GREEN ANNIVERSARY
30 years of the IPM –
the path to the world’s leading trade fair

GOOD LUCK, DOCTOR!
Top-quality medical care in Essen

BEAUTIFULLY CONSCIOUS
Efficiency in buildings
Düjing, Düsseldon, Dü York, Düssilano, Dübai...

Over 300 flights from Düsseldorf to worldwide destinations every day. To Beijing, London, New York, Milan and Dubai for example. [NEW:] Nonstop to Beijing with Air China from 27 March.
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,

Frank Thorwirth
Chairman and CEO of Messe Essen GmbH

Egon Galinnis
Managing Director of Messe Essen GmbH
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and Egon Galinnis

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Project management: Andreas John, Messe Essen
Managing editor: Jens Poggenpohl
Art direction: Tamara Bobanac
Editorial team: Kirsten Eißer, Gabriele von Graes,
Michael Herdemerten, Carola May, Corinna Plagemann,
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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 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 long-term schedule stability so desired by the industry.”

The hogatec advisory board has already set the course for a conceptual reorientation. It unaniously 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 geothermal energy market is offered in North Rhine-Westphalia,” said Johannes Remmel, 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

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

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.

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.

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.
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.
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
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 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.

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

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 grains 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.
“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 impressive 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.

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?

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.

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
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

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

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.


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.
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.

“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.
“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...
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
working for the IPM for ten years, yet is still a newcomers 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.

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.

www.ipm-messe.de
“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.

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. ToOur 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

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.
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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 & SCHNIEDEN 2013 in Essen. In view of the shortages of skilled workers resulting from structural effects, a paradigm shift is necessary to ensure further qualification, Middeldorf feels.

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.

www.die-verbindungs-spezialisten.de
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 & STUDIENKATE**
  The trade fair for apprenticeships and studies
- **26.11.–04.12.** **ESSEN MOTOR SHOW**
  For drivers and dreams

**2012**

- **07.–08.01.** **HOCHEITZMESSE**
  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

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**24.–27.01.** **IM***
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 caravaning

**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

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**TRADE FAIRS ABROAD:**

- **22.–26.11.2011** **REIFEN CHINA**
  Asian Essen Tire Show (Shanghai)

**FRÜHLJAHRE 2012**

- **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)

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*For professional visitors only.*

Valid as of October 2011. Subject to modifications.
“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 departement “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 departement 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...
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 Aranda 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. Aranda 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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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 homeland 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 Amadha-ni 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 Ruddle. “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.

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 in-
fluential 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 in-
tention. 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 part-
ner 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 Gruga-
halle. 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
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 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.
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 mediation 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...
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 considered 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 patents 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.
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 its 200th anniversary, two high-calibre exhibitions are being dedicated to the Krupp legend. 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.
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EMG - ESSEN MARKETING GMBH
Tourist Office
Am Hauptbahnhof 2 | 45127 Essen

E-Mail: lingen@emg.essen.de
Tel.: 0201 8872042
Fax: 0201 8872044

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When was the first IPM held in Essen?

1963 1983 2003

From all the correct entries, we will be raffling off one restaurant voucher, one pen set, one shopping voucher, one trolley with travel set and one scarf set.

The entry deadline is 3 February 2012.

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