

ESSEN

THE MAGAZINE FROM MESSE ESSEN

AFFAIRS

MESSE
ESSEN

Place of Events

GREEN ANNIVERSARY

30 years of the IPM –
the path to the world's
leading trade fair

GOOD LUCK, DOCTOR!

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Düsseldorf
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Frank Thorwirth,
Chairman and CEO of Messe Essen



Egon Galinnis,
Managing Director of Messe Essen

Dear Readers,

Essen always was a city full of energy. Once, coal mines and smoking chimneys were its image. Today, the Ruhr metropolitan region is still home to internationally important energy concerns. But the corporate landscape has become broader in the energy sector. This change is also reflected in the history of Messe Essen. In the 1950s, our company still hosted the German mining exhibition. Today, it is the venue for several leading trade fairs for next-generation technologies that make a significant contribution to the more effective use of energy and water. Our cover story is dedicated to this topic, the importance of which is still underestimated (starting on page 8).

Our review of the 30-year history of the International Plant Fair (IPM) Essen also shows how times have changed. We are proud of the fact that we, and our partners, have made a contribution to changing the face of the industry, which is much different than when the IPM debuted in 1983 (starting on page 16). And yet another new beginning: Essen is now also an innovative centre for top-quality medical care. We will give you insights into this impressively diverse competence of our city (starting on page 34).

We hope you enjoy reading the new issue.
Best regards,

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

Frank Thorwirth
Chairman and CEO of
Messe Essen GmbH

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

Egon Galinnis
Managing Director of
Messe Essen GmbH





- 3 Editorial**
by Frank Thorwirth
and Egon Galinnis
- 5 Imprint**
- 6 News**
from Messe Essen and the city

TITLE

- 8 Beautifully conscious**
Everyone's talking about a change in energy policy. But experts know that energy and water efficiency are just as important. And the greatest potential here can be found in one's own home. SHK Essen, E-world energy & water and DEUBAU are pointing the way toward a new sustainability
- 11 "The path lies in a combination"**
Klaus Jesse, President of the German Industrial Association for Building Services, Energy and Environmental Engineering (BDH) and Chairman of the SHK Advisory Board, on strategies of modern heat production

TRADE FAIR

- 16 Let's talk about flowers**
The International Plant Fair is celebrating a major anniversary – a look back at 30 years that changed an entire industry
- 20 "A bit of an adventure"**
Thorsten Erhardt and Markus Freitag on the comeback of the mobile holiday, the Hymer Group's strategy, and the unique feeling of being at home on the road
- 22 Heart palpitations guaranteed**
The Essen Motor Show impressively highlights its claim as a motor sport and tuning event in a class of its own

- 24 Well connected**
He's head of the German Association for Welding and Allied Processes (DVS) and research is his passion. But Dr Klaus Middeldorf learned a good deal from baby's nappies
- 26 Preview**
HAUS GARTEN GENUSS, LEBEN plus KOMFORT, REISE + CAMPING, FAHRRAD ESSEN
- 27 Calendar**
All the dates at a glance
- 28 From Essen into the world – and back again**
A portrait: Messe Essen's Foreign Fairs and Exhibitions division
- 32 A continent's magic**
Pulsating rhythms, unbelievable artistry and exuberant joy of life: this is the fascination of "Mother Africa". On its anniversary tour, "Circus of the Senses" will visit the Grugahalle

ESSEN

- 34 Good luck, doctor!**
From cancer to strokes, in Essen, excellent physicians are looking for new ways to fight the major diseases of our time
- 38 Images of power – power of images**
On the occasion of its 200th anniversary, two high-calibre exhibitions are being dedicated to the Krupp legend
- 39 Contest / readers' survey**

IMPRINT

Publisher: Messe Essen GmbH,
Postfach 10 01 65, 45001 Essen, www.messe-essen.de

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Image processing: Lothar Kempkes

Photo credits: Rainer Schimm, Messe Essen;
Schacht 2 – Studio für Werbefotografie (unless otherwise
credited)

Cover image: depositphotos

Realisation: Maenken Kommunikation GmbH,
Von-der-Wettern-Str. 25, 51149 Cologne, www.maenken.com

Printing: Woeste Druck + Verlag GmbH & Co. KG,
Im Teelbruch 108, 45219 Essen-Kettwig, www.woeste.de

Print run: 17,000 copies

Publication date: 4 November 2011

From Düsseldorf to Essen

hogatec starts up with a new concept



From 2012 onwards, hogatec, the most important trade fair in the hotel and restaurant industry in western Germany, will be held in Essen. "Messe Düsseldorf and industry representatives agree that the region needs a

trade fair like hogatec. The demand for an expansion of hogatec to include food and beverages became increasingly louder. But our hands are tied here in Düsseldorf due to overlaps with existing fairs in these exhibition categories. The path is now clear for a stronger focus on the food and beverage segment in Essen," explains Werner M. Dornscheidt, CEO of Messe Düsseldorf GmbH.

"The trade fair companies in Düsseldorf and Essen have already had good experience in teaming up for various foreign projects and will now promote a national product together," says Frank Thorwirth, Chairman and CEO of Messe Essen GmbH. "We can also guarantee hogatec



The hogatec advisory board was impressed by the new Messe Essen concept. Pictured are the participants of the summer meeting (from left): Kirsten Eißer, Andreas John (both Messe Essen), Klaus Hübenthal (Dehoga NRW), Dierk Kraushaar (Dehoga, System Gastronomy division), Frank Kienle (Industrieverband Haus-, Heiz- und Küchentechnik e.V.), Mara Frahn (Messe Essen), Olaf Offers (Dehoga NRW), Anja Herberg, Nin Leuffgen (both Messe Essen), Jan Gerlach (Metro Group Cash & Carry), Ernst Fischer (Dehoga federal association), Burkhard Randel (Meiko Maschinenbau GmbH & Co. KG), Egon Galinnis (Messe Essen), Siegfried Päsler (Verband der Hersteller von Gewerblichen Geschirrspülmaschinen e.V.), Sabina Großkreuz (Messe Essen), Manfred Pohlschmidt (Hupfer Metallwerke GmbH & Co. KG), Ingrid Hartges (Dehoga federal association), Ann-Kristin Piel, Nina Schnabel (Messe Essen), Günter Kuhn (K&P Consulting GmbH).

the long-term schedule stability so desired by the industry."

The hogatec advisory board has already set the course for a conceptual reorientation. It unanimously adopted the new marketing concept and four-pillar model. Exhibitors now have access to

the areas food, beverages, technology, systems, services and ambience, design and equipment. The first hogatec in Essen will open its doors from 2 to 5 September 2012.

www.hogatec.de



Geo-T EXPO

Premiere in a growth market

Geothermal energy is one of the most important renewable technologies of the future. Experts are predicting a rise of the generated electricity capacity from approximately 6.6 megawatts today to 6,000 megawatts by 2050. North Rhine-Westphalia is already a leader here. "Practically every product and service demanded by the growing international



NRW Environment Minister Johannes Rimmel stressed the pioneering role of the largest federal state in Germany at the first press conference for the Geo-T EXPO.

geothermal energy market is offered in North Rhine-Westphalia," said Johannes Rimmel, NRW State Minister for Climate Protection, Environment, Agriculture, Nature and Consumer Protection, at the press conference for the premiere event. Messe Essen and Lorenz Kommunikation will be hosting their first international industrial fair for geothermal energy.

From 22 to 24 October 2012, the Geo-T EXPO brings together the geothermal energy sector. The accompanying congress offers an additional dialogue platform for experts from all over the world. "With the Geo-T EXPO, Messe Essen once again proves it is a location with top expertise," says Frank Thorwirth, Chairman and CEO of Messe Essen. "Due to our long-standing experience from events in the energy sector, we have the required know-how and contacts." Along with the NRW Ministry of the Environment, EnergieAgentur.NRW and several important geothermal associations are supporting the new trade fair.

www.geotexpo.com



Partners for the Geo-T EXPO (from left): Dr Eckehard Büscher, coordinator for German geothermal activities on an international level at the federal geothermal association Geothermischen Vereinigung (GtV), Dr Frank-Michael Baumann, Executive Director of EnergieAgentur.NRW; Marietta Sander, Executive Director of the International Geothermal Association (IGA); Frank Thorwirth, Chairman and CEO of Messe Essen; Klaus Lorenz, Executive Director of Lorenz Kommunikation and Holger Born, International Geothermal Center.

Newly organised fair trio

More beautiful, better and healthier

Until 13 November 2011, Messe Essen visitors will profit from a perfect triad for the first time ever. Mode Heim Handwerk, the largest consumer exhibition in North Rhine-Westphalia, will be held under the slogan "Living more beautifully". But there's a lot more on offer alongside its nine-day run. At the speciality fair "NRW – vom Guten das Beste", from 10 to 13 November, and the health fair "gesund.leben", from 11 to 13 November, visitors will find everything that makes life more beautiful, better and healthier.

Over 650 exhibitors at Mode Heim Handwerk invite attendees to browse, shop and discover. A good deal of fun and amusement is guaranteed, e.g. at the special exhibition "Adventure Africa". Regional delicacies can be tasted at the specialty fair "NRW – vom Guten das Beste", which features a larger area spread over 2,600 square metres this year. Last but not least, the educational and interactive programme of the redesigned "gesund.leben" focuses on prevention. The focal points of the fair's premiere include children's health and intestinal health.

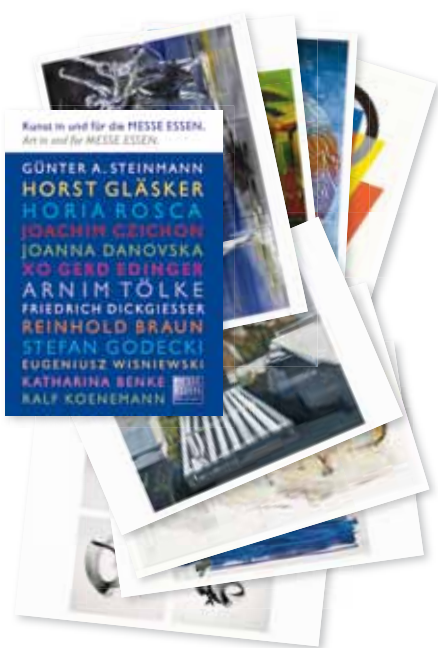


***Browse and discover** – this is the philosophy of Mode Heim Handwerk, enhanced this year by the special exhibition "NRW – vom Guten das Beste" and the redesigned health fair "gesund.leben". Together, they create an interesting overall programme.*

www.mode-heim-handwerk.de

www.nrw-dasbeste.de

www.gesundleben-essen.de



Retrospective

13 artists in one swoop

Over 7.5 million potential visitors: over the past five years, Messe Essen has given art a major forum that is highly unique. To end the six-month temporary shows, selected works by the 13 exhibited artists can be viewed until 30 June 2012. The retrospective in the park restaurant and hall 11 gallery of Messehaus Ost focuses on works that draw strongly on the region. It underlines Messe Essen's permanent commitment to art and culture. Speaking of permanent, an accompanying postcard collection has been published for the current exhibition.

www.messe-essen.de

DVS Expo supplements DVS Congress Top-class accompaniment

The German Association for Welding and Allied Processes (DVS) and Messe Essen are pleased about a top-class premiere. At the DVS Expo, dated from 27 to 29 September 2011 in Hamburg, 154 companies from 16 countries presented their products, services and technologies for joining, cutting and coating on 7,000 square metres of exhibition space. With it, the two partners, who together are responsible for the world's leading trade fair SCHWEISSEN & SCHNEIDEN, provided exhibitors with a B to B platform that ran parallel to the DVS Congress 2011 and informed 1,200 top-class professional visitors and industry representatives about new processes and technologies.

www.dvs-expo.de



Beautifully conscious

Everyone's talking about a change in energy policy. But experts know that efficiency is just as important. And the greatest potential here can be found in one's own home.

Three trade fairs in Essen are pointing the way toward a new sustainability.



The crucial change came about on one day, to be precise. On 11 March 2011, an earthquake and the resulting tsunami off Japan's eastern coast cut the power supply to the Fukushima nuclear power station.

Over the following days, images of destroyed reactor blocks and concern about the consequences of radioactive contamination gripped the world. ➤





“The biggest innovation in years” – this is how industry insiders describe mini-cogeneration units. They produce enough heat for a single-family home – along with the electricity it needs. Thanks to the principle of combined heat and power, the efficiency rate rises by up to 90 per cent.



Photos (2): PR

In Germany, at least, the Fukushima reactor mishap also created a political chain reaction. Previous plans to transition to the age of renewable energy suddenly became obsolete. In June, the German federal government decided to make a premature exit from nuclear power, by the year 2022 at the latest.

Buildings consume the most energy in Europe

Since then, hardly a day has gone by in which the media hasn't reported on the opportunities and challenges of the energy revolution. Wind parks, photovoltaic plants and electromobility are being discussed more intensively than ever, and not only in Germany. However, as necessary as alternative, eco-friendly forms of energy production are, they cannot be the exclusive answer to future questions. And the greatest challenge, and also the largest potential, isn't just anywhere. It can be found in your own home.

In the 27 member states of the European Union (EU), more than 30 per cent of the final energy consumption is currently attributable to highway traffic. The largest energy consumers, however, are buildings. Over 40 per cent of the world's generated energy is needed by homes, and it is worthwhile taking an even closer look.

Because electricity isn't the lion's share here, but rather heat for rooms and drinking water, at 85 per cent. This means that one-third of the European power requirements flow into our own four walls.

The goal: doubling the refurbishment rate by 2020

But this percentage does not adequately describe the dimension of the task. A final figure is required for this, which can be found in the “EU Green Paper on Energy Efficiency, or Doing More With Less”. EU

Half of the energy in the EU is wasted.

buildings only achieve energy efficiency of 50 per cent. In other words: half the energy is wasted.

This pinpoints enormous potential for improvement. Stephan Kobler, Director of the German Energy Agency (dena), described the situation early this year on the occasion of founding the "Alliance for Energy Efficiency in Buildings": "If we achieve energy savings of 20 per cent in buildings by 2020, we can save about two-thirds of the power produced today by atomic energy plants."

To achieve this, however, a doubling of the energy refurbishment rate to two per cent is necessary. "To reach this, we need five billion euros," Kobler adds.

Cogeneration – the new magic word for heating systems

Aside from the question of financial resources, this goal comes with an enormous technical challenge. So it's no wonder that Klaus Jesse, President of the BDH (German Industry Association for Building, Energy and Environmental Technology) stresses: "Only the combination of renewable energies with highly efficient gas and oil heating systems can achieve these ambitious energy policy goals" (see the interview on this page).

But how can one make heating more effective? One solution here is that citizens can become producers themselves. Mini-cogeneration units are gaining a reputation and conquering the market. They are only about two and a half times as large as a washing



Photo: PR

"The path lies in a combination"

Klaus Jesse, President of the German Industrial Association for Building Services, Energy and Environmental Engineering (BDH) and Chairman of the SHK Advisory Board, on strategies of modern heat production.

ESSEN AFFAIRS: *Mr Jesse, why does the BDH call itself "the association for efficiency and renewable energies"?*

Klaus Jesse: The slogan comes in the wake of a structural change that began around the turn of the century. Since then, our member companies have experienced a rising demand for "linking" renewable energy with classic heating systems. And our slogan describes this approach: only a combination of renewables, e.g. solar heat, with highly efficient oil and gas heating systems, can achieve ambitious energy policy goals.

Your association demands "accelerated modernisation" by 2020. Why aren't things going fast enough for you?

A few figures illustrate this point: here in Germany, there are about 38 million residential units with well over 17 million heat generators. But only 13 per cent of these heat generators are the state of the art. The average age of a gas heating system in Germany is 24 years, and for an oil heating system it's even 26 years! By using a modern heat generator, tenants and owners could easily save 30, 40 or even 50 per cent of the energy.

Why aren't even more homeowners renovating their old systems?

One reason rests with the political framework. On the one hand, at European Union and national level, people are in agreement concerning the savings targets. However, we would like more consistency regarding the incentive programme. Because one thing is clear: we must modernise existing buildings more than ever. The ideal solution for us would be tax deductibility for such modernisation measures.

You were elected Chairman of the SHK Advisory Board in the spring of 2011.

What is your goal?

As a large trade fair in Europe's largest metropolitan area, the SHK has been very successful so far. In the past, however, it has concentrated on the German market. Internationalisation is desirable, and we are pursuing this goal at the SHK, for example with the BeNeLux Day.

machine, but produce enough heat for a single-family home – along with electricity.

Heat and power cogeneration is the magic word. Unlike huge power stations on green meadows, efficiency rates of up to 90 per cent are possible. German enterprises are leading the way with the most important technological innovations: Viessmann and Brötje, for example, and also Vaillant. The heater spe- ▷

In London, 900 million litres of water seep away – every day.

SHK ESSEN – meeting place for water and heating experts



SHK ESSEN is a must for innovative companies, craftsmen, wholesalers, planners and architects. More than 50,000 professional visitors are once again expected to attend the trade fair for sanitation, heating, air-conditioning and renewable energies from 7 to 10 March 2012.

“Technical perfection meets aesthetics” – this is how Wolfgang Burchard, Managing Director of the country’s sanitation industry forum, Industrie-Forum Sanitär (IFS), describes the major trend in bathrooms. A second focus of the upcoming SHK explores drinking water systems with top hygienic standards.

In the “heating” exhibition area, the latest solutions for cost-efficient heat production will be presented. Sustainability in all its facets is a topic – from the market sector of combined heat and power to renewable energies such as solar heat, near-surface geothermal energy and wood- or pellet-burning stoves to heat recovery. A further focal point is controlled space ventilation, which – when correctly implemented – can effectively contribute to a sense of comfort and well-being.

The industry will also live up to its responsibility with two new classification systems, which are setting international benchmarks: the Water Efficiency Label (WELL) will be presented for the first time ever in Essen on the basis of practical products – together with the Thermostatic Efficiency Label (TELL), the counterpart for thermostatic valves.

www.shkessen.de

cialist based in Remscheid, North Rhine-Westphalia began serial production of mini-cogeneration units in the Ruhr metropolitan area this July. The target of the Gelsenkirchen factory is to produce 1,000 systems annually. Incidentally, this is also a good example showing that the search for new solutions also leads to new partnerships: the Japanese automotive company Honda is supplying gas engines for the cogeneration units.

Decentralised, more flexible, more personalised

Our future power supply needs to be decentralised. According to Matthias Kabus, this will also make it more flexible and personalised. Not every citizen has

to be his or her own producer, explains the Energy Agency NRW consultant. As a customer, the citizen can also now co-decide when energy should be consumed, for example. “The consumer would benefit most if four, five or even six different rates were available instead of just peak and off-peak rates,” he says. Such rates would indicate peak demands and over-capacities. “Showers would be the most expensive between 7 and 8 a.m., but the washing machine could run at night.”

In actual fact, substantial energy efficiency gains could be reached through the intelligent displacement of peak loads and compensation for off-peak periods. The prerequisite for this self-regulation is the accurate self-monitoring of one’s own consumption. The technology here is called “smart metering”, which turns into smart energy when more renewable energy can be profitably used. “There is currently a lot of movement on this market,” says Matthias Kabus.

There's actually enough water

Electricity doesn't simply flow from the socket and heat shouldn't simply disappear though badly insulated walls. The time of energy consumption plays a pivotal role – all this knowledge is becoming increasingly widespread. But a change in awareness has yet to occur for another, no less important resource. For people usually assume that there is enough water for all. In principle, this is also true – the only question is where, for whom and in which quality. ▷

Top-quality drinking water
is not a given, even in Germany.
Just before arriving at the tap,
germs and bacteria can find
their way into the water pipe.
The reasons: obsolete lines,
lack of care – and ignorance.



A third of European power requirements flows into buildings, and much of it is lost before being used. Experts complain of a modernisation backup, for they know that only with the renovation of existing buildings can key energy policy targets be reached.

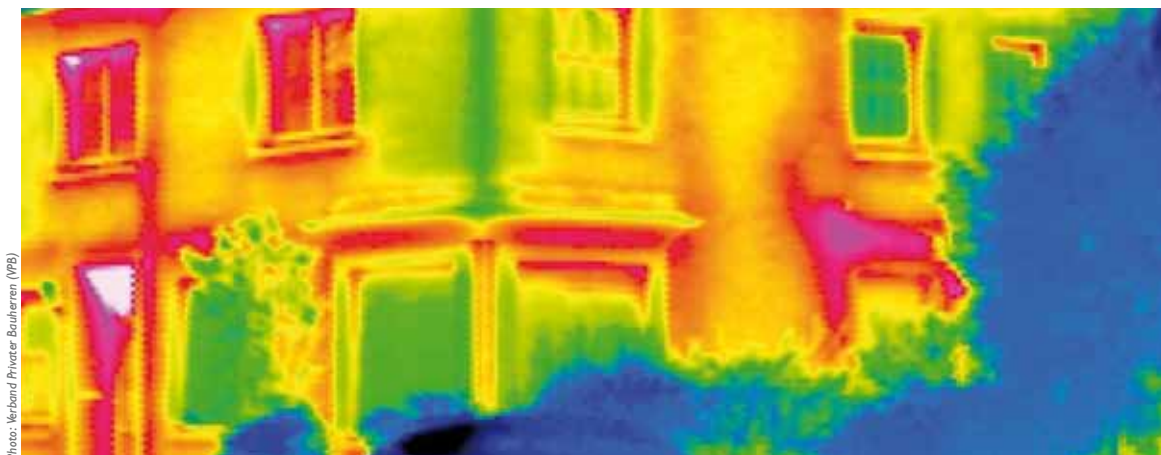


Photo: Verband Privater Bauherren (VPB)

“Water has not been used sustainably to date,” states the initiative Blue Responsibility, which was founded in 2009 by the trade association of fittings manufacturers, VDMA Fachverband Armaturen, and the country’s sanitation industry forum, IndustrieForum Sanitär (IFS). And they prove this with some impres-

sive figures: 1.2 billion people in the world today have no access to clean drinking water, and even in highly industrialised countries, enormous quantities of this vital resource are wasted. For instance, 900 million litres of water per day seep away in the porous London pipelines, many of which date back to the Victorian age.

DEUBAU – catalyst for the building sector



The winners of the Award DEUBAU 2012 have already been announced: the Nuremberg architect Johannes Kappler and the architects Saetti, Bochmann and Schwirtz from “Studioinges Architektur und Städtebau” in Berlin will share the DEUBAU Award 2012.

A total of 82 architects – more than ever before – submitted applications for the most prestigious prize for young architects. The winning projects, which were evaluated by an expert jury, will be presented from 10 to 14 January 2012. At the 50th anniversary of the international building exhibition, some 600 exhibitors will provide an overview of the entire product range for planning and construction. The extension, renovation and modernisation of existing buildings will take on a special role, along with the thematic cluster “energy” – also at conferences, forums and discussions in the supporting programme. The patron of DEUBAU will once again be Dr Peter Ramsauer, Federal Minister for Transport, Building and Urban Affairs – a further indication of DEUBAU’s ranking as the most important trade fair for the building sector in 2012.

www.deubau.de

Hygiene – an underestimated problem

A consciousness for the quality of drinking water is even less established. Clean drinking water is not a given fact, even in Germany, although the country offers top global technology for water treatment and purification plants. But just before it comes out of the tap, germs and bacteria repeatedly find their way into supply lines, either from a lack of due diligence, because the lines are dirty and obsolete, or because the water sits in the lines for long periods. “If you ask a homeowner when his filters were last changed, you normally receive two answers: ‘Which filters?’ or ‘I don’t know,’” says Wolfgang Burchard, Managing Director of the VDMA and the IFS.

But Burchard feels this problem can’t be solved with technology alone. “You can only receive professional installation and maintenance from skilled sanitation workmen.” In this way, sustainability also takes on a health dimension.

And what about demographic change?

But how does one modernise entire city streets? These are the challenges faced by many of the 450

“We shouldn’t generate sustainability in vacant buildings.”



Those who want to reduce their energy consumption have to know what it is. Smart metering is the technology for this, which becomes smart energy when more renewable energy can be profitably used in the process.

members in the Housing and Real Estate Industry Association of North Rhine-Westphalia (VdW). In North Rhine-Westphalia alone, they manage over one million flats. Association Director Alexander Rychter feels the talk about a modernisation backup is valid for private and individual owners, but not for his association. “Our companies invest 500 million euros per year in modernisation,” either in modern heating systems or insulation.

Rychter welcomes ambitious lighthouse projects, such as “InnovationCity Bottrop”, which aims to reduce the energy consumption of this 50,000-resident city in the Ruhr district by half by 2020. But he also pleads for “prudence and judgement to reach our common goal, improving existing buildings on a broad base”. Too stringent legal norms and regulations could actually prove debilitating, as the state ultimately wants to push beyond the legal standards.

Above all, Rychter believes that the sustainability debate is currently “too focused on the energy turnaround and climate change”. One can easily lose track of the social dimension – a second but no less important megatrend is demographic change. “There are both growth regions and shrinking regions in our country. We should make sure not to generate sustainability in vacant buildings.” And a low-energy house standard is of little use to older people, if stumbling hazards lurk everywhere in the home. A concept that would intelligently link both goals would be the biggest and most important innovation for Rychter. Such

E-world – where Europe’s energy industry networks



Since its premiere in 2001, E-world energy & water has displayed rapid growth. Some 19,700 professional visitors and 544 exhibitors were at the last edition of the leading trade show for European energy and water management, a joint event sponsored by con|energy ag and Messe Essen.

As a platform for networking, knowledge exchange and transfer, E-world plays an extremely important role across the industry. And because representative surveys have shown that interest in the mega-topic “smart energy” is growing rapidly, an exhibition area will once again be dedicated to this topic from 7 to 9 February 2012. The solutions presented here range from intelligent networks (smart grids) to intelligent meters (smart meters) to networked building services. The special exhibition “Future of Mobility” is also being anxiously anticipated. Here, vehicle manufacturers, infrastructure service providers and associations will present their latest progress in alternative mobility concepts.

www.e-world-2012.com

a concept would not only be sustainable, but also forward-looking. □



Let's talk about flowers

"That will never work!" The first International Plant Fair was a bet against all probability. Now the IPM is celebrating a major anniversary – and is the undisputed No. 1 worldwide. Here is a look back at 30 years that changed an entire industry.



From 24 to 27 January, over 60,000 professional visitors are once again expected at the IPM – and millions of plants will once again be ordered.

"Plants? That will never work!" This was the general tenor in early 1983, when the International Plant Fair was held for the first time at Messe Essen. And did it ever work! When the IPM opens its gates from 24 to 27 January 2012 for the 30th time, it will truly be a reason to celebrate. Over 60,000 professional visitors and 1,500 exhibitors in this anniversary year will ensure that the IPM is not merely one, but *the* international

plant exhibition par excellence. What's more, the IPM is a rare example of a trade fair that has changed an entire industry.

Though it should be mentioned that the path was rocky to start out with. It began with the key question: Why even hold a trade fair? "Back then there were various well-functioning plant exhibitions," recalls Egon Galinnis, Managing Director of Messe Essen.



Milestones of a global fair

1983: From 18 to 21 February, over 8,600 professional visitors attend the first International Plant Exhibition (IPM). Some 150 exhibitors from six nations present their offers, primarily planting materials, raw materials and intermediate products (left photo).

1986: The Association of German Florists (FdF) affiliates the Florist Commodity Exhibition (Florbeda) with the IPM. The IPM then reflects the entire green market – and also becomes more colourful in terms of stand construction and visitors.

“But Anton Kränzle, long-standing Undersecretary of the North Rhine-Westphalia Ministry of Agriculture, came up with the idea of a joint sales platform.”

“The associations stand behind the IPM”

Messe Essen took up the initiative, with Egon Galinnis himself taking the lead. The IPM was the first large project of his trade fair career, so he’s well aware of the decisive success factor: “The associations stand committed behind the IPM” – namely the two largest German horticulture regional associations from Rhineland and Westphalia-Lippe, as well as the Central Horticultural Association (ZVG).

Its long-standing president, Heinz Herker, recalls the first IPM: “There was no large stage. The welcome greeting was spoken from a chair. There were no exclusive stands, but simply plants arranged here and there. No all-round offer, no horticultural technology or huge concern about an international orientation.” It’s hard to believe, looking at what it turned into: “A green all-round offer, high-tech horticultural solutions and a globally oriented commercial platform.”

This is also the view of Heinrich Hiep, President of the Rhineland Regional Horticultural Association and Chairman of the IPM Advisory Board: “I am proud that Messe Essen has had such a success story with its strong partners. Today, the IPM is the world’s leading trade fair for the horticultural industry and more attractive for its exhibitors and visitors than ever before.”

From flower box to adventure world

It’s true: comparing archival photos with today’s trade fair reality, the IPM is hardly recognisable. An



array of flower boxes has become an adventure world. But it’s not only stand construction and staging that have made a quantum leap; the industry itself has taken on completely new dimensions with the IPM. If most companies previously thought in quantities of hundreds, or at most thousands, they now meet the head buyers of large food discount chains.

Egon Galinnis recalls an episode from the early days of the IPM. “After the first day of the fair, an exhibitor came up to me and said: “So, I’m taking the stand down!” – “But why, what happened?” – “I sold a few million marks worth of primroses today. Now I have to build new greenhouses!”

At the start of the year and not in the blossoming season

The exhibitor stayed, in the end. The fact that he had such a pleasant capacity bottleneck at all was thanks to the persistence trade fair organisers showed in pushing for a date early in the year, and not during ➤

Prominent guests have a long-standing tradition at the IPM. In 1996, Federal Agricultural Minister Jochen Borchert (3rd from left) was briefed by Egon Galinnis (left), former exhibition director Alfons Jochem (2nd from left) and Silvano Frigo (Flor-Coop, 2nd from right) on the latest trends (top image).

1989: A third support column is established: for the first time ever, horticultural technology is also represented in Essen. The technology component is actually only planned for every second IPM, but one thing becomes clear during the fair: it needs to be integrated every year. A total of 21,800 visitors are registered, and the 550 exhibitors come from 15 countries.

1993: The IPM is the global No. 1 for the first time. Some 760 companies from 21 countries present their offers on 60,000 square metres of exhibition space; 30,000 professional visitors praise the mix of exhibition, educational programme and events.

2001: The IPM completes its product spectrum triad. Under the name “Shop & Profit”, almost an entire trade fair hall is dedicated to sales promotion. The new exhibition hall 3 adds 20,000 square metres of room for further growth.

2004: The IPM receives a new capital called “Green City”. It introduces a state-of-the-art infotainment offer from the regional associations. The trade fair has finally become an adventure world.

A source of joy every year: the most important German horticultural associations trust in the IPM. Pictured are Heinrich Hiep, President of the Rhineland Regional Horticultural Association and Chairman of the IPM Advisory Board (left); Helmut Rüskaamp, President of the Westphalia-Lippe Regional Horticultural Association (2nd from left); Heinz Herker, President of the Central Horticultural Association (ZVG) (4th from left) and ZVG Vice-President Andres Lohff. At the IPM 2011, they met Dr Robert Kloos, State Secretary in the Federal Ministry of Nutrition, Agriculture and Consumer Protection (3rd from left), Essen's former Mayor, Annette Jäger (3rd from right) and Rudolf Jelinek, Mayor of the City of Essen (right).



the summer blossoming season. “Large supermarket chains order their poinsettias in January,” Egon Galinnis says, explaining this key decision.

The organisers remained just as stubborn about the hotly contested question as to how large the “I” in “International” should be written. Some were concerned about the foreign “wolves” in the domestic “hen house” – but not Messe Essen. “Our argument,” explains Egon Galinnis, “was always: a market means bringing all the suppliers together and letting fair competition decide.” The initial fears are now just a charming anecdote. Over half the exhibitors at the IPM weren’t from Germany – but no one has ever seen wolves in Essen. Instead, Germany’s “green industry” has itself become a global player – and together with Messe Essen, has successfully made the leap to China, the Arabian Gulf and Russia.

Carefully going with the times

Sabina Grosskreuz, Section Manager of Messe Essen, reveals a further success factor. “We’ve gone with the

times, but we haven’t chased after every trend.” The latest example of this careful transformation is the new timing concept, introduced after intensive preparation in 2010. The fears that holding the fair during the week could have a negative effect on the attendance figures never materialised. On the contrary, the absolute figures not only remained continually high, but the quality of the professional visitors and the degree of internationalisation has been pushed even higher.

This sense of the right time, says Sabina Grosskreuz, results from the “continuity in the team and its proximity to the relevant trade sectors”. She has been



Milestones of a global fair

2005: The IPM has long since become the leading international trade fair. Already 28 per cent of over 60,000 visitors come from abroad. At the request of the exhibitors, the IPM takes a big leap. The first IPM China is held in Foshan.

2006: Dubai develops into a global hub for the horticultural world. Messe Essen recognises this trend and starts up IPM Dubai. Meanwhile in Essen, 1,400 exhibitors from 41 nations are represented.

2009: Global activities are expanded. The World of Perishables (WOP) is added to IPM Dubai. But that's not the only thing new in the east. The premiere of IPM Flowers is held in Moscow.

2012: More than ever, Essen has become the centre of the horticultural industry. For the 30th IPM, from 24 to 27 January, well over 1,500 exhibitors are expected by Messe Essen. Many of them already participated in the premiere.

working for the IPM for ten years, yet is still a newcomer when compared to her colleague Andrea Hölker. Hölker speaks from 21 years of experience in describing the unique character of the IPM. "The way we treat one another is particularly down-to-earth, affectionate and warm. Probably due to the fact that our exhibitors consider their products to be living commodities."

And despite the professionalisation of the IPM over the past 30 years, this atmosphere hasn't changed – although the striking beauty of today has little in common with the delicate flower of yore. □

www.ipm-messe.de



They know the industry: Directors Andrea Hölker with Martina Slominski, Nina Schnabel, Ilka Zoppa and Irina Muravska form the exhibition team of the IPM (from left).



Green marketplace: around 1,500 exhibitors, over half of them from abroad, present their new products in Essen every year.

"A bit of an adventure"

Thorsten Erhardt and Markus Freitag on the comeback of the mobile holiday, the Hymer Group's strategy – and the unique feeling of being at home on the road.



Photo: Daniel Roth

Brief encounter in passing: Thorsten Erhardt, Marketing Director North Bürstner GmbH (left) and Markus Freitag, Sales Director Germany, Austria, Switzerland at Dethleffs GmbH & Co. KG, were visibly relaxed during a discussion with ESSEN AFFAIRS. The two companies of the Hymer Group are among the largest exhibitors at Reise + Camping. Their next trade fair will take place from 22 to 26 February 2012 at Messe Essen.

ESSEN AFFAIRS: After some difficult years, the Caravanning Industry Association (CVID) has announced double-digit sales figures for the first half of 2011. Does that match the experience of the Hymer Group? And how sustainable will this growth be?

Markus Freitag: We had a good first half-year. The market stabilised, and at the same time stock could be significantly reduced. Now supply and demand are once again in balance. But I would need a crystal ball to make any forecasts. The German economy does not seem to be truly stable, and developments in our European export countries are difficult to predict. Here's just one example: if a 23 per cent luxury tax were to be actually introduced in Finland for recreational vehicles, our industry would certainly encounter direct effects.

Thorsten Erhardt: Bürstner GmbH has attained a good to very good result this financial year – and we currently see no serious signs of negative development. So looking to the future, I am cautiously optimistic. Despite this positive trend, the Hymer Group has drawn conclusions from the financial crisis, and will act in accordance with them. .

What does that mean, in concrete terms?

Erhardt: Our group only produces what is actually ordered. To our group only produces what is actually ordered. To this end, we've invested in variable facilities and machines, and adapted the organisation and production flow, among other factors.

In other words, a modular system?

Erhardt: In principle, yes. But it is not enough for us to only look at the production side. That's why we are trying to bundle comprehensive packages for our customers. Families with children rely on these during peak travel times, and that's why we try to negotiate discounts by cooperating with large camping site chains.

Freitag: We always approach the business with new ideas. For example, customers in large cities often ask themselves before a purchase where they can park their vehicle during the winter. One possibility is for dealers to offer them a free parking space.

Speaking of "we", Mr Freitag, you are spokesperson for the Dethleffs brand, which belongs to CMC Holding, which, in turn, is privately owned by the Hymer family. Mr Erhardt, you work at Bürstner GmbH, which belongs to Hymer AG. All nine brands in the group are marketed in an independent manner. Why?

Freitag: Erwin Hymer, the company's founder, felt and still feels it is important that individual brands are not watered down. Naturally, where it is worthwhile, we cooperate, e.g. during procurement. But otherwise, each brand is given its own scope for development and serves different target groups – and sometimes we even compete with colleagues for the best idea.

What form does this competitive culture take?

Erhardt: Just think of two of the biggest trends. First of all, people are becoming larger all the time. We've taken this into consideration at Bürstner and adapted the headroom and bed lengths accordingly. At the same time, we are trying to reduce weight by using new materials.

Freitag: The answer at Dethleffs is variability. In the caravan range, we have developed a new vehicle with a lifting roof. We gain height while the vehicle is parked, but also save weight on the road.

Which developments are otherwise affecting the industry?

Erhardt: Semi-integrated models have experienced a new hype with the cabover bed. This trend should continue. In the caravan range, we are currently observing major demand for more compact designs with maximum use of space.

Freitag: It's also interesting to look at the various price segments. Over the past financial year, we were particularly successful in the entry-level category, beginning at around 10,000 euros for mobile homes and around 40,000 euros for recreational vehicles. A slight hesitancy could be felt in the mid-price segment, but to balance this out, vehicles that cost over 80,000 euros sold better.

According to CVID estimates, 900,000 caravans and 440,000 motorhomes are being used in Germany alone. Across Europe, the total number is estimated to be approximately 5.36 million. Why are you optimistic that recreational vehicles and caravans will remain popular in the future?

Freitag: Not least because of the adaptability of those who like to go camping. If a camping site becomes too expensive, people find another campground; if petrol prices and tolls go up, they tend to rediscover Germany. Our customers are absolutely flexible. However, this isn't a cheap hobby. But a real motorhome driver has been bitten by the bug.

Does one have to be a camping enthusiast to work in this industry?

Erhardt: There's nothing written down about that in my contract. But one should embrace the job with heart and soul; anything else would seem insincere. That's not difficult for me. After several years of holidays in a camper van or RV, we were flirting with air travel last year, but hardly any hotels offered childcare. So we drove to a camping site in Italy, and the offer was perfect there. My kids had their holiday – and I did, too. What's more, when you're on the road with your family, you tend to receive very honest feedback on your products.

Freitag: I was already bitten by the bug as a 3-year-old. My parents took me to a campsite on the Main River, and camping hasn't ceased to captivate me to this very day. This summer I took our RV to Croatia. But it doesn't always have to be so far away. I remember one holiday in Prerow on the Baltic Sea: camping in the dunes, not even 20 metres from the shore. It was wonderful! Camping is always a bit of an adventure. You never know what's going to happen. And that's exactly what we all long for occasionally.

Do you actually travel to the Reise + Camping in your own motorhome?

Freitag: To a five-day trade fair? No. It's nice not to have to worry about anything from time to time. □

www.reise-camping.de



Heart palpitations guaranteed



A dynamic legend, spectacularly refined vehicles and even more action: the Essen Motor Show impressively highlights its claim as a motor sport and tuning event in a class by itself.

Everything that auto fans love: a special exhibition on "100 Years of the Monte Carlo Rally", an expanded programme in the motor sport arena and numerous world premieres are just some of the highlights of the 44th Essen Motor Show, which will be held from 26 November to 4 December 2011.

The Essen Motor Show continues along the strategic course set last year. When the second-largest vehicle trade fair in Germany opens its doors for the 44th time from 26 November to 4 December 2011, the spotlight will be on automotive fascination in all its facets. Over 500 exhibitors – including illustrious names such as BMW, Mini, Skoda, Ford and Renault Motorsport – will be displaying everything that gets the hearts of horsepower fans racing in Messe Essen's 18 fully booked exhibition halls.

The cars' individuality and sportiness are being focused on more than ever. "The successful concept re-launch has brought us new ideas and momentum," says a visibly pleased Egon Galinnis, Managing Director of Messe Essen.

Speed, nostalgia, passion: the special events

Visitors can not only expect numerous world, European and German premieres – Messe Essen has also bundled a spectacular package of special events. For instance, tuning icon Eddie Paul will be looking for the "Ultimate Tuner" live. In the process, the native Californian will assist tuning fans with advice and the proper accessories. Meanwhile, adrenaline levels will rise when the pros go on a high-speed chase in the motor sport arena, inviting fans to a very special "taxi ride". For the first time ever, off-road vehicles will be included on the starting line. Speaking of off-road: the Essen Motor Show will dedicate a special exhibition to the "mother" of all rallies. To celebrate the 100th anniversary of the Monte Carlo Rally, 13 winning vehicles from all eras will be on display, making the "Monte Carlo Adventure" come alive.

Nostalgia and passion will also be themes in the classic exhibition, which will celebrate the 50th anniversary of the legendary Jaguar E-Type along with "100 years of Juan Manuel Fangio" and the 100th anniversary of the Indianapolis Speedway. For its part, the special exhibition "Automobile Design" in Hall 3 will look into the future. Not far away, in "DTM World", 2012 season vehicles from a full range of manufacturers can be admired. Just as fast and even crazier will be the "Speed Bike Show" in Hall 4, which is reserved for two-wheelers.

And for all those whose still have an appetite for cars, Messe Essen is offering a small excursion to Düsseldorf. Visitors to the Essen Motor Show will receive a 10% discount on the "Race of Champions", which the German Formula 1 world champions Sebastian Vettel and Michael Schumacher are expected to attend on 3 and 4 December. Naturally, the discount is valid in the reverse direction as well. □

www.essen-motorshow.de



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Photos: Alexandra Umbach

Well connected

He's head of the German Association for Welding and Allied Processes (DVS) and research is his passion. But Dr Klaus Middeldorf learned a good deal from babies' nappies. These days, he must know how to do one thing: connect people.

Pampers don't require a doctorate. "Close the nappies at the front" – midwives gladly give fathers this advice while going on their way. When Klaus Middeldorf became involved with the professional production of nappies, his daughter wasn't born yet. So he was forced to start learning from the very beginning.

Klaus Middeldorf had attained a doctorate in 1986, focusing on the strength of steel varieties. He then

followed the call of a global company, which was already known for its innovative production engineering at the time, namely Procter & Gamble. As production manager at the Euskirchen base, Middeldorf quickly learned that a seemingly trivial product such as a nappy actually consists of a complex combination of materials: fleece, plastic and linen.

Middeldorf had already gained self-confidence at the University of Duisburg-Essen, where he frequently

stood in for his professor at lectures. But heading a production line with 60 employees over three shifts was certainly a new challenge. “Even if you don’t have social skills – you learn them quickly here.” Another important lesson is learning what the market and product orientation can mean. “Despite all the technology, faulty merchandise can never be placed on the market, as consumers of brand-name products react quickly,” Middeldorf now knows. When mothers are dissatisfied, word gets around immediately. “There were situations in which we had to visit parents to discuss the product,” Middeldorf says, recalling a task that can be interesting.

“We’ll find a solution”

But after about three years, he reverted to his true calling. “I realised that I was more interested in science.” He switched jobs to the industry research association Allianz industrieller Forschungsvereinigungen (AiF) in Cologne, working at the interface of research, technology, politics and society. But after twelve years, one thing was clear: “Either something big has to happen, or I have to switch again.”

Only a major organisation would be suitable. Middeldorf was already familiar with the German Association for Welding and Allied Processes (DVS), and in 2000 he came to Düsseldorf as head of the research association. After six years, this is where “something big” happened. As a result of generational change, he became the new Executive Director. “I am the only one in the DVS who can’t weld,” Middeldorf laughs.

All the better is his understanding of the guiding principle: “joining specialists”. At the end of the day, this DVS slogan also applies to the boss himself. A collaborative approach is definitely necessary. The association is made up of over 16,000 individual members – ranging from apprentices to CEOs – as well as over 1,300 skilled crafts enterprises and over 1,000 industrial companies. In view of this membership structure, it’s no wonder that Middeldorf names “reconciliatory ability” as the most important skill of an association director.

But that’s not all he needs. Under his leadership, the DVS now considers itself a problem solver. “In extreme cases, this means that an unemployed welder could call us asking for suitable training, followed by a corporation that wants to discuss export connections in Asia. We have a solution for both – or we’ll find one.” This means that Klaus Middeldorf travels some 130 days a year, to the international SCHWEISSEN & SCHNEIDEN fairs and conventions, which the DVS and Messe Essen are jointly responsible for, but even more frequently to one of the DVS regional or district organisations. This is because he is convinced: “The association is not simply our office.” But he isn’t a one-man show. “Regardless of whether laser welding

or adhesive bonding, our experts know nearly everything. And if not, then someone from our network does.” For his part, Middeldorf sees his role as being the “door opener” who moves through “all possible areas”.

Sustainability only possible with joining technology

But when Middeldorf talks about energy policy, he shows himself to be a true researcher. “The speed of Germany’s nuclear phase-out is leading to extreme pressure to innovate technologically,” he says. “And without joining technology, there can be no sustainability.” The practical consequences could be seen at the latest DVS Expo in Hamburg, another joint event between the DVS and Messe Essen. Offshore wind parks are not feasible without cutting up to 50 metres below the water’s surface. Middeldorf is sure that “this topic will play a major role at SCHWEISSEN & SCHNIEDEN 2013 in Essen.”

The second global trend being faced by the association is demographic change. In view of the shortages of skilled workers resulting from structural effects, a paradigm shift is necessary to ensure further qualification, Middeldorf feels.

At the opposite pole is image cultivation. The old clichés of welders are being challenged by the DVS with a contemporary triad: “cool, clean and clever”. But those who want to convince the next generation need more than just slogans – they also need new media. When it comes to social platforms such as Facebook and Twitter, Middeldorf is confident enough to ask a younger expert for advice: his 20-year-old daughter.

“In favour of expansion”

Middeldorf is ambitious when it comes to ongoing collaboration with Messe Essen. “Generally speaking, I am in favour of further expansion,” he explains. Together with exhibitors, the international market is being sounded out. “At the same time, we must strive to link the fairs even more intelligently.” In the end, it’s all a question of joining. □



Problem-solver by profession: As Executive Director of the DVS, Dr Klaus Middeldorf travels 130 days a year. “The association is not simply our Düsseldorf office,” says the 55-year-old. Though he did welcome ESSEN AFFAIRS to his office there.

HAUS GARTEN GENUSS 08.02.–12.02.2012

Though the outdoor temperatures can still be cool in February, spring fever is underway at Messe Essen. Haus Garten Genuss arouses expectations for the coming garden season: colourful flower shows, elaborately decorated garden paradises and many activity areas make this Messe Essen spring fair an experience for all the senses. Just under 50,000 visitors were inspired by the offers at the last trade fair. And that's not all: two-thirds of the visitors purchased directly at the exhibition – an indication of the programme appeal, which will once again be on display from 8–12 February 2012 in numerous special exhibitions. A culinary experience will once again be provided by the Essen winegrowing village and the farmers' market.

www.haus-und-garten-messe.de

**LEBEN plus KOMFORT** 10.01.–14.01.2012

Demographic change is not only creating new challenges – but also new market potential, e.g. for building and living. For the second time, the LEBEN plus KOMFORT fair, run by Messe Essen together with an ideal sponsor, the German Association for Gerontechnology (GGT), will be dedicated to the generation-plus growth market. After its successful premiere, which was visited by over 5,000 professional attendees, cross-industry offers will once again be presented from 10–14 January 2012: from networked electro-technology to smart bathrooms to the comfort kitchen. As an inter-sectoral trade show, LEBEN plus KOMFORT, held once again in parallel to the construction trade fair DEUBAU, will not only present concepts to the over 50s. Rather, the solutions presented are cross-generational and generationally compatible.



www.leben-plus-komfort.de

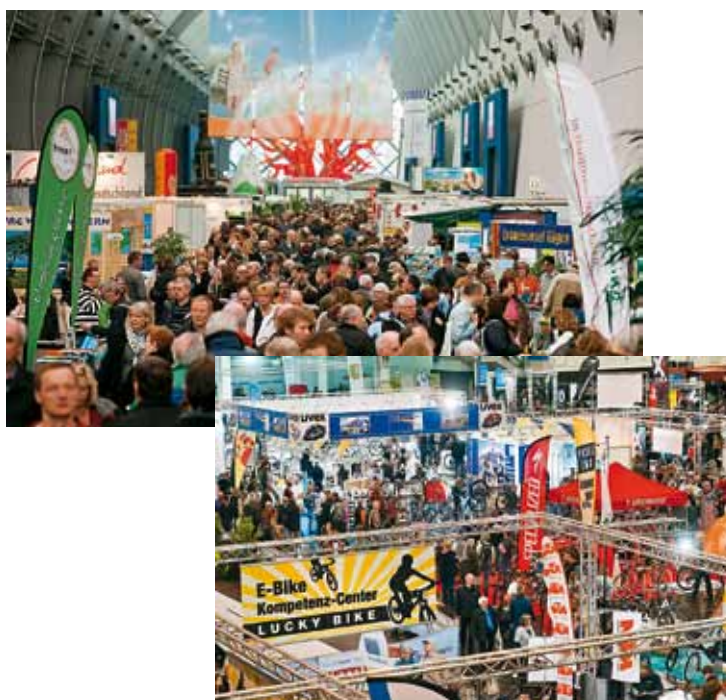
REISE + CAMPING 22.02.–26.02.2012**FAHRRAD** 24.02.–26.02.2012

World tour or weekend getaway? Cruise or camping? Those who haven't decided yet will strike a bonanza at Messe Essen before the start of the holiday season. From 22–26 February 2012, Reise + Camping will once again arouse interest for destinations in Germany and across the world. Last year, more than 96,000 visitors were inspired by the offers of 960 exhibitors.

Fahrrad Essen, from 24–26 February 2012, will create additional longing for nature. It has developed into the most important and largest marketplace for the cycling world in North Rhine-Westphalia.

www.reise-camping.de

www.fahrrad-messe.com





2011

05.-13.11. MODE HEIM HANDWERK

The major consumer fair for the whole family

10.-13.11. NRW – VOM GUTEN DAS BESTE

The exhibition of the NRW food industry

11.-13.11. GESUND.LEBEN

The health fair for the Ruhr region

11.-12.11. AZUBI & STUDIENTAGE

The trade fair for apprenticeships and studies

26.11.-04.12. ESSEN MOTOR SHOW

For drivers and dreams

2012

07.-08.01. HOCHZEITSMESSE

The wedding fair with consulting and sales

10.-14.01. DEUBAU

International construction trade fair

10.-14.01. LEBEN PLUS KOMFORT

Trade show with forum

24.-27.01. IPM*

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

07.-09.02. E-WORLD ENERGY & WATER

International trade fair and congress

08.-12.02. HAUS GARTEN GENUSS

The spring fair for the entire family

22.-26.02. REISE + CAMPING

International fair for travel, tourism, camping and caravanning

24.-26.02. FAHRRAD ESSEN

Trade fair for bicycles, accessories and leisure

07.-10.03. SANITÄR HEIZUNG KLIMA

Trade fair for sanitation, heating, air-conditioning and renewable energies

22.-25.03. TECHNO-CLASSICA ESSEN

The global fair for vintage, classic & prestige automobiles, motor sport, motorcycles and spare parts

12.-14.04. BRIEFMARKEN

International stamp fair

19.-22.04. FIBO

International trade fair for fitness, wellness & health

19.-22.04. FIBO POWER

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

TRADE FAIRS ABROAD:

22.-24.11.2011 REIFEN CHINA

Asian Essen Tire Show (Shanghai)

Frühjahr 2012 IPM IN CHINA

International plants expo Asia (Beijing)

04.-07.06.2012

BEIJING ESSEN WELDING & CUTTING
International trade fair joining, cutting, surfacing (Beijing)

29.08.-01.09.2012

FLOWERS IPM
International Plants Expo Russia (Moscow)

30.10.-01.11.2012

INDIA ESSEN WELDING & CUTTING
International trade fair joining, cutting, surfacing (Mumbai)

*For professional visitors only.

Valid as of October 2011. Subject to modifications.



Grugahalle

2011

05.11. MARIO BARTH

"Men are embarrassing, women can be too!"

12.11. PRESSEBALL RHEINRUHR

Glamorous premiere

15.11. KITA ZWECKVERBAND

Employee meeting

16.11. PAUL PANZER

"Hard to port – the world can still be saved!"

23.11. NOWEDA E.G

General meeting

26.11. SUBERG'S OVER-30 PARTY

03.12. 21ST OLDIE NIGHT

07.12. BEATSTEAKS

Boom Box Tour

10.12. SILENT NIGHT

Christmas with members of the Kelly Family!

11.12. JMC CHRISTMAS TOUR

17.12. WISE GUYS

Request Tour 2011

29.12.2011-02.01.2012 HOLIDAY ON ICE

"Speed"

2012

08.01. MOTHER AFRICA

Circus of the senses

18.01. ROCK MEETS CLASSIC

Rock hymns in symphonic widescreen sound!

19.01. MARTIN RÜTTER

"Dog-German/German-Dog..."

21.01. IMPACT WRESTLING LIVE

25.01. ANNUAL CONFERENCE

H. Deichmann-Schuhe GmbH & Co. KG

28.01. SUBERG'S OVER-30 PARTY

03.02. THE MUSICAL BOX

Lamb Tour 2012

04.02. DIETER NUHR

"Nuhr among us"

17.02. 38TH ESSEN PUBLIC

CARNIVAL Gala

09.03. DER FAMILIE POPOLSKI

"Get the polka started"

17.03. ATZE SCHRÖDER

"Pain-free"

27.03. SCOOTER

The Big Mash Up Tour

Congress Center Essen

2011

04.-06.11. ESSEN NEUROLOGY DAYS 2011
with the Richard-Jung-Kolleg

12.11. 62. CITIZENS' AND POLICE FESTIVAL

19.11. ESSEN'S NIGHT OF SPORTS 2011

2012

11.01. INTERNATIONAL
ARCHITECTURE CONGRESS 2012

23.-24.01. DEICHMANN SE
COLLECTION PRESENTATION

04.02. 6TH SYMPOSIUM ON
EDUCATIONAL POLICY

07.-09.02. E-WORLD
ENERGY & WATER CONGRESS

21.02. EUROPEAN CAMPING
CONGRESS ESSEN

14.-16.03. 45TH ESSEN CONFERENCE FOR
THE WATER AND WASTE MANAGEMENT
INDUSTRY

Valid as of October 2011. Subject to modifications.



Photo: Alexandra Umbach

From Essen into the world – and back again

For a year now, Messe Essen has had its own department for nine international events.

And not only do the original “mother” events profit from the global presence of the company – the city does as well. Every third overnight guest visits Essen due to its trade fairs.

“Have you been on the road again?” Lars Keßler, Torsten Hansen and Xiang Zhi frequently hear this question from their colleagues. No wonder: since October 2010, they have been part of the newly created department “Foreign Fairs and Exhibitions”. And that means that they spend a good amount of time travelling.

Around the world in 180 days – in romantic terms, the trio’s job profile could be described this way. But their everyday working life doesn’t really resemble a holiday. The airplane usually lands early in the morning, then it’s off to the fairground. Client meetings or embassy receptions await them in the evenings, and nights in the hotel are seldom longer than four hours – after all, they want to be among the first ones at the trade fair in the morning. “We can’t afford to suffer from jetlag,” says department manager Lars Keßler, but he isn’t looking for sympathy. “Our job is full of surprises; it’s multifaceted and a lot of fun.”

Beijing, Dubai, Moscow, Mumbai, Shanghai, São Paulo: these are the team’s most frequent destinations, for these six metropolises currently host a total of nine

foreign Messe Essen trade fairs. The most important factors here are to exchange information with cooperation partners, map out marketing strategies and conduct contract negotiations – naturally always in close consultation with the respective project teams at home or Messe Essen’s foreign offices. Competing events are also visited. And naturally the foreign fairs team is, together with the colleagues of the mother event, also there to greet exhibitors who have also travelled to the venue – as well as meeting international delegations at the mother events in Essen. Though at home, supporting acquisitions is always on the agenda for subsidiary events around the globe.

You learn a lot – and much quicker

How do you prepare yourself for such a job? It’s definitely helpful to know what living in a foreign country is like. Lars Keßler knows all about this. He worked in Texas, USA for eight years, and after his return, was employed by the world’s largest private trade fair operator, Reed Exhibitions. He supervised trade fairs in France and Holland, before switching to Messe Essen

The team from Messe Essen's Foreign Fairs and Exhibitions division travels around the world 180 days a year. The department manager Lars Keßler and project managers Torsten Hansen and Xiang Zhi (from left) are pictured here.

in October 2010. "You learn a lot, and much quicker than at a desk, because the local partners have an enormous wealth of experience," says the 42-year-old in describing his soft spot for anything international.

And it doesn't hurt to be intimately familiar with one of the world's fastest-growing economies from birth on – as Xiang Zhi is. He comes from a metropolis of ten million, Chengdu, capital of the Chinese province of Sichuan. But the project manager has worked for the past six of his 32 years in Germany, most recently on the team of the international horticultural exhibition IPM, one of Essen's leading trade fairs with a long-standing international presence.

The fact that Messe Essen is a good school for the big, wide world is also shown by Torsten Hansen's professional career. In parallel to receiving his BA in Business Administration at Baden-Wuerttemberg Cooperative State University, the 33-year-old learned about working in an international arena from the bottom up – thanks to his SECURITY and to his SCHWEISSEN & SCHNEIDEN team tasks. Of all of Essen's trade fairs, SCHWEISSEN & SCHNEIDEN has the oldest foreign presence.

As early as 1987, the first Beijing Essen Welding & Cutting was held. Meanwhile, the trade fair alternates between Beijing and Shanghai and is the number two in its industry – right behind the mother event in Essen. Additionally, SCHWEISSEN & SCHNEIDEN has also been present for many years in India and Russia – and recently added Brazil to its roster.

Brazil, the new frontier

The first Brazil Welding Show, from 18 to 21 October in São Paulo, will bring a new professional frontier to the South America-fan Torsten Hansen and his colleagues. "The idea grew out of the mother event," recalls Hansen. "Many of our exhibitors in Essen wanted Brazil as the further trade fair location, and in talks with the advisory board, this desire always came to the surface. After all, Brazil is South America's economic powerhouse." To offer their customers an optimal platform, Messe Essen adapted SCHWEISSEN &

SCHNEIDEN's prior expansion strategy to the national conditions in Brazil. With CORTE & CONFORMAÇÃO DE METAIS, Messe Essen's exhibition partner Arando Eventos had already established South America's largest industry get-together in São Paulo for metal forming – thus covering the "cutting" segment. As a logical expansion, the Brazil Welding Show is now South America's first individual trade fair for welding technology. And although the premiere will only be held after this issue's editorial deadline, one thing was already certain by the end of August: the two years of preparation were worth it. A total of 136 exhibitors had already registered by this point, 73 per cent were from foreign countries. Even more amazing is that some new names were among them. The Essen-based trade fair organisers not only judge this to be a good indication for the success of their international marketing activities, but also as a sign of confidence in the brand. "And sooner or later," hopes Lars Keßler, "we will also convince these exhibitors to come to the mother event in Essen."

Trust is a basic requirement

Trust – this is a basic prerequisite, especially for companies considering participation in foreign trade fairs. Strong partners are the best guarantee for this. Arando Eventos is one such strong partner in Brazil. Reifen China is Xiang Zhi's "favourite trade fair" because the collaboration with the China United Rubber Corp. is highly professional. For the events in India and Russia, Messe Düsseldorf's respective foreign fair companies are "an enormous help" for Lars Keßler, "because we rely on dependable information". And in the case of the World of Perishables (WOP) Dubai, the only Messe Essen event to be held exclusively abroad, Messe Essen was, together with partner Planetfair, responsible for 30 per cent growth rates once again this year.

In spite of all its experience and routine the team is still learning. "We have to make sure that we don't transfer our German concepts one-to-one onto other countries," explains Lars Keßler. "We may be the ►



vice-world champion in export, but others are world champions in improvising. Even if the path appears somewhat unusual to us – in the end, the result is what counts.”

Exhibitions increase tourism

Not least because of Messe Essen’s foreign events over the past few years, Essen is increasingly being perceived as an international trade fair location that draws more and more visitors. Between 2000 and 2010, Messe Essen registered a 30 per cent increase in foreign exhibitors for its international trade fairs and a 60 per cent increase in trade fair visitors. These came from a total of 149 nations in 2010, and their proportion of the total attendance figures at international fairs was 24 per cent. Among the trade fair exhibitors, this number was 30 per cent.

But Messe Essen is not the only one to profit from this internationalisation – the city of Essen does so as well. The scope of this benefit was recently shown by a study commissioned by Essen Marketing GmbH (EMG), entitled “Tourism as an Economic Factor”. The research group, under Prof. Dr Bernd Eisenstein from the West Coast University of Applied Sciences, revealed some surprising figures: 230,000 foreign guests visited Essen last year, 36 per cent more than ten years before. The influence of Messe Essen events is clear for the researchers. “Especially in years in

which more international trade fairs are held due to the rotation of events, we have seen significant increases in overnight accommodation figures.” The researchers estimate the proportion of non-gratuitous overnight accommodation numbers generated by Essen-based trade fairs to be 35 to 40 per cent. In concrete terms, this means that every third overnight guest in Essen is a trade fair guest.

And speaking of tourism, when Xiang Zhi goes on holiday he tends to fly pretty far. “I visit my parents every year.” Torsten Hansen also seeks far-off shores. “There are still so many places to discover,” he says. Their boss, however, likes to stay at home – or nearby, at any rate. “These days, I actually like going to the North Sea or Baltic Sea,” says Lars Keßler and grins. “I don’t need any more long-distance flights on my holiday. And this is also more pleasant for my young son.” But who knows, perhaps the little boy has inherited his dad’s wanderlust. □

www.messe-essen.de

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Photo: (v): PR

Pulsating rhythms, unbelievable artistry and exuberant joy of life: this is the fascination of "Mother Africa". On its anniversary tour, "Circus of the Senses" will visit the Grugahalle on 8 January 2012.



A continent's magic



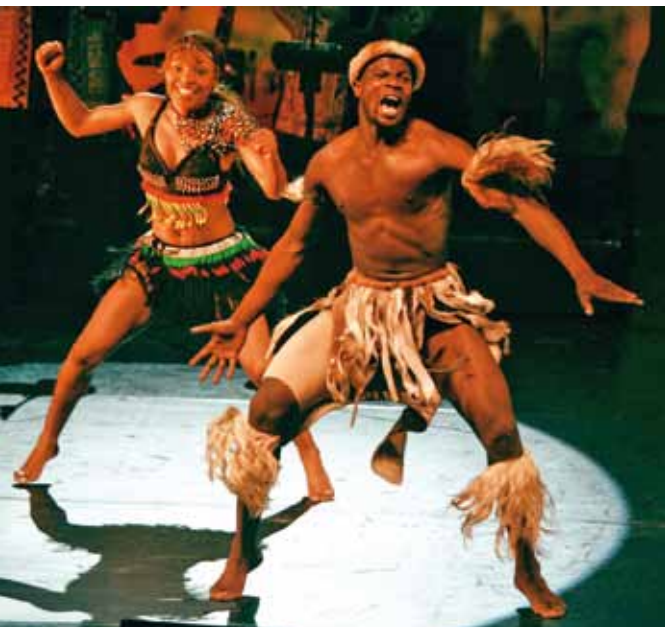
It sounds like a movie plot. Winston Ruddle had nothing except a bit of money he'd saved – and a dream: to start up a purely African circus. He had worked as a circus and street performer, at first in his

hometown Zimbabwe, later in Tanzania, and then in Australia, England and Germany. Here, he learned how inspired people in the West are by African art.

Winston Ruddle decided to seek out other artists. "I mostly discovered them in performances on the street and in hotels," he recalls. That was eight years ago. Now "Mother Africa" will be celebrating five years on stage. On 8 January 2012, "Circus of the Senses" will visit the Grugahalle – featuring the best segments from the past five years, as well as a range of spectacular performances.

"Nothing is acted"

Why are people fascinated by "Mother Africa"? This is difficult to explain. Is it the almost unbelievable body control of artists such as Mwangi Latzarus Gitu ("the most limber man in the world") or the Amadhani brothers? Is it the live music and thrilling choreography? It probably has most to do with the exuberant joy of life that over 40 artists bring to the stage. "Mother Africa" is both a top-quality circus and a two-hour party. This joy of life is infectious, co-



producer Hubert Schober feels. "When we see dancing and applauding visitors in the hallways and on the stage, then I know the show is brilliant and lively."

Most of all, however, it is uncontrived, despite all of its professional advances. "In terms of authenticity, we can't be beaten," says Winston Ruddie. "Nothing is acted or trained; the feelings are genuine."

People for people

Naturally, "Mother Africa" is also the chance for its performers to escape what are frequently depressing living conditions in their home countries. But the magic of the show doesn't mean they have lost touch with reality. A portion of ticket revenues from the tour will be donated to a project that is also celebrating a major anniversary: Karlheinz Böhm's Ethiopian aid organisation "Menschen für Menschen" ("People for People"), which can look back on a 30-year success story. □

www.circus-mother-africa.com



Part of the ticket revenues will be donated to the charity organisation "Menschen für Menschen". Pictured are its founder, Karlheinz Böhm, with his wife, Almaz.

A lobby for campers



The tourist camping segment is growing. It's also a more environmentally friendly option than flying and staying in hotels. Yet the industry still has to combat an outdated image. Nor does it have influential lobbies – either on a national or international level. "We want the Camp-

ing Congress Essen to help change this on a European level," says Susann Selent, Director of Messe Essen, in describing the event's intention. It will be held for the first time ever on 21 February 2012 – just before the start of the holiday trade fair Reise + Camping – in the Messe Essen Congress Center. Under the working title "Camper 3.0" participants at the premiere will discuss socio-demographic change and how to address new target groups.

"I am very glad that we could gain Messe Essen to host the congress," says a pleased Daniele Leipelt, Managing Director of the German Federal Association of the Camping Industry, which will act as partner for the congress. "The event is an ideal fit with Reise + Camping, which has the most camping exhibitors among all German tourism fairs." A further transnational partner of this dialogue platform is Leading Camping and Caravanning Parks of Europe e.V. "It's time to give our industry an appropriate forum that will be taken seriously in the outside world," says Eicke Schüürmann, Managing Director of Leading Campings.

www.campingcongress-essen.de

More speed on the ice



The most popular ice show in the world will be cooler than ever on its new tour: "Speed" catapults Holiday on Ice into a new dimension. Flying artists, rapid motorcycle interludes, dance and interactive games with the audience make "Speed" a singular event: fast, sexy and full of adrenalin.

From 29 December 2011 to 2 January 2012, Holiday on Ice will perform in the Grugahalle. The show will be hosted by Mirjam Weichselbraun, well known from the TV show Dancing on Ice. It also features songs from one of the most celebrated pop singers in Germany: exclusively for "Speed", Sarah Connor recorded two songs that are bound to top the charts.

www.holidayonice.com



Photos: Stage Entertainment



Photos: Alexandra Umbach

The medical tradition in the Ruhr district is centuries old. Recently, Essen has gained a reputation as an innovative centre. Physicians are looking for new ways to fight the major diseases of our time.

An earthquake that takes place on one square metre – this was how one patient described the feeling of receiving her breast cancer diagnosis. It is a life-threatening illness that also happens to be an everyday occurrence: just under 60,000 women are affected by it every year in Germany. Now two Essen-based physicians have declared a war on breast cancer. “Together against cancer” is the motto of this fight, and is also the name of the book that has made Dr

Gustav Dobos and Dr Sherko Kümmel sought-after interviewees in the media over the past few months. This should come as no surprise, as the FAZ wrote that this book is the “manifesto of a medical revolution”.

In late August, one of the revolutionaries still hadn’t had time to move into his new premises. Dr Sherko Kümmel’s office is full of untouched moving boxes, even though Kümmel and his team have already been working for four months in the elegantly appointed

Fighting breast cancer: Dr Sherko Kümmel has been head of the Breast Cancer Centre at Essen-Mitte Hospital since the beginning of 2010. Together with his colleague, Dr Gustav Dobos, the 40-year-old has championed collaboration between conventional medicine and naturopathy. This cooperation is unique across Europe.



Breast Cancer Centre, a clinic more reminiscent of a wellness oasis than a hospital.

Integrative from the very outset

But the revolution isn't taking place in a lush interior. Rather, it is defined by a new approach. For the first time ever in Germany, practitioners of conventional medicine and naturopathy specialists are working together in Essen-Mitte Hospital – from the very outset and on an equal footing. This integrative oncology represents a breach of taboo. After all, patients once received a pitiful smile after having confessed to their doctor that they were taking natural remedies or practicing meditation in addition to chemotherapy or radiotherapy. “You're wasting your time” was frequently the standard response.

Alternative treatments are able to make a crucial contribution. Sherko Kümmel experienced this himself. “One patient suffered from panic attacks, though she had excellent prospects of recovery through an operation.” Kümmel was at his wits' end. “Then a colleague suggested trying acupuncture. And after five sessions we were able to operate.”

A coincidence in Essen

On the other hand, the idea that natural remedies or healthy nutrition won't do any harm, at least, is just as much of a bias. While St. John's wort or grapefruit juice can alleviate the side effects of chemotherapy – they can also hinder its positive effect. As 70 per cent of the patients use these or other natural remedies – often secretly – Sherko Kümmel's scientifically based information is a key issue. The whole process revolves around a new relationship between physician and patient; one based on partnership, with the highest precept being the “transparency of expertise”. To this end, Kümmel was able to realise an old dream in Essen: the “SenoExpert” database, which provides every patient with the latest and most relevant research worldwide. Two physicians are exclusively responsible for researching and analysing data. This is also a first in Europe.

Previously, Kümmel researched and practiced in Germany's most famous hospital, Berlin Charité. But naturopathy was something alien to him. This all changed when he became senior physician at Essen University Hospital. Here, he coincidentally became acquainted with a project for naturopathic breast cancer outpatient care – and its director, Dr Gustav Dobos. The internal specialist, head of the Naturopathy and Integrative Medicine Departments at Essen-Mitte Hospital, opened up his eyes. “Gradually, it became clear to me that they also work scientifically, and thus my esteem for their work also rose,” says Kümmel.

He was also impressed with the diversity of treatment forms. “Naturopathy is even broader in scope in Essen than in large American cancer centres. Here, you will truly ▶



An eminent authority on headaches – but this is not his only specialty: Dr Hans Christoph Diener, 60, chairs the Neurology Department at the University of Duisburg-Essen and is the initiator of the Essen Neurology Days.



Photo: PR

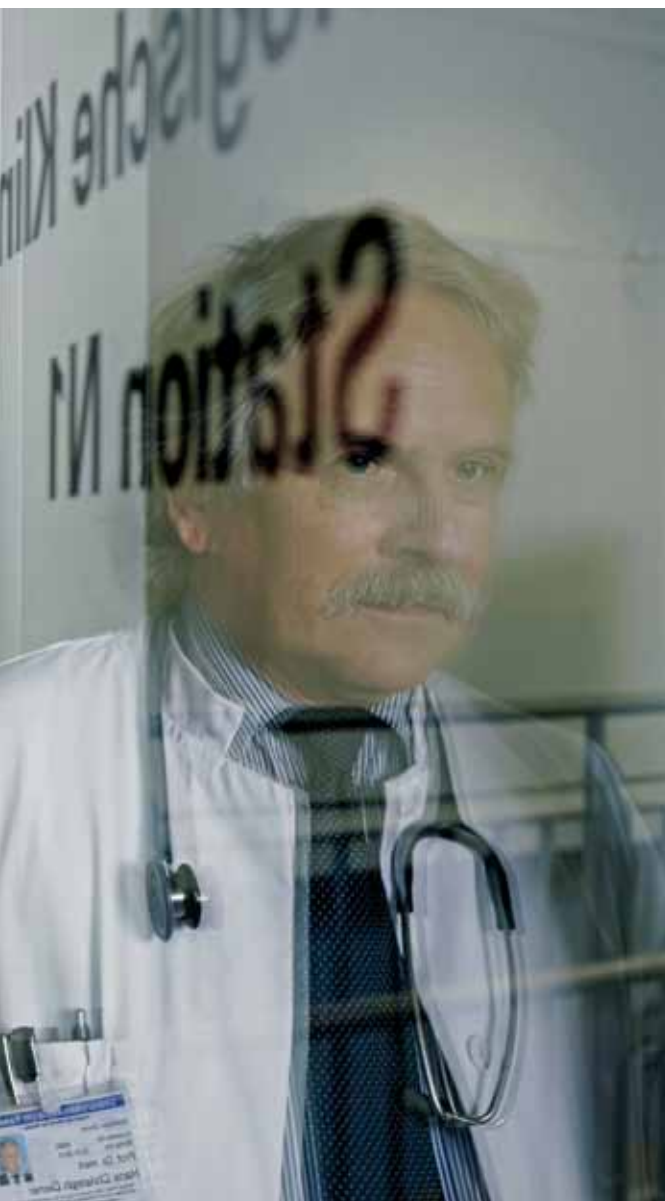
find an expert for anything – be it Indian medicine, traditional Chinese practices or mind and body medicine.” Over 600 patients have been treated since early 2010 according to the concept of integrative oncology. “We have truly realised our dreams,” says a visibly pleased Kümmel, “becoming international pioneers in the process.”

From the miners’ guild to the top hospital

This is just the latest example of the long medical tradition in the Ruhr district that is closely linked with the mining industry. The origins of the miners’ guild, a mixture of cooperative and social security system, can be traced back to the 13th century. The “Bergmannsheil”, established in 1890 in Bochum, is con-

sidered to be the oldest emergency hospital in the world. Today, some 130 hospitals in the region generate an annual turnover of approximately five billion euros. But physicians, pharmacies, nursing homes and many other service providers also profit from the 16 billion euros which residents in the region annually invest in their health care.

Essen is the country’s undisputed innovation centre. The latest inventory review of MedEcon Ruhr, the network of the health care industry for the Ruhr metropolitan area, reads like a collection of superlatives. The West German Tumour Centre at the Essen University Hospital enjoys an outstanding reputation worldwide; the West German Lung Centre is one of the top addresses in the country for the treatment of lung cancer; based on the complexity factor of operations, the



West German Cardiology Centre is Germany's number two; and the Cardiology Department of the Elisabeth Hospital ranks at the top in the country, as does the Oral and Maxillofacial Surgery Department at Essen-Mitte Hospital.

A pioneer in network thinking

Essen's pioneering role in networked patient care is just as impressive. One of the pioneers is Hans Christoph Diener, who has chaired the Neurology Department since 1989 at the University of Duisburg-Essen and also heads the University Hospital for Neurology. In 1994, he established the country's very first stroke unit. "At the time, we were far behind Sweden, Holland and Canada in the treatment of stroke," Diener recalls. Today, there are over 200 such stroke units

across the country and German stroke treatment is also considered the best in the world.

And because an isolated stroke station wasn't enough for Diener and his colleagues, they went one step further in 1999. Resident doctors and hospitals, ambulance services and social services all pull together in Essen's stroke association – a model for the rest of the country. For Hans Christoph Diener, the sheer size of the region is an important reason why Essen has taken on a leading position in patient-oriented research. "In a megalopolis like the Ruhr region, it is much easier to find the required number at patients for clinical studies." To obtain valid results, researchers need up to 30,000 patients worldwide.

High case numbers are necessary for Diener's domain: chronic widespread diseases. Diener is an eminent authority on headaches, of which 256 different forms exist. The West German Headache Centre, which he directs, is the second-largest in Europe, behind the Pierre and Marie Curie University in Paris. And the Vertigo Centre, founded in 2010, will already treat 2,000 patients this year – making it the largest in Germany.

The benefit of conventions

Hans Christoph Diener also brings his concentrated expertise and excellent contacts to the Essen Neurology Days. Every year, he invites other experts to a "concrete and top-class update" in Messe Essen's Congress Center (CCE). This year over 450 medical professions once again responded to his invitation. "Normally, it's difficult to receive advanced training in such compressed form," says Diener in describing the benefits of the convention.

More than half a dozen of such top-level events take place in the CCE this year, and they all fulfil "an important social function," explains Hans Christoph Diener. "Quite a few cooperations and projects get underway here." Perhaps one of them will become the next revolution. □

www.kliniken-essen-mitte.de

www.uk-essen.de

www.medeconruhr.de

www.gc.nrw.de

Images of power – power of images



Krupp steel: a testing facility from 1962.

On the occasion of its 200th anniversary, two high-calibre exhibitions are being dedicated to the Krupp legend.



Photos (D): Historical Krupp Archive

The last owner of the Krupp plants: Alfred Krupp von Bohlen und Halbach visiting with apprentices.

When Friedrich Krupp founded a cast steel factory on 20 November 1811, he couldn't have suspected that his name would be famous around the world one day. Today, 200 years later, "Krupp" is perhaps the biggest commercial symbol in Germany. Among other things,

this legend is based on images: workers facing glowing steel or seamless railway wheels, the logo of what was once the world's largest company; the gun carriages and cannons of the arms producer; enormous forging presses and turbines; and, not least, perfectly staged portraits of the patriarch himself. After all, Krupp was always an engine for personal images.

On the occasion of Krupp's 200th anniversary, the Alfred Krupp von Bohlen und Halbach Foundation is now offering a superlative exhibition. For

the first time ever, key treasures from the historic Krupp archive (containing more than two million photographs) can be viewed in Villa Hügel until 11 December 2011. "No other company or industrial family offers a comparable number of photos," explained Dr Berthold Beitz, Chairman of the foundation's Board of Trustees and already part of the Krupp legend himself, in kicking off the "Krupp. Photographs from Two Centuries" exhibition.

"The highlight of the year"

The sheer mass of material can be explained by the fact that Krupp very consciously used the advantages of the medium. Alfred Krupp, who took over the company in 1826 at the age of 14, was also a pioneer in photography. From 1861 onwards, the company employed in-house photographers and left absolutely nothing to chance, even when it came to family portraits. Along with representative photographs, there are also snapshots among the 343 works on display, some of them taken by the avid amateur photographer Alfred Krupp von Bohlen und Halbach, the last owner of the Krupp plants.

When the photo show draws to an end, a major special exhibition will get underway in the Ruhr Museum. This will take a closer look at the dark sides of economic history and this fascinating family. "Krupp – A Legend Revisited" will be open for visitors from 4 December 2011 and has already been championed by the museum as the "highlight of the year". It is also a spectacular opening for the new director of the Ruhr Museum, as on 1 January 2012, Heinrich Theodor Grütter, previously spokesperson for the museum, will succeed Professor Ulrich Borsdorf, who held the top post for a quarter of a century. □

www.villahuegel.de
www.ruhrmuseum.de



Early trademark and later logo: the seamless railway wheels (shot from 1899).

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