steady stream of information about the traffic flow from the police – and from 144 employees who are always on call during the Essen Motor Show. This allows him to react immediately. For example, 20 seconds after he sends word that a car park is occupied, via a computer linked to the city's traffic control centre, a message appears on the display and traffic is rerouted.

"A question of instinct"

Messe Essen's location at the periphery in the inner city brings many advantages, but only limited parking space. There are 6,000 parking spaces nearby, along



Lord of the parking lots: During the Essen Motor Show, Siegfried Horn continually verifies whether traffic is running as planned.

with just under 5,000 in the P 10 car park in Linienthalstrasse, which represents a practical alternative with its park + ride service. During peak periods, buses depart every three minutes, and thanks to the ticket counter, visitors don't have to stand in line at the fairground.

All the same, Siegfried Horn can't afford to make any mistakes, for visitors tend to react negatively to traffic jams. "Everything needs to flow – something that is also a question of instinct," he says. But with 21 years of experience, one can rest assured that he knows which path is the best to take.

Downtime doesn't exist

Michael Benger's job begins where Horn's ends: at the fairground. The tasks of the 44-year-old, who studied spatial planning, include scheduling all the setup and dismantling phases. On the last day of setting up the Essen Motor Show, when some 1,000 vehicles need to get into the area, Benger coordinates 28 logisticians.

His goal is it to "keep the fairgrounds flowing smoothly. That's why we make an effort to never book everything solid." He has to pay attention to escape ►

"Everything is taken care of in a jiffy here": For nine years, Michael Benger, shown here speaking to Kathryn Drerup from ADAC's Motor Sports department, has been coordinating setup and dismantling.



routes and forklift traffic, and there is never really downtime when it comes to operating a trade fair anyway. Between 5,000 and 7,000 entries are statistically recorded at the end of the Essen Motor Show.

"These boys are sensational!"

As the end nears, Michael Benger is already thinking about the Wednesday of the fair. While there is a general dismantling plan for smaller exhibitors, he pays a personal visit to larger clients, such as the motor sports department of the German Automobile Association ADAC. Project manager Kathryn Drerup has been overseeing ADAC's Essen Motor Show stand for the past six years, so the procedures all run smoothly. Benger has last year's list with him; they compare it with the current setup, then Benger asks for a detailed schedule. "When do you need it by?" – "Friday evening would be great." Kathryn Drerup is more than content. "Everything is taken care of in a jiffy here," she says. And adds: "The boys from logistics are sensational!"

Reinhard Gursky (left) is the very image of composure. "Those who have jobs like mine have to try to think positively," says the Messe Essen security director.

Obligated to think positively

Such satisfaction has a lot to do with the professional composure that people such as Reinhard Gursky show in completing their tasks. Gursky, who stands 1.90 metres tall and has quite a deep voice, seems like someone who always remains calm in hectic situations.

His composure is something he has acquired over 23 years as Messe Essen's security director. "Those with jobs like mine have to think positively," he believes. Gursky has experienced the full gambit of what can take place in an international trade fair complex: bomb threats, for example, in which entire halls had to be evacuated. "But nothing horrible has ever happened here."

In the autumn of 2010, the German Ministry of the Interior issued warnings about terrorism threats. Messe Essen reacted with more bag controls at entrance points and extra undercover security – without ruffle, but decisive. Up to 180 security staff members will monitor the fairground this year.

Assistants instead of guards

Reinhard Gursky urges them not to see themselves as merely guards. "We are service providers and assistants, and we have to show this," he says. Then adds: "If I paint the world as bad, it will be" – so he views friendliness as a form of security. And he acts as a friendly example – for instance, personally accompanying honorary guests from the worlds of politics and show business across the fairground, as he did at the 2010 Essen Motor Show.

A modern trade fair needs to provide the highest level of security. But even though the number of thefts at this year's Essen Motor Show were "virtually zero", one shouldn't leave expensive electrical equipment unsupervised. Reinhard Gursky tries to make exhibitors aware of this fact during setup. "We do everything that we can do. But one also has to be personally responsible." This is something he says repeatedly. Incidentally, nothing has ever been stolen from him. □



Photo: Alexandra Umbach

A balanced programme



Professional METPACK visitors arrive at the fair from over 100 countries.

Every three years, the who's who of the metal packaging industry meets up in Essen. A new team plans to further expand on METPACK's leading position.



Preparations are running at full speed, but one thing is already certain for Claus-Peter Regiani: "METPACK 2011 will have at least as many exhibitors as last time," says the pleased Director of Fairs and Exhibitions at Messe Essen. He is head of Messe Essen's new METPACK

team, which also supervises SCHWEISSEN & SCHNEIDEN and SECURITY. "The reorganisation has allowed us to bundle our trade fair competence in the capital goods sector," he explains.

Two halls for the entire world

While METPACK is the smallest of Essen's three world-leading fairs in this segment, it has certainly made a name for itself in terms of internationality. With 6,851 visitors from no less than 105 countries, the sixth edition in 2008 set a new benchmark. "METPACK offers a platform to the who's who of the metal packaging industry to target specific groups," says Regiani. A representative survey revealed that in 2008, every fourth visitor signed a sales contract – some for machinery worth several million euros.

For the seventh METPACK from 10 to 14 May 2011, Halls 1 and 3 have been booked initially. "The extra entrance in Hall 1 and two passageways will ensure a walkthrough-effect," explains project head Christina Kleinpaß. The decision-making team, which is based in Essen, has also placed a special emphasis on the METPACK Conference, where prominent experts from around the world share their expertise. After the

major success in 2008, international speakers will once again present new research results and innovative production technologies for the metal packaging sector this spring.

A sought-after prize

The number of firms applying for the METPACK Innovation Award remains high; exhibitors can still enter submissions until early March. A high-calibre jury, including experts and specialised journalists, will honour the most impressive innovation of the last three years. And the final selection is sure to be difficult for the 2011 jury. "Companies are developing products with a view toward METPACK," says Claus-Peter Regiani. Held every three years, the trade fair truly represents the cycle of innovation in the industry. Regardless of whether it's machinery, equipment or accessories, production or processing, products or systems: "Everything related to true innovation will be on display in Essen." □

www.metpack.de

The world's leading trade fair in its sector is held every three years – the cycle of innovation in the industry.



Change on wheels

Held in five trade fair halls for the first time ever, E-world explores the future questions of energy. The focus is also on alternative drive concepts.



Electromobility will be a key economic topic in the coming decades. At E-world energy & water, specialists can even test the latest innovations themselves.

The **price of change** can be precisely determined: four billion euros over the next three years. This is how much needs to be invested in the German automobile industry alone to reach electric car targets for the near future. And that's only the beginning – because the vision of the “electromobility platform” is ambitious. It commissioned the November report by scientists and representatives of the automotive industry, which states that up to one million electric vehicles should be on German roads by 2020.

Figures such as these not only point to global challenges, but also to the potential of alternative drive principles. To this end, the eleventh E-world energy & water will be showing the status of alternative mobi-

lity – and its future – in the special exhibition “Future of mobility”. The exhibition will be rounded off with various opportunities for visitors to test alternative drive technologies themselves.

Driving the discussion

With this special show, E-world is consistently expanding on the strategy it has been following for years, which is to present market-relevant topics in a trade fair and congress format, making it a driver of discussion in the energy industry. The best example here is the “smart energy” topic area, launched in 2010. Its successful première was one of the factors behind a new E-world record. Well before the registration deadline at the end of October, it became clear that an additional hall would be needed for the next E-world.

“By enlarging E-world with the 7,300 sq m provided in the new Hall 7, a total gross area of over 41,000 sq m will be offered across the five halls of E-world,” explain the co-managing directors, Stefanie Hamm of con|energy AG and Klaus Reich, Director Trade Fairs and Exhibitions at Messe Essen.

Signs of “smart energy”

From 8 to 10 February 2011, all the signs will once again point to “smart energy” at E-world. Intelligent networks, meters and integrated home automation will be discussed here, along with the self-supply of energy and energy storage. The fact that the group stand has also been enlarged also points to the increasing relevance of this topic range.

E-world is also living up to its name as the leading fair in European energy and water management with its supporting and congress programmes. On 9 February 2011, the third “Consulate Day” will be held. Along with the programme for foreign consulates, three foreign representations will also have the chance to present their work at a group stand. □

www.e-world-2011.com

The **E-world tour** will also lead through Hall 7 this year – an increase in area of 7,300 sq m.



Trade fair [sək'ses]

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Diagnosis: highly resilient

Prof. Dr Andreas Hufnagel is a doctor and entrepreneur. And joint founder of the PATIENTA health fair. A portrait of a man who works well beyond the 60-hour week.

His mother was a nurse; his father, the boss of a lumber factory – and what does the son become? A doctor. And an entrepreneur. Those who believe that aptitudes are inherited will feel vindicated by the CV of Prof. Dr Andreas Hufnagel – although the 52-year-old's double job title describes his everyday working life somewhat inadequately. Andreas Hufnagel manages a neurological private practice while developing innovative product launches for pharmaceutical companies on the side; he is highly sought after as an expert in complex malpractice suits, while also supervising about a dozen dissertations a year. What's more, he is co-initiator of the PATIENTA health fair, which was held in mid-November for the third time.

One could be concerned about this heavy workload. But at our meeting in Messe Essen's Hall 3, Andreas Hufnagel doesn't seem stressed at all. Quite the contrary: he stayed 30 minutes longer than planned, going

into details about his "experience of a lifetime". "Once you reach a decision, you normally stay on track."

In his case, specialised courses already pointed out the vocational path: English, the natural language of medical research, and mathematics, a scientific interest. He never doubted his choice of profession. Architecture would have appealed to him, and university enrolment quotas were never an obstacle. After all, Hufnagel's gained his university entrance certificate with a grade point average of 1.1.

Neurologist by chance

However, his next professional step was governed by chance. Andreas Hufnagel earned his doctorate at the University Clinic Giessen, 75 minutes by car from where he grew up in the Odenwald area. But as it happened, a job was only available in the neurosurgery department. After one and a half years, Hufnagel had gained a further important insight: treating the brain as an organ would have been too limiting for him in the long run. "I was also interested in the soul."

This was the beginning of a brilliant career as a neurologist. Andreas Hufnagel is responsible for over 90 international publications, and he received more than a dozen awards from 1990 to 1996 alone while employed at the University Clinic Bonn. In 1996, he was appointed Senior Physician at the Neurological University Clinic Essen.

Gods in grey suits

But even with the mandatory 60-hour week, Hufnagel still had room for other interests. He wanted to organise advanced training seminars, but the administration set narrow limits. "I would have had to account for every coffee that I treated an instructor to," Hufnagel recalls with a grin. A provisional solution was offered by a clause in the North Rhine-Westphalian civil service law, which allows up to eight hours of part-time work. That was

"We need more transparency and honesty," Andreas Hufnagel says of the German health care system.



just enough to enable Hufnagel to found Neuro Consil GmbH in 2000. Yet the conditions of the time had little to do with the cliché of doctors as “demigods in white”. “Today the Gods are in grey suits, and they are called managing directors,” says Hufnagel. In the medical system, there wasn’t enough elbowroom for people who like to jog, play volleyball or go to the fitness studio in their rare free time.

On 1 August 2006, Andreas Hufnagel opened a private practice in Düsseldorf. “I treated the first four patients between cans of paint and moving boxes.” This did nothing to diminish his patients’ trust. By early November, the team celebrated its 2,000th patient.

The first general practitioner update, an advanced training seminar for GPs, was also held in 2006. Discussions with Messe Essen led to a new concept: a central, high-calibre and interdisciplinary informational platform for patients, their families and the health-conscious – PATIENTA. Andreas Hufnagel has no doubts whatsoever that Essen is the right city for such an event. “Not only is there a high level of demand in the Rhine-Ruhr area, but also a dense network of experts that is unique around the world.”

“What can we afford?”

For its third edition, PATIENTA attracted over 5,000 visitors. Hufnagel attributes this high figure, along with intensive discussions at the stands, to the high level of information available on the Internet. “Earlier, patients asked: ‘Doctor, what do I have?’ Today, they come with a wealth of knowledge and preconceived opinions.”

Hufnagel welcomes this new level of sophistication, but also knows that without professional grounding, chats and forums can sometimes lead to distorted perceptions. “Someone who doesn’t have a problem with a particular medicine is less likely to express this than someone who has one – even if perhaps only two per cent of the patients suffer from side effects.”

Hufnagel also sees the need for a new culture of dialogue that reaches every part of society. “We need more transparency and honesty” – politicians, in particular, are still too afraid to ask a question that regularly arises in the wake of rising expenses and demographic change: “What can we afford? And what can we no longer afford?”

Comparatively speaking, Hufnagel’s specialist field utilises a lower level of technology. Neurology is a “talking medicine”; in the case of ailments such as epilepsy or migraines, 80 to 90 per cent of diagnostics consist of anamnesis, i.e. patient case histories. But psychological disorders are on the increase. The treatment of age-related illnesses such as dementia or cognitive impairments will soon take up 40 per cent of the medical services for the 60+ generation, and increasing numbers of young people are suffering from stress.

The term “burnout” has long since entered the general vocabulary.

Andreas Hufnagel would have to be very remiss indeed not to have given this topic some thought. His personal diagnosis: “People who suffer from burnout place high standards on themselves – standards which are often impossible to fulfil, both physically and mentally. This leads to a dangerous spiral. However, some people are particularly tough. And I am probably one of them.”



Hufnagel also trusts in the counterbalancing effect of family. “After all, my wife has known me for 30 years” – she persistently set limits, e.g. during his postdoctoral qualification. “‘You still have to tuck the kids in at night,’ she told me at the time. Every evening.” But he doesn’t want to underplay the effect of stress. Today, Hufnagel’s daughters are 25, 22 and 17 years old. The two oldest have no intention of becoming doctors. “They grew up at a time when we frequently talked about extreme workloads at home,” says Hufnagel.

On the other hand, the oldest daughter, a budding film producer, “is as much a workaholic as I am”. And statistically speaking, heredity may still come into play. For studies show that not every girl dreams about becoming a doctor. Only every third. □

www.patienta.de

A break from the fair: Andreas Hufnagel met with ESSEN AFFAIRS on the sidelines of the PATIENTA health fair.



For all the senses

Traditionally, spring begins a bit earlier at Messe Essen. From 9 to 13 February, Haus Garten Genuss will be presenting everything that makes life more beautiful.

The former "Haus und Garten" is now called "Haus Garten Genuss". This longer name signalises that Messe Essen is devoting even more space to the beautiful things in life at the spring exhibition. All five

senses are appealed to here: imaginative garden landscapes and modern decorative ideas are a feast for the eyes; the ears take in the gently rippling fountains in themed gardens; there's a spring-like scent to the air at the florists' shows; products for home use can be touched and tested; and after so much inspiration in six halls, a range of culinary delights are waiting in the restaurants and food stands. Following the première of the "winegrower's village" in 2010, a select group of specialty food vendors will present their delicacies this year.

Crowd-pullers at the spring exhibition traditionally include creations by florists.



Do-it-yourself or ready-made

Modernising, renovating, saving energy, financing – the range of topics in the special exhibition area is diverse. Do-it-yourself enthusiasts will find practical guidance here. For example, there will be live demonstrations by professionals – showing how to build a greenhouse, or make home life a bit cosier with colours and wallpaper.

The 2011 Essen House & Estate Congress, which will be held in the Grugahalle on 9 February – the first day of the fair – will cover all these topics and more. The focal points of the congress, co-sponsored by Sparkasse Essen and Essen's public utilities, will be eco-renovation, property values, demographic change and its effect on the housing industry, and leakage tests for estate drainage pipes. □

EQUITANA 12.–20.03.2011

"All horses to Essen": EQUITANA will stay true to its slogan in the future. By signing a ten-year contract, Messe Essen and Reed Exhibitions Germany sealed their partnership for a further five events through to the year 2019. "EQUITANA is a jewel in Essen's trade fair crown. We are proud to be able to host the event for a further ten years," explained Frank Thorwirth, Chairman and CEO of Messe Essen. "As the birthplace of EQUITANA, Essen will remain the trade show capital of the equestrian world," said a pleased Hans-Joachim Erbel, Managing Director of Reed Exhibitions Germany. Some 200,000 equestrians and horse enthusiasts will get the chance to view 1,000 horses of 40 different breeds from 12 to 20 March at EQUITANA, which since its première in 1972 has developed into the world's largest trade fair for equestrian sports. The supporting programme, offering nearly 1,000 hours of equestrian-related events, is also in a class of its own. The highlight here will be the HOP TOP Show, which carries the promising name FABULOSO this year.

www.equitana.com



Forum Innenraumhygiene 15.–16.02.2011

Ever-more stringent

hygienic and health-related regulations apply when building and renovating indoor spaces. Innovative solutions will be presented at the third Forum Innenraumhygiene



(German Indoor Hygiene Forum), which is being presented by SHK NRW, an HVAC trade association. The cross-industry forum targets a range of different professions and institutions, for example architects and planners, doctors and technicians, public health authorities and universities. In addition to the congress, the programme includes a trade exhibition under the patronage of the German Federal Environmental Agency. For the first time in 2011, the Indoor Hygiene Task Force will also be awarding the European Indoor Hygiene Prize for outstanding entrepreneurial and technological achievements.

www.innenraumhygiene.com

easyFairs Gefahrgut

02.–03.02.2011

Information needs on the topics of hazardous materials and load securing are high – not least due to complex legal regulations. But there has never been a common platform on the German trade fair landscape for interested companies and vendors. The first ever easyFairs GEFÄHRGUT will be filling this gap. The solutions presented here cover the entire process chain, from classification, labelling and packaging, through storage and transport, to waste disposal. A trade conference exploring new legis-

lation on dangerous goods will round out the première concept.

www.easyfairs.com



Techno-Classica Essen 31.03.–03.04.2011

Even in 2010, a year of financial crisis, the market for classic cars remained stable. Some 172,800 visitors arrived at Techno-Classica Essen this April. With economic recovery underway, SIHA, the organiser, expects the 23rd edition of the global fair for vintage, classic and prestige cars, motor sports, motorcycles, spare parts and restoration to have just as strong a showing. Techno-Classica is a must – not just for collectors, but also for investors. The automobile treasures sold here give their new owners "the prospect not only of fun and pleasure, but also of a respectable profit – according to data from the last ten years, an average of 5.67 per cent annually," as SIHA proudly proclaims.

www.siha.de

A full quartet

The quartet is now complete: with the Brazil Welding Show, the global fair SCHWEISSEN & SCHNEIDEN will be held from autumn 2011 in all four BRIC countries.

Photo: shutterstock

São Paulo is the largest industrial megalopolis in Latin America – and with eleven million residents, one of the largest urban centres of the world.

It's nice when fiscal analysis can be summarised in one sentence: "The economic prospects are outstanding and the finances solid." This was how the *Handelsblatt* reviewed Brazil's economic health in mid-December – without forgetting to communicate to its German readers that the notion of a "sleeping giant" is long since outdated. "In 20 years, Brazil will be the fifth-largest economic power in the world, ahead of Germany."

Sporting events and economic booms

A total of 191 million inhabitants make Brazil the most populous country in South America. But it is primarily state investments that ensure the continually high domestic demand and growth rates of five per cent or more. And major sporting events will guarantee that the continent's economic engine runs at full steam over the coming years. For the 2014 FIFA World Cup and the 2016 Summer Olympic Games alone, diverse studies have predicted an investment volume of over 40 billion euros.

The Expo Center Norte is home to Brazil Essen Welding. It will be held in parallel to the *Corte & Conformação de Metais* trade fair, South America's most important industry meeting point for metal forming and manufacturing.

There is a strong demand for European engineering – whether for airport and stadium construction, for the traffic infrastructure, or for security and environmental technology. And Messe Essen offers the perfect presentation platform for this. From 18 to 21 October, the first Brazil Welding Show will be held in São Paulo, the industrial heart of Brazil. For its première, the trade fair will cover 40,000 square metres of exhibition space in the Expo Center Norte, one of the most modern and versatile exhibition centres in Latin America.

A strong partner

The trade fair gives international firms in the welding and metal-forming industry the chance to demonstrate their latest innovations in one of the largest growth markets in the world.

A professional audience is assured – after all, the Brazil Welding Show will be held in parallel to *Corte & Conformação de Metais*, organised by the trade fair partner Aranda Eventos. At its sixth edition in 2009, South America's largest meeting point for metal forming and manufacturing pulled in some 7,500 visitors – 80 per cent of which were executives.

As the first trade fair it has organised in Brazil, the Brazil Welding Show is the next step for Messe Essen in terms of internationalisation. And having successfully exported the global fair SCHWEISSEN & SCHNEIDEN to China, India and Russia, the quartet of BRIC countries is now complete for the first time in Messe Essen's corporate history. □

www.schweissen-schneiden.com



**MESSE
ESSEN**

Place of Events



2011

25.-28.01. IPM*

International trade fair for plants, technical equipment, floristry, sales promotion

02.-03.02. EASYFAIRS GEFÄHRGUT

Trade fair for dangerous goods, hazardous materials and load securing

08.-10.02. E-WORLD ENERGY & WATER

International trade fair and congress

09.-13.02. HAUS GARTEN GENUSS

The spring fair for the entire family

15.-16.02. FORUM INNENRAUMHYGIENE

Congress and trade fair for indoor hygiene

23.-27.02. REISE + CAMPING

International fair for travel, tourism, camping & caravanning

25.-27.02. FAHRRAD ESSEN

Trade fair for bicycles, accessories and leisure

25.-27.02. ANGEL SPORT ESSEN

Adventure and shopping venue for fishermen and nature lovers

12.-20.03. EQUITANA

The global fair for equestrian sport

31.03.-03.04. TECHNO-CLASSICA ESSEN

The global fair for vintage, classic and prestige automobiles and motor sport

14.-17.04. FIBO

International trade fair for fitness, wellness and health

14.-17.04. FIBO POWER

Europe's main meeting point for the bodybuilding and weight training scene

05.-07.05. BRIEFMARKEN

International stamp fair

10.-14.05. METPACK

International trade fair for metal packaging

24.-26.05. KIOSK EUROPE EXPO*

International trade fair for self-service terminals

24.-26.05. DIGITAL SIGNAGE EXPO*

International trade fair for digital signage

25.-28.06. MODATEX FASHION FAIR*

International trade fair for wedding and evening wear

27.-29.09. DVS EXPO

DVS Congress (Hamburg)
Accompanying exhibition in CCH Hamburg

TRADE FAIRS ABROAD:

23.-26.05. RUSSIA ESSEN WELDING & CUTTING

International trade fair joining, cutting, surfacing (Moscow)

02.-05.06. BEIJING ESSEN WELDING & CUTTING

International trade fair joining, cutting, surfacing (Shanghai)

26.-28.09. IPM DUBAI

International plants expo Middle East (Dubai)

26.-28.09. WOP DUBAI

International perishables expo Middle East (Dubai)

September FLOWERS IPM TECH MOSCOW

International exhibition of horticultural equipment (Moscow)

18.-21.10. BRAZIL WELDING SHOW

With Corte & Conformação de Metais by Aranda (São Paulo)

22.-24.11. REIFEN CHINA

Asian Essen Tire Show (Shanghai)

* Only open to trade visitors.

All dates as of December 2010. Subject to change.



Grugahalle

25.01. H. DEICHMANN-SCHUHE
GMBH & CO. KG Annual conference

29.01. SUBERG'S Ü-30 PARTY
Party and fun

05.02. DER FAMILIE POPOLSKI
From Zabrze with Love

06.02. FILM & DVD FAIR

09.02. HOMEOWNERS' CONGRESS

12.02. MYSTIC WORLDS
The return of the Shaolin Monks

19.02. DIETER NUHR
Keeping it Calm

21.02. SPARKASSE ESSEN
Annual awards "PS-Sparen"

02.03. DR. ECKART VON HIRSCHHAUSEN
Tokens of Love

04.03. ESSEN PUBLIC CARNIVAL
Gala

13.03. PUR
"Live and unplugged"

19.03. ATZE SCHRÖDER
Revolution

26.03. SUBERG'S OVER-30 PARTY
Party and fun

28.03. NILS LANDGREN
& THE BOHUSLÄN BIG BAND
Featuring the music of Cole Porter

20.04. RWE AG
Annual General Meeting

05.05. E.ON AG
Annual General Meeting

12.05. HOCHTIEF AG
Annual General Meeting

15.05. HERBERT KNEBEL SOLO
I think I'm ruined...

18.05. CITY OF ESSEN
Staff conference

05.06. FESTCOMMERS
Union of Catholic German Student
Fraternities (CV)

Congress Center Essen

24.-25.01. H. DEICHMANN-SCHUHE
GMBH & CO. KG collection presentation

19.02. SYMPOSIUM ON EDUCATIONAL POLICY

03.-05.03. XXXII. DGKJP Congress

22.-26.03. 62ND WORK CONFERENCE
OF THE GERMAN COUNCIL FOR
PSYCHOSOMATIC MEDICINE (DKPM)

22.-26.03. 19TH ANNUAL CONFERENCE
OF THE GERMAN SOCIETY FOR
PSYCHOSOMATIC MEDICINE AND
MEDICAL PSYCHOTHERAPY (DGPM)

04.-06.04. COMPETENCE NETWORK -
STEM CELLS

10.05. WIND ENERGY TECHNOLOGY DAY

18.05. MEDION AG
Annual General Meeting

08.06. STB MARKETPLACE

All dates as of December 2010. Subject to change.



One of the most successful German pop bands: PUR, fronted by lead singer Hartmut Engler (4th from left), will make a guest appearance on 13 March in the Grugahalle.

Photos: PR (2), Stephan Pick

Pure like never before

On the occasion of its 30th anniversary, PUR will certainly live up to its name.

For the first time ever, one of the most successful German pop groups will go on tour unplugged. They will also be playing one night in Essen.

They actually wanted something more intimate. PUR hoped to celebrate its 30th anniversary this year in small venues that hold 1,000 spectators or less. But the band is simply too successful. So for the “Live and Acoustic” tour, Germany’s largest arenas are now on the agenda – for instance, Essen’s Grugahalle, where PUR will make a guest appearance on 13 March.

Fulfilling a wish

At the end of the day, PUR fans are just as legendary as the band’s live appearances. The band provided a foretaste of the coming tour in two concerts held at the Scala in Ludwigsburg on 15 and 16 October 2010. Here, just a few kilometres from their Swabian home-

land, material was recorded for the band’s third album – live and unplugged. Some 500 tickets were sold out in a mere 90 minutes.

And no wonder: on the anniversary album, available in stores since 10 December, PUR shows the purest side of itself – only voice and instruments, without electric guitar and synthesiser. “We’ve always wanted to play our biggest hits unplugged,” says lead singer Hartmut Engler, who will also publish his autobiography in March.

Listen carefully or even flip out

Another novelty for the band is that all the concerts will feature full-house seating. “An acoustic per-

Modern ambience

The renovated Essen Hall in Messe Essen's Congress Center East was opened in September 2010 with state-of-the-art technology and con-



temporary design. Light wood graces the ceilings and walls, making the 720 sq m room, which seats up to 700 guests, seem even larger and more comfortable. Suspension points allow ceiling mounts to be suspended; the beamer built into the ceiling lift can be used at the push of a button. What's more, the new lighting system provides optimal lighting for every auditorium or stage presentation. With the Essen Hall, together with

the Ruhr Hall (modernised in 2008), and daylight-flooded exhibition and catering areas in the entrance hall, the Congress Center offers the ideal platform for successful events.

www.cc-essen.de

formance requires the appropriate listening ambience," Hartmut Engler explains the decision. "But that doesn't mean the audience can't flip out."

And fans are sure to do so, especially with PUR inviting them on a musical journey of its greatest hits. Ever since the album *Seiltänzertraum* (1993) was bought by more than 1.5 million fans, every new release by PUR has shot straight to the top of the charts. Just two years later, the album *Abenteuerland* made PUR the most commercially successful pop band in Germany. PUR has also received numerous honours – the band has taken home the "Echo", Germany's biggest music award, four times.

No prima donna antics

But thoughtful German texts and catchy melodies are not enough to explain such enormous popularity. Fans also love PUR for the band members' down-to-earth personalities and lack of prima donna antics. What's more, the band is socially committed; meanwhile, their benefit concerts and donations have reached six-digit figures. The fact that PUR has remained faithful to its fans after three decades was shown once again shortly before Christmas. In a televised charity telethon for children, the band presented its new acoustic hit *Abenteuerland*, joined by a children's choir. Full proceeds from the single will go to the children's charity "Ein Herz für Kinder". "Those who have the opportunity to help children in need should take an active stance in doing so," says Hartmut Engler.

www.pur.de

Amusing doctor

Eckart von Hirschhausen has a medical degree. But he is known as a bestselling author and cabaret artist. How do these two areas fit together? Von Hirschhausen familiarises his audience with medical expertise in a highly playful manner. In his new stage programme *Tokens of Love*, Germany's most amusing doctor examines the most powerful of all emotions, answering a few unresolved questions in the process. For example, "What's more convincing: a gift of 100 red roses or emptying the rubbish bin?" He promises to answer this and other questions on 2 March in the Grugahalle.



www.hirschhausen.com

Crazy family

Three years ago, sensational news astonished the music scene: nearly all the top hits of the last decades have been stolen. The actual authors of the songs are the members of an impoverished and completely unknown musical family from Poland: "The Popolski Family". No, this news isn't real, but the pretence only makes the stage show of Achim Hagemann and his musical colleagues zanier (and guaranteed to be grammatically incorrect). This crazy family promises "an evening of love and harmony with the audience" when they perform in the Grugahalle on 5 February.



www.the-pops.de



Photos (4): PR

Locations with energy

Two companies have shaped the face of Essen. In the north of the city, ThyssenKrupp has reached the key milestones for a city district that sets new standards around the world. Now E.ON Ruhrgas has also moved into its new corporate headquarters – directly across from Messe Essen.

Relocating in one weekend – anyone who has tried this with a large private household will be aware of the logistical pitfalls. But a huge company? In mid-October, E.ON Ruhrgas AG proved that this is possible. Some key figures reveal the effort behind the move: well over 24,000 cardboard moving boxes were packed, and 180 movers were hired to ensure that 1,800 employees could continue the work on Monday that they were doing on Friday.

A strong accent

At least the distance involved wasn't monumental. Since its establishment in 1926, the company has been located in Essen. But the venerable headquarters in Huttroper Strasse had become outdated. A redevelopment would have cost nearly as much as the new building, for which the city of Essen offered a striking location: the plot of the former Gruga Stadium directly across from Messe Essen. Those approaching the Ruhr metropolis from the south by car will get a feel for the



A model for the environment: The new corporate headquarters of E.ON Ruhrgas uses 40 per cent less energy compared with conventional buildings.

urban development: on the left, Messe Essen's dynamic west wing – reminiscent of a ship's hull – and on the right, the two elliptical office towers of the E.ON Ruhrgas building. Together, they form a new gate to the city – and set a strong accent.

Standards of efficiency

The office towers, each 63 metres high with 15 floors, are highly visible. However, the five-storey low-rise buildings are just as striking. One enters these through a glazed atrium suffused with light. The complex "sets new standards in many aspects", said Klaus Schäfer, CEO of E.ON Ruhrgas AG since August 2010, on the day of the firm's relocation. "It provides an open, communicative working environment and is a convincing example of energy-efficient architecture."

Compared with conventional buildings of this size, the systems for heating, cooling and ventilation re-

quire 40 per cent less primary energy. The offices can be individually ventilated. A cooling or heating ceiling ensures the desired climate. And befitting an enterprise that developed from a regional distributor into a global player of the gas industry, the power supply is also state of the art. The use of natural gas in a tri-generation production keeps the carbon footprint low; a block heating station is primarily responsible for heating the building. The photovoltaic system on the roofs of the low-rise buildings rounds off the innovative energy concept.

Klaus Schäfer views the new building as a clear commitment to Essen as an energy location. "We've remained faithful to Essen. After all, we have access to an excellent infrastructure here, and the majority of our staff lives in the city and the surrounding region."

A legend on 230 hectares

Meanwhile, in the northern part of the city, the first milestones are being celebrated on the way to an inveterate legend. The name Krupp is intrinsically related to Essen, both in Germany and abroad. In 2006, the executive board of ThyssenKrupp, which employs a staff of just under 180,000 worldwide, decided to relocate from Düsseldorf back to its origins in Essen. But the goal that the company set for itself was much more ambitious: on the 230-hectare area of what was once the largest factory in the world, a new district will be created in the midst of the city. The plan is not only unique in Europe, but represents an "epoch-making decision" for Essen, as Mayor Reinhard Paß stated. Just for comparison: the project "Stuttgart 21", which has been fiercely debated by the public and the media, will offer Stuttgart an area ►



ThyssenKrupp's head office and centre of a new city district: The "Q1" has what it takes to become one of Essen's 21st century landmarks.

gain of 100 hectares. The most important steps have been carried out over the past few months. In June 2010, the ThyssenKrupp Quartier, a building ensemble on a total area of 17 hectares, was opened. At its centre, the headquarters, which thanks to exciting architecture has already become one of Essen's landmarks for the 21st century. A forum for conferences and large events, the "campus" (featuring a large body of water) and two further office buildings are all grouped around the main building.

The head office in view

From the headquarters, the line of sight is automatically directed toward the historic parent house, which 200 years ago was the nucleus of the enterprise. And this is no coincidence, but rather "a symbol of how much we are still connected to our roots", as Dr Ekkehard Schulz, Chairman of the Executive Board of ThyssenKrupp AG, stressed at the building's inauguration ceremony. The eye continues over the 23-hectare Krupp Park with a lake at its centre – a public re-

Tradition-conscious:
From the headquarters,
the line of sight leads to
the Krupp family home –
the nucleus of the company
200 years ago.



creation area. Berthold Beitz Boulevard was completed during the first construction phase. The boulevard is a central transport axis of the Krupp hub and is also part of the exterior ring road around Essen city centre.

So far, the project has cost 300 million euros. ThyssenKrupp attaches great importance to the fact that no subsidies were necessary from the city – not least owing to real estate sales. For the second construction phase, including the “ThyssenKrupp Academy”, two further office buildings and a day care centre, additional investments are estimated within the high two-digit million range.

Corporate showroom

But the ThyssenKrupp Quartier represents much more than the face of the company. It also serves as a showroom for wide-ranging technological competence. Nearly half of the materials and products were

manufactured within the enterprise itself, including elevators and stairs. The company is particularly proud of the sun protection system that has been installed in the complex. Some 400,000 stainless steel louvre blades from ThyssenKrupp Nirosta align themselves automatically to the direction of the sun, preventing direct sunlight while deflecting incident light inside, so that the offices remain bright and cheerful. “There is only one such system being used in the world today – right here in Essen,” says Ralph Labonte, Member of the Executive Board of ThyssenKrupp AG.

Atos Origin selects Essens

The plans of Atos Origin are relatively modest in comparison. On Messeallee, behind the E.ON Ruhrgas headquarters, the software provider is building its new head office for the German-speaking countries, Poland, southern Europe and South Africa. Just under 900 engineers, programmers and management experts will work in the 50 million euro building from 2012.

Intensive discussions preceded the decision, and along with Essen, Düsseldorf also placed a bid for Atos Origin. Apart from shorter travelling distances for most employees and proximity to the large energy suppliers, the decision for Essen was ultimately based on a “gut feeling”. “We feel as though we’re in good hands here,” says Winfried Holz, CEO of Atos Origin Germany. □

Some 400,000 stainless steel louvre blades were produced in-house for effective sun protection.



www.eon-ruhrgas.com

www.thyssenkrupp.com/quartier

www.atosorigin.com

"Not an either-or"

The Essen-based entrepreneur Reinhard Wieseemann is planning a unique project in Germany: the "Generational House" will combine senior-friendly living with jobs for young freelancers.

ESSEN AFFAIRS: Mr Wieseemann, how did you come up with the idea behind the Generational House?

Reinhard Wieseemann: I had the inspiration on the beach last summer in Florida. It was a blend of two ideas: I had always wanted to work on a project to help the elderly and the young. Then there was the "co-working" concept, which I developed while working on the "Unperfekthaus" ("Imperfect House").

In February 2011, the first tenants are slated to move in. Take us on a quick tour of the building site.

The ground floor will be a group store. This may involve glass-encased areas and a divided floor area – similar to trade fair booths. The final look will be decided together with the tenants. Above this floor will be a 15-room flat share for young people. Then three floors with 18 senior-friendly residential units – but luxurious enough for 40-year-olds. The "co-working" floor over these units will resemble a large garden: with desks separated by hedges and a conference room in the form of a watering can spread over four square metres. And right on top, we will build a new floor: a roof garden that runs outside around the entire perimeter, with a barbecue area and panorama views, plus a winter garden inside with a shared kitchen and supermarket.

A supermarket directly in the house?

Yes! One of the jobs for younger people will be to take care of food provisions. Anyone who wants to buy a product can hold it under a scanner; payment will be based on the honour system.

Sounds exciting, but also expensive. The investment volume is said to be 1.8 million euros.

It will be much more expensive. But there are already more than twice as many applicants for the 40 flats and 50 jobs. We won't have a problem filling the place!

Still, what about your business model?

I have a "fuzzy business model" with lettings, services, a neighbourhood club and more. But I don't believe in planability. I am thoroughly convinced that a vast array of opportunities will open up when the project gets underway.

And when do you move in?

Right away! After all, I need to have a feel for any problems that develop. What's more, I am 51 now, and this house is my idea of the perfect way to grow old.



Photo: Alexandra Umbach

At age 19, Reinhard Wieseemann founded the IT company "W&T". Today, the 51-year-old is a social entrepreneur – and still open to experiments.

Since 2004, this has provided a platform to over 200 creative individuals for presenting their work – financed solely through visitors' admission fees.

But the "Imperfect House" is merely a "window", not an office. And the more I thought about the two ideas, the clearer it became: they should be connected!

What do pensioners have in common with people setting up a business?

Their respective interests. Today, pensioners either live in old-age homes with little privacy or at home – where they are comfortable, but lonely. We want to combine the advantages of both; this isn't an "either-or"! Young people want to build something up; they want to network and make money. Why shouldn't seniors help young entrepreneurs by providing contacts to their former companies? Or a professor commission an illustrator when he needs an image for a book? After all, altruism and egoism aren't contrasts.

Answer our contest question and win one of five prizes! Good luck!



Photos (2): PR

1st prize

A weekend of discovery in the cultural capital Essen:

EMG – Essen Marketing GmbH invites you to an eventful weekend in the cultural capital Essen. In 2011, Essen will celebrate the anniversary “200 years of Krupp” with interesting exhibitions and events, e.g. in the Villa Hügel



(photo above). The exploratory programme (transportation to and from Essen not included) includes a visit to the exhibition, a tour of the UNESCO World Heritage Site “Zollverein” and an evening event: your choice of opera, theatre, dance or vaudeville – Essen’s event calendar is varied. We would be pleased to organise an individual programme for you! Your overnight accommodation will be courtesy of the 4-star Superior ATLANTIC Congress Hotel at Messe Essen.



2nd prize

He has little time for theories; anything ostensibly academic is far removed from his artworks: Stefan Godecki is a photographer among painters. In paintings such as *Nightdance*, he searches out that special moment, making it visible for us. This prize is a **hand-signed and limited edition art print** in 30 x 30 cm format.



3rd prize

This **four-wheel trolley** made of polycarbonate is extremely light and resistant. With a 28-litre volume, it is an ideal companion on business trips. The Messe Essen Edition package also includes a heavy-duty combination lock.



4th prize

Richartz stands for “tomorrow’s classic” – the perfect way to describe this **manicure set** made of high-quality leather with a stainless steel magnetic clasp. High-class instruments are naturally included.



5th prize

The **STRUKTURA Vinum** by Richartz is a French sommelier corkscrew set in contemporary form – combined with the notable **Johnson wine guide** (available in German and English), it’s the perfect gift for those who have everything.



Participate and win!

Which anniversary is the company Krupp celebrating in 2011?

- a) 100th
- b) 150th
- c) 200th

From all the correct entries, we will be raffling off a weekend of discovery in the cultural capital Essen, one art print *Nightdance*, one trolley, one manicure set and one wine connoisseur set. 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 April 2010.

We wish you the best of luck!

The judge’s decision is final. Employees of Messe Essen GmbH or companies involved in the production of this issue may not enter.

ESSEN.WELCOME.

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ESSEN

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Photos (2): PR



READERS' SURVEY Tell us what you think!

How do you like ESSEN AFFAIRS?

Your opinion is important to us! Help us by answering the questions on the back side – so that we can make ESSEN AFFAIRS even better for you!



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

... the contents / the topics?

☐ excellent ☐ good ☐ satisfactory ☐ not at all

... the optics / the layout?

☐ excellent ☐ good ☐ satisfactory ☐ not at all

How much do you read, roughly, in one issue?

☐ I read (nearly) everything ☐ less than half
☐ less than half ☐ I only leaf through it

How long do you spend reading an issue?

☐ more than an hour ☐ up to one hour
☐ more than 30 minutes ☐ 30 minutes at the most

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What else would you like to tell the editors?

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