

# ESSEN

THE MAGAZINE FROM MESSE ESSEN

# AFFAIRS

MESSE  
ESSEN

Place of Events

## MODERN

How Messe Essen  
is being enhanced

## MODERATE

How Peter Hülzer  
is making his mark in  
the tire industry

# MORE PROTECTION, PLEASE

Before SECURITY: IT experts' current  
recommendations for companies



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International





**Frank Thorwirth,**  
Chairman and CEO of Messe Essen GmbH



**Egon Galinnis,**  
Managing Director of Messe Essen GmbH

### **Dear Readers,**

The coming year is of historic significance to Messe Essen. This is due partly to the fact that we can look back on our 100-year company history, but also because we have an eye on the future: because in autumn 2013, we will begin work on comprehensively enhancing the trade fair grounds. We are convinced that the modernisation of Messe Essen will offer tangible benefits for our partners, exhibitors and visitors. You can find out more about the building plans on page 16. We will not only keep you informed about the ongoing progress here, but also in our newsletter ESSEN AFFAIRS news. You can subscribe to the newsletter quickly, easily and free of charge using the postcard at the back of this issue.

For companies, being fit for the future is increasingly becoming a question of security – not least IT security. In our title story on page 8, we outline the challenges posed by digitalisation and what the experts recommend in the run-up to the leading global trade fair SECURITY Essen.

Finally, we highlight a surprising aspect of our city. Or would you have believed that, in Essen of all places, there are world-class athletes whose element is water? On page 34, we present a profile of six of them who have reasonable hopes of winning a medal at the Summer Olympic Games in London.

We wish the athletes of our city all the best as they prepare to make their way to London – and we hope you enjoy reading our magazine.

**Frank Thorwirth**  
Chairman and CEO  
of Messe Essen GmbH

**Egon Galinnis**  
Managing Director  
of Messe Essen GmbH





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## BIG BIKE EUROPE

### A new trade fair for motorbikes



From 10 to 12 May 2013, Messe Essen will be at the centre of the European motorbike scene. That's because BIG BIKE EUROPE is celebrating its premiere. The name says

it all: the focus of this new trade fair is on bikes with an engine size greater than 550 cc – including high-performance super sports bikes, tourers, enduros, cruisers and custom-made bikes. After a day for trade visitors on 10 May, the two following days are open to the general public, to whom the exhibitors will present the world's finest parts and accessories, products for performance, tuning and servicing, plus a range of workshops. The organiser of BIG BIKE EUROPE is the US publishing company Dealer World, which publishes leading magazine titles in the motorbike industry. Besides the large catchment area and very good transport links, the outstanding international reputation of Messe Essen spoke in favour of the city of Essen – ideal conditions for the “show with wow factor” that Dealer World promises.

[www.bigbikeeurope.com](http://www.bigbikeeurope.com)

## Techno-Classica

### The buzz just keeps on growing



**A paradise for classic automobile fans:** from 21 to 25 March, Techno-Classica confirmed its reputation as number one in the world.

With some 180,000 visitors, 1,200 exhibitors and fantastic-looking automobiles, Techno-Classica has once again set the standard. “We have clearly underlined our claim of being the world's leading trade fair for the classic sector,” says Anton L. Franssen,

managing director of the

trade fair organiser SIHA. He appears to be just as delighted about the number of international guests – which has risen once again – and the increasing enthusiasm for classic automobiles in countries such as Russia and China. Especially grabbing the attention of visitors were the vehicles that were not for sale: 21 of only 86 sports cars that were ever built by the Spanish marque Pegaso were on show in Essen – a world record. Can this be topped? For the silver jubilee of Techno-Classica, being held from 10 to 14 April 2013, Franssen is promising “some very special and exclusive surprises”.

[www.siha.de](http://www.siha.de)

## Hortiflorexpo IPM Beijing

### A strong partnership in Beijing

The start to the new cooperation could hardly have been better when from 11 to 14 April, Hortiflorexpo, the most important trade fair for plants in China, and IPM Essen, the world's leading trade fair for the green industry, joined forces for a joint event. And right away, Hortiflorexpo IPM Beijing 2012 was an event of superlatives: 16,586 visitors came to get information on products and services from 405 exhibitors – it was the biggest event of its kind to have ever taken place in the Beijing Exhibition Centre. “We are delighted with

the success of the new cooperation and its considerable achievement. We would like to say a big thank-you to our partner, the China Flowers Association, the largest Chinese horticultural association, for the productive cooperation,” says Egon Galinnis, managing director of Messe Essen. The next Hortiflorexpo IPM will be held from 17 to 21 April 2013, at the Shanghai Expo Pavilion in Shanghai.

[www.hortiflorexpo-ipm.com](http://www.hortiflorexpo-ipm.com)

**"Experience water"**  
is the philosophy we stand for.



Exhibitors and visitors were delighted with the “almost party-like atmosphere” at SHK ESSEN, which perfectly united supply and demand from 7 to 10 March.

## SHK ESSEN

### An industry on top form

With 580 exhibitors with groundbreaking products and services for sanitation, heating, air-conditioning and renewable energies, and 51,567 visitors with a high degree of decision-making authority, SHK ESSEN witnessed an industry on top form. Hans Peter Sproten, managing director of the professional association SHK NRW, was representative of many as he showed himself to be “delighted with the almost party-like atmosphere”. No matter whether heating systems in combination with regenerative energies, elegant baths or answers to pressing questions relating to the altered German Drinking Water Ordinance, the trade fair proved to be a first-class ordering and information platform in every respect. A total of 97 per cent of companies and 90 per cent of visitors want to be at the next SHK ESSEN from 12 to 15 March 2014.

[www.shkessen.de](http://www.shkessen.de)

## Urology Convention Outstanding

"The number of participants was right, the subjects were right, I have only heard positive comments." This gratifying conclusion is drawn by Professor Mark Goepel, senior consultant at the clinic for urology and nephrology at Klinikum Niederberg in Velbert and president of the 58th Convention of the North Rhine-Westphalia Association of Urology. On 26 and 27 April 2012, 570 doctors and professionals, plus 210 representatives from the industry brought each other up to date by sharing the latest urological knowledge. In addition, the NRWGU innovation prize, which came into being on the initiative of Goepel, was awarded for the first time. The award is worth €20,000 euros and will benefit a research project at Universitätsklinikum München.

[www.nrwgu.de](http://www.nrwgu.de)

## Stamp fair Football and philately

With the EURO 2012 football championship very much in mind, the 22nd International Stamp Fair was held from 12 to 14 April. Whilst the presentation of the special stamp "Fussball begeistert Deutschland" (football thrills Germany) and the semi-postal stamp to mark EURO 2012 issued on the opening day of the fair had the hearts of collectors beating faster, stamp fans also showed off their sportier side on the famous "Torwand" (goal wall) from the ZDF sports show Aktuelle Sportstudio, which was overseen by the German sports charity Stiftung Deutsche Sporthilfe and Deutsche Post. A total of 130 specialist dealers, auction houses, accessory manufacturers and publishers presented their products. Next event: 2 to 4 May 2013.

[www.briefmarkenmesse-essen.de](http://www.briefmarkenmesse-essen.de)

## Essen The greenest city in NRW

Essen's citizens have suspected it for some time, but now it's official: in the whole of North Rhine-Westphalia, the most populous state in Germany, Essen is the greenest city. According to the State Statistical Office, 11.1 per cent of the overall area is given over to sport, leisure and relaxation. In second and third place are the cities of Cologne and Oberhausen. "That once again makes it clear what a great place our city is to live in," says Essen's mayor delightedly. He is also chairman of the supervisory board of Messe Essen GmbH.

[www.essen.de](http://www.essen.de)



**Full house at FIBO:** 65,800 visitors came to the leading international trade fair for fitness, wellness and health from 19 to 22 April.

## FIBO A record and a wistful farewell

FIBO bade farewell to Essen with a huge wave of feeling and a "historic high". Some 65,800 visitors (13.2 per cent up on the previous year) and 612 exhibitors (5.3 per cent up) ensured record figures that exceeded all expectations. "Twenty-one years ago, we came to Essen as a fleeting, quirky fitness and bodybuilding event; today we are leaving as a leading international trade fair for fitness, wellness and health. This development is in no small part down to the exceptional partnership with the entire Messe Essen team," explains Hans-Joachim Erbel, managing director of trade fair organiser Reed. Since 2005 alone, FIBI has recorded a 40 per cent increase in exhibitors, 60 per cent more visitors and a 40 per cent increase in rented space. Due to the growing need for extra space in the long term, FIBO will be held in Cologne from 2013.

[www.fibo.de](http://www.fibo.de)

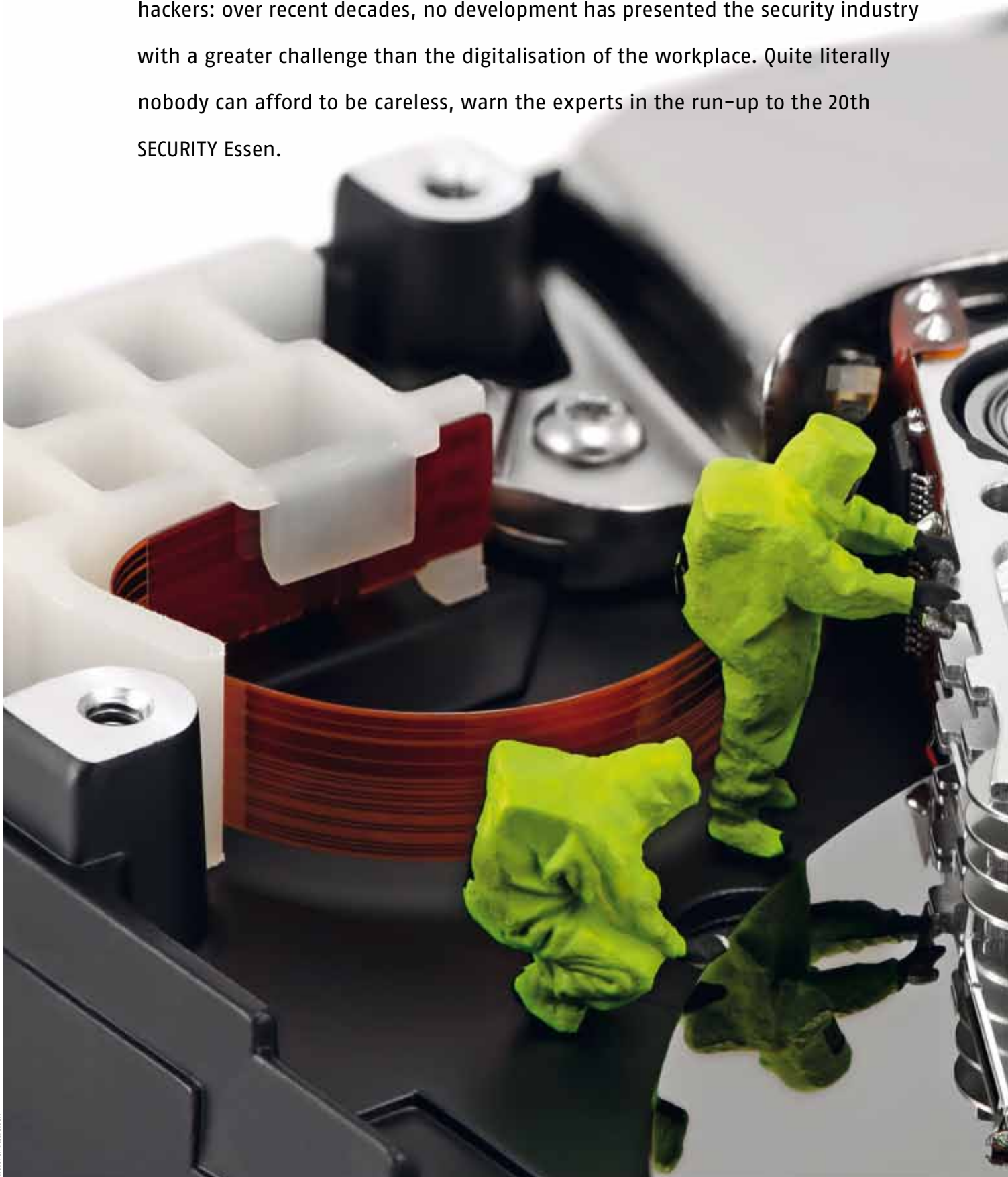
## Survey on the Ruhr region More culture, less coal


The image of the Ruhr region has undergone a significant transformation in the last four years. That is the outcome of a representative survey of more than 1,500 citizens across Germany, conducted by the forsa institute on behalf of Initiativkreis Ruhr. According to the survey, only 34 per cent of respondents immediately think of the word "coal" when the Ruhr region is mentioned. In 2008 the figure was still 53 per cent. In contrast, the word "culture" is making gains – due in no small part to being the European Capital of Culture in 2010. Four years ago, just two per cent of respondents associated the word with the Ruhr region; today the figure is ten per cent. In all, the survey reveals that 43 per cent of Germans who don't live in the Ruhr region have a positive image of it. Just nine per cent have a negative image. You can find all the survey results on the "image of the Ruhr region" at:

[www.i-r.de/download](http://www.i-r.de/download)

# More protection, please

The triumph of the smartphone, cloud computing and ever more attacks by hackers: over recent decades, no development has presented the security industry with a greater challenge than the digitalisation of the workplace. Quite literally nobody can afford to be careless, warn the experts in the run-up to the 20th SECURITY Essen.





ts name sounded almost cute, it looked completely harmless, but what “Duqu” did caused alarm among security experts around the world. Last October, staff working at more than a dozen manufacturers of industrial systems in Europe received e-mails, seemingly sent to them personally from

colleagues, with a Word file attached. Yet those who opened the file really did let in a Trojan horse. Via a vulnerability in the program, “Duqu” surreptitiously gathered highly sensitive production data over a period of 36 days, before disappearing from the computers again without trace. ▷

## *The number of malware samples on the Internet: 75 million Losses caused by online offences in 2011: 114 billion US dollars* Source: McAfee, Symantec

**The origin of "Duqu"** remains a mystery to this day, as does that of its big brother "Stuxnet", which destroyed centrifuges from Iranian nuclear facilities in 2010. The one thing that is clear is that worms, viruses and Trojans no longer only pose a threat to offices. And both of these high-profile security threats are merely the tip of the iceberg: the database of the IT security company McAfee received 75 million malware samples by the end of 2011. Very few of them are out to cause destruction; the objective is mostly espionage. In Germany alone, in terms of lost revenue, the German Engineering Federation puts the cost of product piracy at 7.9 billion euros.

### **The Internet – a critical infrastructure**

**Hollywood screenwriters** have long since been taking this reality even further, scripting cyber wars in which critical infrastructures such as energy and water supply are paralysed at the touch of a button. It's not necessary to go that far to establish soberly that the Internet is a critical infrastructure. Or, as Peter Hohl puts it: "Security without IT security would no longer even be sufficient for a stone quarry business." The founder of the SecuMedia publishing house for security information is the organiser of the IT security theme park at SECURITY Essen, which is being held from 25 till 28 September 2012 (see the box on p. 12).

**There is little fantasy** in the prediction that the subject of IT security at the global market for security and fire protection will provide plenty of material for discussion. That's because no development in recent decades has presented security experts with a greater challenge than the permanent revolution in the information technology industry. It is therefore no wonder that, according to the 10th WIK Security Symposium held in May 2011, security experts in German business are expecting to face higher security risks in the future – particularly in the area of corporate data and communication.

**Norbert Pohlmann** has been closely following this development. Before the now 52-year-old was appointed director of the Institute for Internet Security (if(is)) at Westfälische Hochschule in Gelsenkirchen, he had already notched up 20 years' experience as an advisor to various companies. "When we set up a security company in the mid-1980s, we thought that we



had better get a move on, otherwise all the problems would already be solved,” he recalls. “In the mid-1990s we thought that we really had solved them all. Today we know that this isn’t true.”

### “Too many exposed flanks”

**The reasons for this** and the threat situation are as complex as the digital world itself, but there are three aspects, above all, that make this such a highly explosive topic: the quality of software, the ever-increasing merging of private and business applications, and cloud computing, the storing of large amounts of data or the entire IT infrastructure in external networks.

**But haven’t the software manufacturers** made enormous progress in recent years? Isn’t an anti-virus program always a standard part of every company’s set-up? That may be true, says Norbert Pohlmann, the only trouble is that there are still “too many exposed flanks”. For one thing, even the best software inevitably contains errors – one error per 1,000 lines is the rule of thumb. It would be easy to think that this figure is extremely low, but since sophisticated programs run to several million lines, the number of errors soon adds up to several thousand – and with them the chance of attacks.

**Add to this the fact** that the best anti-virus programs currently available find “only” 95 per cent of those programs which, like “Duqu” (the malware), were specially developed to lead users to errors or spy on them. According to estimates, one in 25 computers is infected with such malware and Norbert Pohlmann reckons the chances of a successful attack on an individual computer are just as high: one in four. ▶



Photo: PR

### “The need for security will increase massively”

**Uwe Bartmann, CEO of Siemens Building Technologies and chairman of the advisory committee at SECURITY Essen, on the security solutions of the world’s market leader and the green buildings of the future.**

**ESSEN AFFAIRS:** “Security will play an even greater role in the buildings of the future,” according to a video clip from Siemens Building Technologies.

**Why is that the case?**

**Uwe Bartmann:** Against the backdrop of population growth and urbanisation – by 2030 around 60 per cent of the global population will live in cities – there will be a massive increase in the need for public security for people and property. When people live and work together in tight spaces, they want to do it in a safe environment in which they feel comfortable.

**“Convergence” is a key word that has been doing the rounds in the industry for some time. What do you understand by the term?**

We support and endorse this “movement”, integrate open standards such as BACnet (Building Automation and Control Networks) or ONVIF (Open Network Video Interface Forum) in our systems, and are involved in developing them. One system, for instance, combines various security disciplines such as access control, intelligent video analysis, break-in detection, networked video recordings and other security applications, and also supports the monitoring of fire protection and building automation systems.

**What kind of security solutions does Siemens offer its customers today, and what will the smart buildings of tomorrow be able to do?**

The Siemens Building Technologies division is the global leader in the market for safe and energy-efficient buildings and infrastructures. In the area of security technology, we supply a wide range of products including access control solutions, break-in detection systems, video management solutions, command & control systems, risk management systems and fire, evacuation and extinguishing systems. Smart buildings will be part of a smart city and not only communicate “internally”, but also across a range of trades and infrastructures. This will make work easier for fire crews and rescue workers, among others.

**The acquisition of converged and integrated solutions is more expensive in the short term. How are you convincing customers that they should see it as a business investment rather than a cost factor?**

It’s not only the users of the building that benefit from an intelligent, integrated and safe building, but also investors. A smart building will always have an attractive resale value in five or ten years.

**The Siemens Building Technologies division** (in Zug, Switzerland) is part of the Infrastructure and Cities Sector and a global leader in the market for safe and energy-efficient buildings (“green buildings”) and infrastructures. As a service provider, system integrator and product supplier, Building Technologies has a range of products and services for building automation, heating, ventilation and air-conditioning technology, and fire protection and safety.

[www.siemens.de/buildingtechnologies](http://www.siemens.de/buildingtechnologies)

## The 20th SECURITY trade fair: the global market for security and fire protection



From 25 to 28 September 2012, Messe Essen will be the key location for security experts from around the world for the twentieth time. The good economic situation in which the industry finds itself is reflected in the number of bookings. More than 1,100 exhibitors will be presenting their products and services at the anniversary fair. They will encounter a high-quality

crowd: almost 90 per cent of the 46,000 visitors have a significant say in their companies' acquisition decisions; almost half of them are coming to Essen from abroad.

**Increasing numbers of them** are no longer just looking for products, but integrated security concepts. And a wealth of solution-oriented approaches can be found at SECURITY – which is evident in the spaciouly designed trade fair stands alone. Yet the individual segments are also growing – particularly the area of fire protection. Some 140 exhibitors in this segment have already confirmed their attendance – up 30 per cent from the last SECURITY in 2010. Due to the high demand, besides traditionally occupying hall 1, where the bvfa (Federal Association for Fire Protection Technology) will have a stand, the fire protection segment will also occupy space in a second trade fair hall for the first time. As such, one of the central points of interest in hall 9 is sure to be the joint stand being run by the Essen fire brigade.

**The fact that SECURITY is the primary innovation platform** in the security world is proven by the SECURITY INNOVATION AWARD. In 2010, 91 companies competed for the sought-after prize, which is awarded by an expert jury in the categories Technology and Products, Services, and Fire Protection. This year, the award will once again be presented at a gala event on the evening before the trade fair, and TV presenter Rudi Cerne (Aktenzeichen XY) will once again be hosting the evening's proceedings. □

[www.security-essen.de](http://www.security-essen.de)



## When the hacker calls

**The example of the German tax advisor** who recently received an anonymous phone call highlights the fact that it is not only the infrastructure of major corporations that is targeted by criminals. “We have been watching your computer for two years,” claimed the caller. “Pay us 100,000 euros and the malware will be removed.” Once the tax adviser had regained his composure, he asked the hacker why he should believe him. His answer was: “I have references.” Discrete enquiries among his circle of colleagues actually revealed that the tax advisor was not the first victim. He could have guessed by the amount of money demanded that the search for the malware would be successful. “That’s because the attackers chose the precise moment when he could afford 100,000 euros,” explains Norbert Pohlmann. “Otherwise they may have only demanded 20,000 euros.”

**It may be an expensive misconception** for small and medium-sized enterprises to balk at the assumed costly investment in a sophisticated IT security concept, but from a psychological perspective it is perfectly understandable. Pohlmann would advise them to look at cooperative models. The tax advisor probably could have saved himself a great deal of hassle if he had been a member of DATEV AG, which has a good 39,000 members – among them not only tax advisors and lawyers, but also local authorities – and works “in a highly professional manner”, as Pohlmann says. Pohlmann paints an incisive picture of what he understands by the term professional protection in future, namely the change from reactive to proactive systems: he considers the current IT security architecture of many companies to be “like a house, which may

## *World population in 2016: 7.3 billion* *The number of Internet-compatible mobile end devices: 10 billion* Source: Cisco

well have lots of people guarding it, but has so many open doors and windows. We need a house that has just one, tightly closed door”.

### **The clouds will gather**

**However, that is easier said than done**, because whilst the security professionals are all for reducing complexity and creating a clearer overview, the doors to the data will always be forced open. For many private users, the term “cloud computing” has become second nature when it comes to storing their photos and films on the Internet.

**Cloud computing** also offers companies unquestionable advantages: software and hardware no longer have to be kept (and protected) locally; payment models based on time or data volume create additional savings and flexibility. Yet, in Germany at least, data protection, data security and compliance have led to many companies procrastinating. However, they no longer have all that much time, because the clouds will gather – and this is in no small part down to the third and perhaps most important trend: the mobile IT revolution.

**Nobody is seriously disputing the fact** that the huge popularity of smartphones and tablet PCs will continue over the coming years, nor are they disputing that this will lead to a further explosion in data traffic. According to a current study by the world’s largest network supplier Cisco, there will be more than ten billion Internet-compatible mobile devices in the world by 2016 – which will even outnumber the population of the world. By then, annual mobile data traffic will have grown by a factor of 18 to 130 exabytes – a figure that is difficult to imagine when you



think of it in terms of how many DVDs it would take to store it all: 33 billion discs.

### **Business, private or both?**

**This, however, is only a sample calculation** anyway, because in a few years – according to the Cisco study – the number of cloud applications will rise from today’s 43 per cent to 72 per cent. At the same time, the boundaries between business and private use will become ever more open – sometimes even consciously encouraged by companies; after all, company smartphones, laptops or tablet PCs that can be used privately are genuine arguments in the battle to attract the best professionals and they also benefit both parties. ►

## Mobile data transfer in 2016: 130 exabytes = 33 billion DVDs Percentage of cloud applications: 72 per cent

Source: Cisco

However, there are many who are still not fully aware of the hazards: hotspots at airports, train stations and in cafés are a real problem in the eyes of the security experts. That's because it is far more difficult to control who can access valuable company data. Yet the boundaries are also blurred in the opposite direction: increasing numbers of employees are using their private devices for business purposes. Experts call this trend "consumerisation" and "bring your own device" (BYOD).

### The "human factor"

**Although this development** cannot be halted, it can surely be managed. For instance, the software manufacturer SAP has begun to equip a wide range of user groups with mobile devices. One year after the launch, SAP recorded 22,000 Blackberry users, 5,000 iPhone users and 10,000 iPad owners. At the time of the launch, security questions played a crucial role. One approach to the solution was to delete all the data from a mobile device if it was lost or if the connection to the central management system was cut.

**Yet sophisticated solutions** alone are not enough to fend off digital attacks. The "human factor" has to be incorporated in any strategy. The security companies know this, too. To test the risk awareness of employees, they make use of the tricks that the criminals themselves like to use: somewhere on the company premises they plant a primed USB stick – and through lack of knowledge and curiosity many employees plug it into the company PC.

**Controls are good**, raising awareness is even better, according to Norbert Pohlmann, which is why he is calling for "more education" – undoubtedly a big task,

but one that is feasible, as corresponding campaigns for greater road safety have shown.

### Ideas for "Industry 4.0"

**Professor Claudia Eckert** looks at it in the same way. "It depends on the mix of technical precautionary measures and the trust placed in the media competence of the employees," says the holder of the chair for IT security at Munich University and head of the Fraunhofer Research Institution for Applied and Integrated Security (AISEC). Eighty employees at the Fraunhofer AISEC are working on integrating security concepts in future hardware and software architecture from the very beginning, and they do this for a wide range of industries. Chip card manufacturers such as Infineon or Giesecke & Devrient are among the customers, as are Deutsche Telekom and the automobile manufacturer BMW.

**For the researchers**, it's all about a technologically more intelligent future – even for the "smart factories" of tomorrow. In such factories, also known as "Industry 4.0", machines and systems learn to think independently. "They are given the ability to adapt their behaviour to changing tasks and operating conditions through self-optimisation and reconfiguration," says Claudia Eckert, explaining this vision.

### Communication is the key

Yet regardless of how ultramodern and fully automatic these factories operate, classic security will in no way be superfluous. In fact, a development is emerging which has been doing the rounds for some time known as "convergence" (see interview on p. 11). This is the fusion of classic and IT security and there is



Photo: shutterstock

currently no shortage of examples – be it security cameras whose signals are transmitted via the company's own data network, or biometric passes, which grant access to both the company premises and the computer. "And, in actual fact, convergence of the people responsible for the various kinds of security would also be necessary," says Peter Hohl.

**However, Hohl knows** that the convergence of personnel is still a long way off – the respective areas of responsibility are too varied and too specialised. Until then, he considers communication to be the key to greater protection. "The task cannot be to let the head of company security study information technology or send the head of IT on a work experience placement with the police. The aim must be for both of

these people to talk to each other, complement each other and to ensure that they essentially understand what the other is saying." For this very reason, information fairs such as SECURITY Essen are eminently important. □

# "A piece of the future"

From autumn 2013 until mid-2017, Messe Essen will undergo a comprehensive programme of modernisation. Essen's Mayor Reinhard Paß and Frank Thorwirth, chairman and CEO of Messe Essen explain how customers and the entire city will benefit.

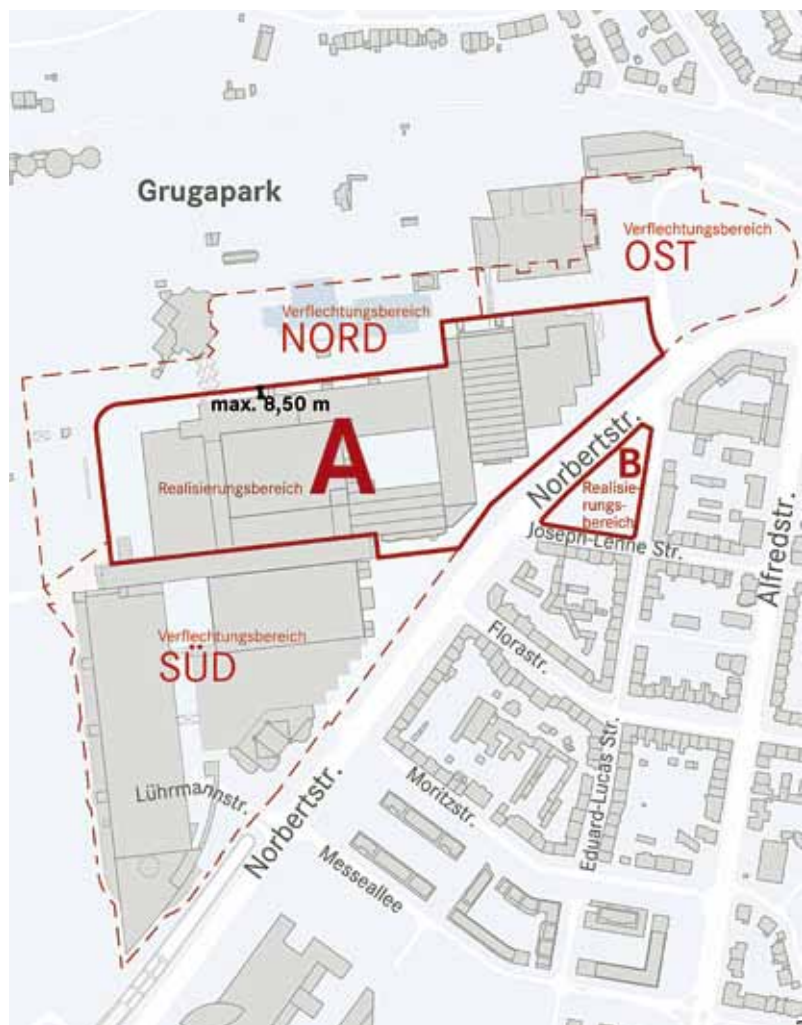
*They are looking to the future of Messe Essen and the city with optimism: Essen's Mayor Reinhard Paß (left) and Messe Essen CEO Frank Thorwirth*

**ESSEN AFFAIRS:** Mr Paß, after Essen City Council resolved to modernise Messe Essen with an overwhelming majority in November 2011, the district government granted its approval at the beginning of April. You were also personally committed to the modernisation programme. Why?

**Reinhard Paß:** Firstly, because the trade fair is important for the future viability of our city. We live in the centre of the Ruhr region, an economic powerhouse with a population of 5.2 million people. We also find ourselves in a competition – as a region and a city. In this competition we have to be able to present ourselves in an appropriate manner. Messe Essen has made a significant contribution over the decades, and it should be in a position to continue to do so in the future. Furthermore, we have to recognise that the overall trade fair market has altered and the competition between the different trade fair grounds has got a lot tougher. And what's more, when a city builds, it demonstrates its confidence, its optimism and its positive prevailing mood. The investment is the biggest that we have made in our city for more than a decade. That is why the politicians and general public are watching with a critical eye. We want to prove ourselves to these people.

**Mr Thorwirth, what exactly is involved in this modernisation programme and how will it benefit exhibitors and visitors?**

**Frank Thorwirth:** In short, we are renovating half of the trade fair grounds. Everything from the East entrance to hall 4 will be upgraded. Messe Essen will then have trade fair grounds that will live up to the most modern of standards in every detail: ground-level, pillar-free halls, halls in which equipment can be easily set up, halls in which exhibitors can present their products and services in a befitting manner – with everything they could possibly need. What's more, we will be able to offer our guests an improved space in which it is easier to get around, something that has previously been difficult to achieve in the grounds that historically have evolved over time. We will be able to hold several events simultaneously – and that was only possible with a great deal of effort in the past. Moreover, the spaces and opportunities for events beyond the actual trade fair activities will be transformed into an even more optimal condition.



## Facts and figures on the upgrade

**Scope:** In a modular process, the current halls 4 to 12 and Messehaus Ost (East) will be replaced by four new, spacious halls, complete with a foyer and conference area.

**Exhibition capacity once building work is completed:** approx. 110,000 square metres (gross).

**Architects' competition:** Besides the actual design areas A and B, the participants in the current competition have been asked to take into consideration the effect of the new buildings on the adjoining weaving section (see picture above). The jury will select the winning design at the end of October 2012.

**Construction start date:** Autumn 2013 (after the leading global trade fair SCHWEISSEN & SCHNEIDEN).

**Completion date:** mid-2017.

**Investment volume:** 123 million euros. The city of Essen has made available a surety of a maximum of 100 million euros to Messe Essen for taking out a loan.

**Enlarging the area beyond the current 110,000 square metres of exhibition space was never an issue for you in the past. Why not?**

**Frank Thorwirth:** That is not only down to the inner-city location of Messe Essen, but also a consequence of strategic considerations: 70 per cent of trade fairs throughout the world take place on a scale of around 100,000 square metres. It is precisely this segment that we also want to serve in future. ►



**"Messe Essen is important to our city," stresses Reinhard Paß.**



Photos (2): Daniel Roth

**"We are creating state-of-the-art trade fair grounds for our customers," declares Frank Thorwirth.**

Building work begins in autumn 2013, after the leading global trade fair SCHWEISSEN & SCHNEIDEN. In the coming year, Messe Essen is also celebrating its 100th birthday.

**Frank Thorwirth:** Yes, that is a clear signal which carries weight for our city beyond Messe Essen. We can look back on a century of history, but we will also be able to say: "There's more to come! Things are moving forward!" It's difficult to imagine any better symbolism than that.

Mr Paß, you also have an eye on the more distant future. In this regard you have launched the strategy process "Essen.2030 – Eine starke Stadt!" (Essen. 2030 – a strong city!). What role is Messe Essen set to play in 2030?

**Reinhard Paß:** Above all, this process should address the needs of the young generation, particularly the well-qualified people that we want to attract. If nothing else, we want to offer them attractive jobs with an international, tolerant flair. In this context, a stagnation of Messe Essen would be completely counterproductive. In contrast, I consider it to be an essential element of this future strategy, although we must not only expound the economic benefits more clearly, but also the "soft factors", from which our city profits.

What kind of stimulus can be expected in terms of the development of the city? Can Messe Essen, the neighbouring district of Rüttenscheid and the adjacent Grugapark mutually benefit each other even more so than previously?

**Reinhard Paß:** That Rüttenscheid is a lively, modern district which has always managed to attract an exciting mix of active people would not be possible without the constant stimulus provided by Messe Essen. At the opposite pole of this urban city landscape, within walking distance of Messe Essen we have the Grugapark, which is without equal in Germany. These underlying conditions are better than some other trade fairs; they also demand that all developments take place in a spirit of mutual respect.

**Frank Thorwirth:** Of course, our customers are interested primarily in the business on the floor. But when it comes to the hard "soft factors" the location has a lot to offer: Rüttenscheider Strasse is just five minutes away and ideal for having lunch; the Grugapark is perfect for taking a gentle stroll; the hotels are within a quarter of an hour's walking distance away; it is a region full of vitality with a rich variety of cultural activities for entertaining customers – we have many advantages in this respect.

Yet before these advantages carry even greater weight, building work will continue until 2017, whilst trade fair business goes on. How are you ensuring that there will be minimal disruption to exhibitors and neighbours during this building work?

**Frank Thorwirth:** The building logistics actually present the biggest challenge. That is why we have held a number of meetings and information events to ensure the highest degree of transparency. It is our wish that the entire process is reasonable and agreeable for all parties, and, as Mr Paß emphasised – conducted in a spirit of mutual respect. However, it is also clear that work cannot be completed without a certain amount of disruption for everyone involved.

**Reinhard Paß:** Mutual respect not only means looking at the temporary disruption, but also keeping the end result in view. And the end result will be a piece of the future for the entire city.

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# A festival of technology

Photo: PR

Discover, marvel, experience: from 11 till 23 August, Messe Essen will be transformed into a research laboratory for young visitors and their families. Organiser ThyssenKrupp is expecting up to 400,000 visitors to the Ideas Park 2012.

**"Incredible, but Ideas Park":** Under this motto, more than 120 partners from the world of science and business are coming to Messe Essen to present their technological solutions for the challenges of the future. Our picture conveys an impression of how Hall 3 will look.

**They are called AeroDrom** (aerodrome), Weltraum-Bahnhof (space station) or HafenMeile (harbour mile) – and they are quarters in the most creative city imaginable. These fantasy landscapes are part of the Ideas Park 2012, which will transform Messe Essen into a huge research laboratory from 11 till 23 August. On an area covering 60,000 square metres, organiser ThyssenKrupp is inviting people to embark on a voyage of discovery into the future.

**"The Ideas Park 2012** is a symbol of sustainability and concerns itself with the current issues of population growth, urbanisation and globalisation. And it considers the question of how we can juggle resource efficiency and environmental protection, out of which challenges arise for our society and for us as a company which can only be overcome with technical innovations. The Ideas Park showcases the solutions developed by science, research and business – and people can try these out and discover them for themselves," explains the chairman of ThyssenKrupp AG, Dr Heinrich Hiesinger.

## Free entry, lofty aims

**ThyssenKrupp is not alone in this respect.** Besides the state of North Rhine-Westphalia and the German Federal Ministry of Education and Research, the crème de la crème from the world of science and business are taking part in this unique technological experience: whether Daimler, Microsoft or Siemens,

the Max Planck Society, the Fraunhofer Institute or the Leibniz Association – more than 120 partners are sending a good 1,500 experts to Essen in August, to share the fascination of technology with the general public. What's more, the Ideas Park Arena has highlights for the whole family, with lectures by the Family University, technology presentations, shows and stars – and the whole thing is free of advertising, open to all visitors and free of charge at every single one of the 13 venues.

**However, the Ideas Park** is not completely altruistic: the shortage of skilled labour and engineers throughout Germany is a growing problem. It therefore seems all the more important to spark youngsters' interest in technology in innovations as early as possible.

**At previous stations** in Gelsenkirchen, Hanover and Stuttgart, the Ideas Park has already fascinated more than 540,000 people. Its fourth outing is set to attract even greater numbers of visitors; ThyssenKrupp is expecting up to 400,000 visitors. It is a "home game" for the DAX-listed concern – after all, the group headquarters are located in the northern district of Essen. And for Messe Essen, too, the Ideas Park 2012 is an event with a touch of extra class. For this reason, a specially assembled team from Messe Essen is coordinating cooperation with the Ideas Park team. □

# The Motor Show gets people moving

On Facebook and on the racetrack – and throughout the year, too, the ESSEN MOTOR SHOW evolves into a strong brand for sporting mobility.

**“When do tickets go on sale????”** asks Franz impatiently in February; “I’ve been looking forward to seeing everyone again since January,” writes Fabian in mid-April; and Martin says quite simply: “Class app.” Those who think that the Facebook fan page only springs to life during the ESSEN MOTOR SHOW are very much mistaken. The most important social network on the planet is a popular meeting place for automobile enthusiasts all year round. At the beginning of May, the page had more than 12,600 fans – and is increasingly turning into an important communication channel for the leading German trade fair for automobile sportiness.

**In its history spanning more than 40 years,** the ESSEN MOTOR SHOW has always been a strong brand. In recent times, this also applies to the virtual sphere, and it’s not only on Facebook that the young and young-at-heart public are getting in the mood for the forthcoming outing from 1 to 9 December 2012. The integrated video portal on the trade fair website has notched up more than 60,000 hits, and the aforementioned smartphone app also seems to have struck a chord among the target group.

## Sponsor of two racing teams

**Also in “real life”** the presence of the ESSEN MOTOR SHOW is stronger than ever – although real life for the genuine automobile fan takes place at car meetings, trade fairs or on the racetrack. Even here, it’s hard to miss signs for the ESSEN MOTOR SHOW. That’s because Messe Essen is sponsoring two racing teams in 2012: in the ADAC GT Masters it is partner to the Heico Motorsport team and is represented on a Mercedes

SLS AMG GT3 belonging to last year’s champion Alexandros Margaritis; in the IDM (Internationale Deutsche Motorrad-Meisterschaft) it is the main sponsor of the Herzenswünsche motorbike team with rider Jan Bühn, who has enjoyed a great deal of success on a Yamaha R6.

**Currently on the road** quite a lot is Dr Martin Uhlen-dorf, director of trade fairs and exhibitions at Messe Essen – and successful as well. “Many customers welcome the all-year-round market presence“, he reports. „Increasingly, the ESSEN MOTOR SHOW is once again becoming an unmissable event in the trade fair calendar of many automobile manufacturers, importers, tuners and customisers.” So it’s only logical that the repositioning of the ESSEN MOTOR SHOW, which began in 2010, is also being systematically pursued this year. For instance, the Motorsport Summit is being held for the first time in 2012. “Decision-makers in the motorsport industry were looking for an opportunity to network and share knowledge,” says Uhlen-dorf, explaining the background to this international motorsport conference which is being presented by Messe Essen in association with the renowned conference organiser SPONSORS.

**However, that is only one** of the programme highlights: whether the AUTO BILD Race Night, a beefed-up motorbike programme, the special show on the comeback of the World Endurance Championship or a presentation on the German Touring Car Championship – in 2012, the ESSEN MOTOR SHOW will once again give people plenty of material to talk about and dream about. □

[www.essen-motorshow.de](http://www.essen-motorshow.de)

**On the road with the champion:** This season, the ESSEN MOTOR SHOW is sponsor of the Heico Motorsport team. Behind the wheel of the Mercedes SLS AMG GT3 is Alexandros Margaritis, the winner of the ADAC GT Masters 2011.



Photo: metencompany

# It's ready

With a new venue and a contemporary concept, from 2 till 5 September, HOGATEC will be held at Messe Essen for the first time. The trade fair for the hotel, and catering industry is now more emotive and incorporates a more comprehensive range of themes than ever before. The new recipe is going down well.

**The new key visual** symbolises the conceptual opening of HOGATEC.

**Anyone who has ever been a guest** in one of Essen's hotels or dining establishments has probably made the acquaintance of a "little personality". That's how Brauerei Stauder refers to its premium Pils, which has been brewed since 1867 according to an old family recipe. This fine example of the art of brewing is served in a good 800 establishments in Essen, the quality of which is backed up by a dozen entries in the Gault Millau restaurant guide. After all, with 652,000 overnight stays every year, Essen is North Rhine-Westphalia's third most popular hotel city – thanks in no small part to Messe Essen, which itself is now playing host to the professional hosts: from 2 to 5 September, HOGATEC, a trade fair with a rich tradition, is being held in Essen for the first time.

## On four pillars and centrally positioned in the market

**Dr Thomas Stauder is confidently looking forward** to the trade fair. "HOGATEC offers us a double advantage: on the one hand, it appeals to our core target group; on the other, it is being held in our home town – in the heart of North Rhine-Westphalia, our most important market in terms of sales."

**At the same time**, Stauder is a good example of why HOGATEC's move signifies more than just a change of venue. Whilst Messe Düsseldorf was unable to offer the industry the opportunity to further develop conceptually due to issues of overlapping, this very thing is possible in Essen. Here, HOGATEC will be based on



***"The 150-kilometre radius around Messe Essen possesses a lot of business clout and has a strong gastronomy sector," says Olaf Offers, president of DEHOGA NRW.***



***"We are sure that the contemporary, more emotional direction of HOGATEC will strike a chord with caterers and hoteliers," says Ernst Fischer, president of DEHOGA.***



***"For our members it is important that they are able to reach their members locally," stresses Frank Kienle, managing director of the HKI industry association for domestic heating and cooking appliance manufacturers.***

four pillars in future: alongside the traditional domains "technology, equipment and systems", the new concept also includes the exhibition areas "ambiance, design and décor", "services" and "food, drink and pleasure".

**As far as the latter area is concerned**, alongside Stauder, major industry players such as the Metro business group or the bakeware specialist Edna have confirmed their attendance. There are also some big names in other exhibition areas: WMF and Go In, for example, or Küppersbusch, Meiko, Hupfer and Franke Bremer. Overall, on its Essen premiere HOGATEC will occupy around 30,000 square metres of exhibition space in Halls 1 and 3. "We are delighted that our intensive talks with the industry and our numerous trade fair visits have paid off," declares Egon Galinnis, managing director of Messe Essen.

### With backing from the associations

**One crucial factor in this respect is the fact** that the team at Messe Essen enjoys the full support of leading professional associations. Ernst Fischer, president of DEHOGA (the German Hotel and Restaurant Association), emphatically welcomes the opening of the industry trade fair. "The city of Essen and the new HOGATEC concept will inject new energy and offer exhibitors and guests new perspectives and opportunities to position HOGATEC as one of Germany's leading trade fairs for the hotel and catering industry." Olaf Offers has also awarded a "very good" mark to

the new location. "The 150-kilometre radius around Messe Essen possesses a lot of business clout and has a strong gastronomy sector," says the president of the North Rhine-Westphalia (NRW) branch of DEHOGA.

**DEHOGA is not only providing HOGATEC** with spiritual encouragement, but is also arranging an informative supporting programme. For instance, DEHOGA NRW is holding the "NRW industry day" at HOGATEC and is inviting the national DEHOGA association to take part in a forum on "multi-unit restaurant management". In addition, on the opening day the Frankfurter Preis – the grand Prize of German communal catering will be given out.

**In the area of technology**, Frank Kienle, managing director of the HKI industry association that represents the interests of manufacturers of domestic heating and cooking appliances, suspects that the subject of energy efficiency will be high on the agenda. "We are faced with important decisions coming from Brussels which have to be integrated in the market," and HOGATEC will be the first industry meeting after these decisions have been taken.

**Whilst the industry** eagerly awaits these new EU provisions, the intensive phase of preparations have been underway at Messe Essen since mid-April to ensure that every last detail is in place when the professional hosts become guests at the beginning of September. □



# Moderately on the road

For a quarter of a century, Peter Hülzer has been leaving his mark on the German Association of Tire Dealers and Vulcaniser Trades (Bundesverband Reifenhandel und Vulkaniseur-Handwerk, or BRV for short). He passed his master craftsman's exam right at the very start. However, his work is far from finished.

**Whenever the days begin to get cooler,** Peter Hülzer breaks out in a sweat. That's because in autumn of each year, Germany's automobile journalists get in touch with him to ask a seemingly simple question: are there enough winter tires? And every year the executive chairman of the BRV patiently explains to the journalists that the question is not a simple one to answer. For instance, in 2010 of all years – when the Federal Council of Germany passed a law requiring

people to fit winter tires when the weather calls for it – huge demand, a crisis-related drop in production and an unusually early onset of winter were all factors that contributed to a bottleneck; the following year, the warehouses were full – and shortly before Christmas, temperatures were still above ten degrees. “But at the end of a 20-minute phone call they say: ‘Could I have that again in two sentences?’”

**Partners for REIFEN:** Peter Hülzer, executive chairman of Bundesverband Reifenhandel und Vulkaniseur-Handwerk e.V. (right), and Klaus Reich, section manager of trade fairs and exhibitions at Messe Essen, are delighted at the success of the globally leading trade fair.



**The way Hülzer talks about** this involuntary media presence – with a hint of self-irony and a tone typical of the Rhineland region – the whole thing sounds only half as stressful. And he considers the 24.9 million winter tires that were sold in Germany in 2011 as a “sensationally good result”. All the same, there are subjects that Hülzer would rather talk about: the new EU tire label for instance, for which the tire dealers are said to be well prepared; or REIFEN, which will shortly be held at Messe Essen, powerfully underlining its slogan “No. 1 in tires and more”. By October 2011, the level achieved at the end of REIFEN 2010 had already been reached, and everything was pointing towards a new record in the 50-year history of the trade fair.

### Leading by example works best

**For exactly half as long** – 25 years – Peter Hülzer has been leaving his mark on the BRV: as managing director, as executive member of the board and – since 2005 – as executive chairman. This is a career that has made a statement, if you like. Because after working in his home town of Cologne for six years as office manager at US tobacco concern Reynolds, one thing was clear to him: “that I could best use my talent for presentation in an association.”

**Hülzer switched to politics**, assuming the role of full-time manager of a CDU district association from 1980 to 1985, before becoming the personal advisor and office manager to Johannes Freiherr Heereman, the then president and chairman of Malteser Hilfsdienst e.V. (Malteser international relief agency). During this time he was able to observe up-close how to manage a legion of volunteers with a small team of full-time staff, namely by exercising a great deal of tact and setting a personal example.

**That is still what it's all about today**, as the seven employees in the BRV branch office in Bonn look after the interests of 1,800 member companies with 1,640 outlets and 150 rubber production companies which support the work of the BRV. Hülzer has also retained the ability to compromise, and as a result, recent pay negotiations in a state association ended “in a spirit of partnership” under his chairmanship, with no need for meetings that lasted into the night.

### From low interest to high tech

**“Rubber sticks!”** say industry insiders. Yet that alone doesn't explain Peter Hülzer's loyalty. It is more likely due to a sense of the importance of continuity: “We've had enough of job hoppers at any

level.” What's more, the 57-year-old says that his work is not yet finished. He passed his master craftsman's exam right at the very start – out of necessity. In 1986, the forerunner associations, both of which were “in a desolate state”, were forced to merge – not least due to pressure from the industry itself, which felt it needed a united voice. The ensuing period was accompanied by infighting and distinct scepticism among the members. But that's all in the past. When Hülzer took up the post in 1987, the level of association membership was 30 per cent; today it is 80 per cent – no other similar association in Germany has even got close to achieving such a figure.

**More high profile** is the battle against the “low-interest” image of tires – it is astonishing enough that people consider all safety systems to be pointless if four postcard-sized contact patches fail to do their job. In the meantime, the success of the awareness campaign is beginning to show. The introduction of the law requiring people to fit winter tires when the weather calls for it, and a refitting rate of 85 per cent provide impressive evidence of its success. And since independent tests have persuaded drivers that investing an extra 20 euros could save their lives, the industry has sensed a comeback in terms of quality awareness. One thing that is unmistakable is the trend towards run-flat tires, which permit the driver to continue driving even if the tire is damaged, or the so-called ultra-high-performance (UHP) wide tires for driving at high speeds. These days, almost one in three tires is a high-end product of this kind.

**For the trade and retailers** there is a big opportunity here, because all experts agree that the fitting of such tires is a job for the specialist. Yet for Hülzer's taste there are still too few companies striving to obtain the corresponding certification. The same applies to the subject of training. Whilst he appreciates the competitive constraints and the fact that the business is highly exposed to seasonal fluctuations, here, too, Hülzer poses the question: “Do we not have to keep going?”

**However, he not only raises this question** in interviews. He also raises it in publications of the association and when paying people visits, for which he is on the road for 30,000 kilometres every year. The licence to admonish is the reward for exceptional loyalty. And with his sense for striking the right tone, Peter Hülzer will also survive the next hot autumn. □

# From around the world

From joining technology to plants and tyres – for experts around the world, there is no getting away from the events being held abroad by Messe Essen over the coming months.



## **BRAZIL WELDING SHOW** October 2013

**Brazil is an attractive place to do business** and is growing increasingly important on the international stage. As such, it was only logical that Messe Essen celebrated its premiere on the Latin American market here in 2011. From 18 to 21 October 2011, the first **BRAZIL WELDING SHOW** was held at Expocenter Norte in São Paulo. A total of 144 exhibitors from 16 countries – including 42 participants from Brazil – showcased the latest welding and joining technology at the youngest member of the SCHWEISSEN & SCHNEIDEN family. Around 13,000 visitors came to the **BRAZIL WELDING SHOW** and Corte & Conformação de Metais, South America's largest specialist trade fair for metal fabrication and forming. The second **BRAZIL WELDING SHOW** is planned for October 2013.

[www.brazil-welding-show.com](http://www.brazil-welding-show.com)

## **FLOWERS IPM** 29.08.–01.09.2012

**Cooperation builds strength:** this also applies to **FLOWERS IPM**, which celebrated its premiere in Moscow from 29 August to 1 September 2011. Thanks to the collaboration between **FLOWERS** – the largest and most traditional of all horticultural trade fairs in Russia – and Messe Essen, organiser of the globally leading **IPM** trade fair, 451 exhibitors from 19 countries gave the 18,500 visitors a comprehensive overview of all segments of the green industry: from plants and technology to sales promotion measures and floristry. The second joint event by Messe Essen and the trade fair organiser **MVCVVC** will once again be held in Moscow at the All-Russian Exhibition Centre from 29 August to 1 September.

[www.ipm-moskau.com](http://www.ipm-moskau.com)

## **RUSSIA ESSEN WELDING & CUTTING** May 2013

**Some 4,900 visitors, 63 exhibitors and an exhibition area twice the size** – at the fourth outing of **RUSSIA ESSEN WELDING & CUTTING 2011**, the considerable demand for quality products and machines made in Germany was particularly in evidence. The next **RUSSIA ESSEN WELDING & CUTTING** will be held in May 2013 in Moscow. The connection to the trade fairs **Wire Russia**, **Tube Russia**, **Metallurgy-Lithmash**, **Aluminium Non-Ferrous** and **MetallООbrabotka** again promises distinct synergy effects.

[www.schweissenuschneiden.de](http://www.schweissenuschneiden.de)

## BEIJING ESSEN WELDING & CUTTING 04.–07.06.2012

A total of 918 exhibitors on an area covering more than 92,000 square metres and 27,888 visitors – a 35 per cent increase compared to the previous event – ensured that the 16th BEIJING ESSEN WELDING & CUTTING trade fair shone with top marks. The most traditional of all foreign events held by Messe Essen, which has long since established itself as the number two in the world, behind SCHWEISSEN & SCHNEIDEN, will be held in Beijing in 2012, alternating with Shanghai, which will then host the event again in 2013.

[www.beijing-essen-welding.de](http://www.beijing-essen-welding.de)



● Beijing

● Shanghai



● Mumbai

## SVARKA 15.–18.05.2012

In the course of its 40-year history, SVARKA has established itself as one of the most important trade fairs for welding technology in Eastern Europe. At Svarka St. Petersburg 2012, the German Federal Ministry of Economics and Technology once again participated in what is considered a top industry event – and, once again, Messe Essen organised the official German joint trade stand for the ministry.

[www.svarka.de](http://www.svarka.de)

## REIFEN CHINA 14.–16.11.2012

While REIFEN in Essen is increasingly becoming the top event in the industry, the subsidiary event is casting its shadow on the horizon. REIFEN CHINA, which achieved the best result in its young history in 2011 with 11,255 visitors and 124 exhibitors, is once again on course to set a record: by March, more than half of the 100 Chinese tyre manufacturers had already confirmed their attendance. The joint project between Messe Essen and the China United Rubber Corporation is taking place from 14 to 16 November 2012 in Shanghai, parallel to RubberTech China.

[www.reifen-china.com](http://www.reifen-china.com)

## IPM DUBAI, WOP DUBAI

19.–21.11.2012

The most important plant trade fair in the Gulf region is relocating. From 19 to 21 November 2012, IPM Dubai will be held at the Dubai World Trade Centre for the first time. The most important trade fair grounds in the region, centrally located in Dubai's most important business district, provide ideal conditions for exhibitors and visitors from around the world. In 2011, IPM DUBAI attracted 4,321 visitors from 54 countries. The fourth outing of WOP Dubai – also held at the Dubai World Trade Centre – is growing. Following a 21 per cent increase in visitor numbers and 35 per cent more exhibition space in 2011, there are signs of further growth for the only specialist trade fair for fresh and perishable goods in the Middle East.

[www.ipm-dubai.net](http://www.ipm-dubai.net)  
[www.wop-dubai.com](http://www.wop-dubai.com)

## ARABIA ESSEN WELDING & CUTTING 07.–10.01.2013

The timing and conditions could hardly be more favourable – Messe Essen, Messe Düsseldorf, local organiser Al Fajer and ideal partner DVS are all in agreement on this point in the run-up to the first ARABIA ESSEN WELDING & CUTTING trade fair. In Dubai alone – the most important commercial hub between Europe and Asia – extensive construction and transport projects are in the pipeline for the coming years, presenting huge opportunities for international joining technology.

[www.schweissenuschneiden.de](http://www.schweissenuschneiden.de)

## INDIA ESSEN WELDING & CUTTING 30.10.–01.11.2012

In February this year, INDIA ESSEN WELDING & CUTTING was held for the first time in Mumbai, and the move to the city with a population of some 18 million people paid off straightaway, as a total of 6,420 visitors, 2,400 more than attended the previous event, were given information by 121 exhibitors – a third more than previously. When INDIA ESSEN WELDING & CUTTING opens its doors once again, from 30 October to 1 November 2012, exhibitors and visitors will benefit from the cooperation between Messe Essen and Messe Düsseldorf. That's because the trade fairs Metallurgy India, Tube India International and Wire & Cable India 2012 are taking place at the same time. This quartet of trade fairs offers an incomparable overview of the market – and huge potential for synergy under one roof.

[www.schweissen-schneiden-india.com](http://www.schweissen-schneiden-india.com)

**MESSE  
ESSEN**

Place of Events

**2012****05.-08.06. REIFEN**

No. 1 in tires and more

**16.-19.06. MODATEX FASHION FAIR**

International trade fair for wedding and evening wear

**11.-23.08. IDEAS PARK**

Technological experience at Messe Essen and in the Grugapark

**02.-05.09. HOGATEC**

The trend trade fair for successful hosts

**25.-28.09. SECURITY**

Global market for security and fire protection

**10./11.10. CRM-EXPO**

Trade fair + conference

**18.-21.10. SPIEL**

International day of gaming with Comic Action

**22.-24.10. GEO-T EXPO**

International geothermal energy fair and conference

**26./27.10. AZUBI- & STUDIENTAGE**

The trade fair for apprenticeships and studies

**03.-11.11. MODE HEIM HANDWERK**

The major consumer fair for the whole family

**08.-11.11. NRW - VOM GUTEN DAS BESTE**

The exhibition of the NRW food industry

**09.-11.11. GESUND.LEBEN**

The health fair for the Ruhr region

**14./15.11. EASYFAIRS GEFAHRGUT**

Trade fair for hazardous materials and load securing

**01.-09.12. ESSEN MOTOR SHOW**

For drivers and dreams

**TRADE FAIRS ABROAD:****04.-07.06.****BEIJING ESSEN WELDING & CUTTING**

International trade fair joining, cutting, surfacing (Beijing)

**29.08.-01.09. FLOWERS IPM**

International Plants Expo Russia (Moscow)

**30.10.-01.11.****INDIA ESSEN WELDING & CUTTING**

International trade fair joining, cutting, surfacing (Mumbai)

**14.-16.11. REIFEN CHINA**

Asian Essen Tire Show (Shanghai)

**19.-21.11. IPM DUBAI**

International plants expo Middle East (Dubai)

**19.-21.11. WOP DUBAI**

International perishables expo Middle East (Dubai)

\*For professional visitors only.

Valid as of May 2012. Subject to modifications.

**Grugahalle****2012****08.06. PUBLIC VIEWING EURO 2012**

Group match: Poland v Greece

**09.06. PUBLIC VIEWING EURO 2012**

Group match: Germany v Portugal

**12.06. PUBLIC VIEWING EURO 2012**

Group match: Poland v Russia

**13.06. PUBLIC VIEWING EURO 2012**

Group match: Germany v Holland

**16.06. PUBLIC VIEWING EURO 2012**

Group match: Poland v Czech Republic

**17.06. PUBLIC VIEWING EURO 2012**

Group match: Germany v Denmark

**21./22.06. PUBLIC VIEWING EURO 2012**

Quarter-final (optional – if the German team progresses)

**23.06. ABITURBALL**

Sophie-Scholl-Gymnasium

**25.06. BLINK 182****27./28.06. PUBLIC VIEWING EURO 2012**

Semi-final (optional – if the German team progresses)

**01.07. PUBLIC VIEWING EURO 2012**

Semi-final (optional – if the German team progresses)

**13.-22.07.**

41ST SOMMERFEST AN DER GRUGAHALLE

**18.07. EXAMINATIONS**

Duisburg-Essen University

**25.07. EXAMINATIONS**

Duisburg-Essen University

**06.-08.09. MARIO BARTH (sold out)**

"It's the men's fault, say the women"

**15.09. SUBERG'S OVER-30S PARTY****28.09. BÜLENT CEYLAN Wilde Kreatürken****29.09. MUSICAL ALLSTARS****14.10. SECOND-HAND FASHION MARKET****20.10. KONCERT GWIAZD****21.10. CD AND RECORD FAIR****23.10. SPARKASSE ESSEN**

Annual awards "PS-Sparen"

**25.10. KITA ZWECKVERBAND**

Employee meeting

**03.11. WISE GUYS Special night****04.11. INA MÜLLER****10.11. PRESSEBALL RHEIN-RUHR****14.11. OLAF**

First solo tour after the Flippers

**17.11. SUBERG'S OVER-30S PARTY****24.11. NOWEDA EG**

General meeting

**14.12. MATTHIAS REIM & FREUNDE**

Live concert with band

**15.12. 22ND OLDIE NIGHT**

with Tony Christie &amp; Band, The Sweet, and many more

**16.12. KAYA YANAR**

All-inclusive!

**29.-31.12. ICE AGE LIVE**

A mammoth adventure!

**Congress Center Essen****10.-13.06.**

20th European Conference on General Thoracic Surgery

**02./03.07.**

44th International Trade Fair Seminar

**31.08.**

MEDION AG

Annual General Meeting 2012

**12.09.**

IT-Trends Medizin/Health Telematics 2012

**20.09.**

LOCATIONS Rhein-Ruhr

**13./14.10.**

Euro Teddy

**23.10.**

Förderturm-Messe 2012

**10.11.**

Festival of Festivals

**14.11.**

SinoJobs Career Days 2012

The leading fair for careers and continuing education with a focus on China

**28.11.**

5th Essen Self-Help Awards

Valid as of May 2012. Subject to modifications.

**The challenge:** Safe,  
state-of-the-art roads



**Our solution:** We plan, finance, build and operate PPP transportation infrastructure projects—to keep roads in the best possible condition for years and take the stress out of driving.

Turning Vision into Value.



**HOCHTIEF**

[www.hochtief.com](http://www.hochtief.com)



Photo: Daniela Roth

Some 29 locations, more than 330 event days, almost 900 events per year – even when there is no trade fair being held, there is still intense activity in the Congress Center Essen and in the Grugahalle. Increasing numbers of customers are also entrusting the planning of their event to section III of Messe Essen.

**It's been a decade** since a not particularly famous comedian from Berlin made his first appearance in Essen. The artist wanted a "living room atmosphere" and thus opted for the Hall Europa in the Congress Center Essen (CCE) with seating capacity for 650. And precisely twelve years ago, the Energy Conference was held in Essen for the first time – as a forum in the Grugahalle, accompanied by a small exhibition.

**What connects the comedian** and the conference? For one thing, their success. Because when Mario Barth comes to Essen in September with his latest show, there probably won't be many empty seats in the 5,500-capacity Grugahalle – on three consecutive evenings, by the way. The Energy Conference is now called E-world energy & water, and is Europe's leading trade fair for the energy industry. Its latest outing in February attracted 580 exhibitors and 20,600 industry specialists from 45 countries.

### **"One place – many possibilities"**

**These examples also illustrate** one of the special qualities of Essen as a location for events and conferences: its flexibility. "The CCE and the Grugahalle essentially constitute one place with many possibilities," explains Wolfgang Borowski, manager of section III at Messe Essen, which is also responsible for the organisation of both locations – although, strictly speaking, the success formula actually reads:  $1 + 1 = 29$ .

**If all the rooms available** to customers in the CC East, West and South are counted together with the Grugahalle, you get the impressive number of 29. The range is just as broad: it extends from a company meeting for ten employees and a medical conference for 1,000 doctors, to a rock concert in the Grugahalle, which holds up to 10,002 people. Here, too, there is intense activity when there is no trade fair in Essen; no

**The man of the house at the controls:** Wolfgang Borowski, 51, has been head of section III at Messe Essen since 2005, to which the Congress Center Essen and the Grugahalle also belong.

fewer than 781 events were held on 193 event days in 2011 in the CCE. On top of that, there were 70 events in the Grugahalle on 138 event days – not included are the many build-up days for the major annual general meetings in the spring, when RWE, E.ON Ruhrgas or HOCHTIEF account to their shareholders in the butterfly-shaped building opposite Messe Essen.

### All-round service on request

**Yet the mere size** doesn't reveal anything about the actual amount of work involved. "Every event has to be professionally prepared, and sometimes the small events require more time and effort," emphasises Wolfgang Borowski. For his section, professional has long since meant not just being a renter of space, but being capable of providing services from one single source if required. "Only a handful of conference companies are in a position to plan and hold events independently," says Borowski, and there is no mistaking the pride he has in his 30-strong "powerful troop".

**Major customers** especially take advantage of this service. No wonder, since it means that they can save the additional work and costs associated with commissioning an external agency. And because colleagues from various specialist areas are not only included in the planning from the start, but also involved in meetings with customers, they are in a better position to cater to their needs and wishes.

**Even from a technical perspective**, Wolfgang Borowski considers his section to be "well ahead", because thanks to state-of-the-art software, the concepts here are not just in black and white. Here, it is more a case of "what you see is what you get". The key word is "rendering", and this detailed visualisation is brought to life in Essen with a likelihood "of at least 90 per cent".

**The same applies** when it comes to equipping the individual locations. No matter whether lighting systems, which also create the mood for festive evenings, wireless microphone technology, digital mixing desks for the sound and lighting, or speaker systems for videos in film quality – everything associated with "rapid technological development" for ensuring "optimal processes at the highest level" can be found here.

### It's the mix that makes it

**Borowski knows** what he's talking about. That's because he has been fascinated with event technology ever since he saw a "Holiday on Ice" show in the Grugahalle for the first time as a child in 1974 and asked

himself how the ice got into the hall. And shortly after he began working at Messe Essen in 1991, he was charged with the task of establishing a technical team for the Grugahalle, which incidentally these days also looks after special events both on the grounds and externally. A qualification in business administration came later and this mix has served Borowski well since he took over as manager of section III in 2005.



**In terms of the programme**, it also comes down to the right mix. Here, Borowski strategically focuses on "securing and expanding our specialist knowledge in the conference sector", especially in the areas of medicine and energy. At the same time, he says knowingly: "We can only remain successful if we continue to get the diverse mix right." This includes party conferences, company events, festive evenings, comedy, concerts ...

**If Borowski has his way**, the mix will be even more colourful in future – with sports events, for instance, because the Grugahalle ultimately also has a legendary history in this regard: from boxing world titles to the Davis Cup in tennis. Even though Borowski and his team have been marketing the "mother of all multipurpose halls" as "our greatest conference setting" for a long time now, and despite the complete unity within the section, the name of the Grugahalle is here to stay, "because this name is known beyond the borders of Germany". □

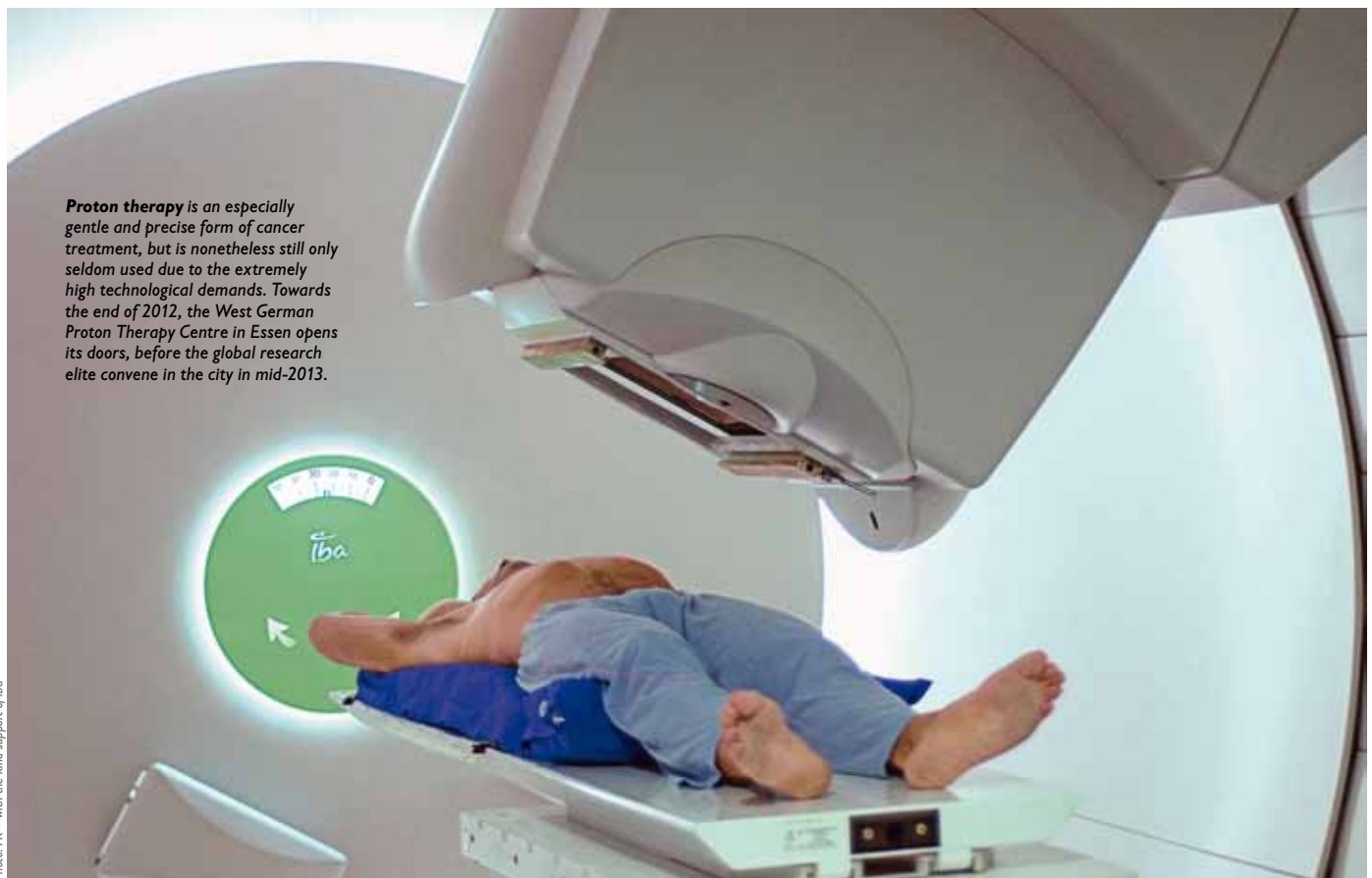
*All 29 event locations are at the cutting edge of technology – including the Hall Europa in the Congress Center West.*

[www.cc-essen.de](http://www.cc-essen.de)

[www.grugahalle.de](http://www.grugahalle.de)

# Wiser and healthier

High-quality medicine and high-quality conferences – in Essen this combination is increasingly coalescing. Over the next two years, several thousand top researchers will share the latest findings in the Congress Center Essen.



**Seoul, Shanghai and, in between, Essen**, that's what the travel programme is looking like over the next few years for members of the Particle Therapy Co-Operative Group (PTCOG). There is a good reason why the elite among radiology researchers are meeting in the heart of the Ruhr region in 2013. Because when the West German Proton Therapy Centre opens its doors in 2012, Essen will also rise to become an international leader in this innovative form of cancer treatment – and will further cement the already excellent reputation of Essen University Hospital in this area.

## "Essen is ideally situated"

**The 52nd PCTOG Annual Conference**, at which 800 doctors and physicians are expected to congregate in the Congress Center Essen, from 2 to 8 June 2013, is just one of many examples of how high-quality medicine and high-quality conferences are increasingly

coalescing in Essen. For instance, in the coming weeks, more than 1,000 pulmonary and respiratory specialists will convene for the 20th European Conference on General Thoracic Surgery. "Whether you're coming from Russia, Iceland, Turkey or Portugal, Essen is ideally situated," says Professor Georgios Stamatis, head of the department of thoracic surgery and endoscopy at Ruhrlandklinik and organiser of the conference. On 12 September, the IT-Trend Medizin/Health Telematics Conference will be held. For the eighth time it will shine a light on the increasingly central role played by information technology, thus demonstrating the renown of the conference throughout Germany.

**Professor Hansjochen Wilke**, medical director of Kliniken Essen-Mitte, promises "an outstanding conference" in April 2013, when the subject of the interdisciplinary treatment of liver tumours will be on the

CCE's programme. This is followed in May by the 63rd Annual Conference of the DGMKG (German Society for Oral and Maxillofacial Surgery).

## "I have fallen in love with the Ruhr region"

**The Annual Conference** of the German Society of Human Genetics promises to deliver some groundbreaking insights. It is dedicated to a specialist area that is currently still on the threshold between pure research and implementation, as Professor Bernhard Horsthemke, director of the Institute of Human Genetics at Essen University Hospital, explains. However, until 2014, when 1,000 researchers get together in Essen – a good half of them biologists – a great deal of progress is expected to have been made in terms of what is happening in practice – not least in the area of epigenetics, which looks into the interactions between human genes and the environment. Professor Horsthemke considers the professional sharing of information at conferences to be "hugely important", whilst GfH managing director, Dr Christine Scholz, is personally very grateful for the invitation to Essen: "Because I've fallen in love with the Ruhr region," admits the lady from Munich.

**Over the coming years**, 5,000 medics and scientists – at the very least – will have the opportunity to fall in love. That's because the CCE has received around a dozen enquiries for medical conventions and annual conferences from professional medical associations for the period until 2016, which could translate into up to 17,000 experts making their way to Essen. □

[www.cc-essen.de](http://www.cc-essen.de)



*The orientation towards medical conventions and conferences is one of the specialist areas of the Congress Center Essen (CCE). Seven internationally distinguished events are being held over the next two years; the CCE has also received a further dozen enquiries.*

## Fully charged



**"Essen elektrisiert"** – this is the motto of the 44th International Trade Fair Seminar, in which around 130 trade fair organisers from Switzerland, Austria and Germany will participate, from 30 June to 3 July 2012, in the Congress Center Essen. Talks by high-calibre experts will focus on subjects such as "the power of brands" or "the energy of language". To recharge the participants' batteries, the supporting programme will take them to past and present sources of energy in the Ruhr region.

**The organiser of the traditional seminar is Messe Essen**, which is a member of IDFA (Interessensgemeinschaft der Deutschen Fachmessen und Ausstellungsstädte), a German interest group for trade fair organisers and exhibition cities. The current chairmanship of IDFA is held by Frank Thorwirth, chairman of the board of Messe Essen. □

[www.internationales-messeeseminar-essen.de](http://www.internationales-messeeseminar-essen.de)

## In party mood

**Over the coming weeks**, football will also be king in the Grugahalle. Whilst the 16 best teams on the continent battle for the title of European champion from 8 June to 1 July, a public viewing of a very special kind will be celebrating its premiere in Essen. For the first time, it will not only be possible to see the matches in which the German team is competing, but also the group matches of the Polish national side, which is hosting the event together with the Ukraine. The agency TAS Emotional Marketing, which is responsible for showing the matches of the German national team, promises the "finest mix of stadium atmosphere and living-room ambiance". Should Germany reach the final, fans would be able to enjoy the unique flair of this event six times – on a 112-square-metre screen.



Photo: PR

**That the Polish community in the Rhine-Ruhr region** will also be able to join in the fun of this football fest is down to Christoph Winczura, who has long held the Grugahalle in high esteem thanks to the "Concerts of the Stars" events that he puts on. Winczura will not only be able to count on the almost 20,000 Poles that live in Essen. "There have even been ticket bookings from Poland," he reports proudly. It is quite possible that this is due to the high price of a match ticket. That said, the live broadcasts could hardly be more homely – not even in the host country: a TV sports presenter from Warsaw will get the guests in the mood, Polish beer will be served, and there are even plans for a hog roast for up to 6,500 fans. □

[www.em-arena-essen.de](http://www.em-arena-essen.de)  
[www.ac-creative.de](http://www.ac-creative.de)

# We want to go to London

It's not the winning, it's the taking part that counts. Or is it? Before the Summer Olympics in London, six athletes from Essen are even dreaming of a medal. And they also have something else in common: their element is water.



## Max Hoff

Describing Max Hoff as a bundle of energy would be an understatement. "A bit crazy," is how the 29-year-old puts it, and that is probably a little closer to the truth. That's because Hoff has experienced some pretty intense years – and that's another understatement. He began his career in a white-water kayak and ended it in 2007 as world and European champion in order to switch to the

## Tomasz Wylenzek

**Tomasz Wylenzek is an old hand among the Essen Olympic canoers.** The 29-year-old is entering the event for the third time. At his debut in Athens in 2004, he formed an unbeatable duo with his partner Christian Gille in the C-2 event over 1,000 metres. He has nothing but good memories of Athens. "There was a unique atmosphere at the birthplace of the Games," he says enthusiastically. Yet this doesn't mean that he won't be taking his third appearance just as seriously: the German police force has given him a year off, and when Polish-born Wylenzek resumes service on 1 September, he would prefer it to be with a second gold medal. The Olympic undertaking will not fail due to any lack of fighting spirit. After winning the silver medal over 1,000 metres in 2008 in Peking,



Wylenzek burnt himself out to such an extent that he suffered a circulatory collapse. The following day he entered the 500-metre event – and won bronze. □



## Hendrik Feldwehr

**"In terms of swimming," said German trainer Henning Lambertz once, "in terms of swimming, Hendrik is the fastest in the world.** That is a fact; that can be measured." But when it comes to starting and turning, Hendrik Feldwehr is "unfortunately one of the weakest" among the world-class athletes. Or should that be "was"? In any case, the 25-year-old breaststroke specialist has already "invested a great deal" in his problem areas during his preparations, and it seems to be paying off: at the pre-Olympic competition last autumn, Feldwehr may have been impressed by the spectacular, undulating hall designed by star architect Zaha Hadid, but it didn't stop him from setting a new personal best over 100 metres. "That doesn't happen to me very often so early on in the season." If he also lives up to his outstanding potential in August, it is certainly possible that he will add an Olympic medal to his world and European titles as a member of the medley relay team – and also take home more than just bronze in the individual event. □

1,000-metre course. The reason for the change is because it is among the Olympic events and Hoff has invested everything in his quest to achieve this goal. Supported only by a friend as his trainer, he trained alone day after day, and within the shortest space of time he was on top of the world for the second time. And at the same time he completed his studies in molecular biology. "Lying in the afternoon

sun for just one afternoon is not really for me," says Hoff even today. However, because he realised that he wouldn't be capable of competing in the long run with five hours' sleep, he took the "only right step" last year and joined KG Essen, the local canoe sport club, where he has found the conditions that a potential Olympic champion needs. □

## Lisa Vitting

**Lisa Vitting recalls her Olympic debut with "mixed feelings".** At the time, in 2008 in Peking, the then 17-year-old wasn't called upon in the German 4 x 100-metre relay team – and yet, as a substitute swimmer, she was part of a team that fell short of expectations. All the same, it is an experience that she wouldn't have wanted to miss out on. "I can only begin to see how big and exciting the whole thing was now that a certain amount of time has passed." What's more, only now does she realise "how much I learnt there, without even being part of the action". Lisa Vitting now wants to use this experience and she has set herself clear priorities: the business psychology course at Ruhr-Universität Bochum is currently only a "sideline"; in the qualification competitions she



Photos (2): PR

wants to set a new personal best, and – should she secure a place in the relay – wants to swim "as close as possible to the medal places". She is already sure of one thing: "It's definitely going to be incredibly exciting." □



Foto: Ute Freise

## Jonas Ems

**That Baldeneysee was frozen over for a few days in winter is something that Jonas Ems only heard about from hearsay.** That's because the kayak specialist gave the ice and snow a wide berth in his preparations for the Olympic Games: training camps in places such as South Africa and Spain were on the itinerary of the 25-year-old. However, Ems, who is studying electrical engineering at the Ruhr West University of Applied Sciences, certainly has a soft spot for the cold months of the year: at the end of last year he invented a "car snowmelt drainage basin" so that the meltwater in the garage doesn't run under the cabinets. "I'd had the idea in my head for a few years," he explains, but alongside studying and training there was no time to get it ready for the market. At present there is no time to market it, because Ems is spending at least 60 hours a week trying to make amends for Peking: at the 2008 Olympic Games he came unstuck in the semi-final as world champion. "Now more than ever," so goes his motto, "I want to prove to people that I can do better." □

## Caroline Ruhnau

**Success for Caroline Ruhnau is a question of concentration.** Until Henning Lambertz took on the role of trainer at the SG Essen swimming club, breaststroke was something of a hobby – alongside school, alongside the sports science degree, alongside her role as sports manager at the swimming club. These days, training involves "a great deal more professionalism" – even out of the pool. That's because since the "messed-up final" at the German championships, when Ruhnau swam "a completely senseless race tactically", she has been working with a mental trainer to "keep me focused on the race". Yet despite concentrating fully on the as yet unachieved goal, the 27-year-old is alrea-

dy thinking beyond the Olympics. "Unfortunately it's not possible to live from swimming alone." It can't be ruled out that the highlight of her career might also signal the end of it. □



# "There's something going on every day"

The new artistic director of the Ruhrtriennale, Heiner Goebbels, talks about democratic opera, curious audiences – and the fascinating decentralised nature of the Ruhr region.

**ESSEN AFFAIRS:** Up to now, you have tended to perceive the Ruhr region from the outside. Can you recall an experience that particularly left its mark?

**Heiner Goebbels:** My first visit to the Gasometer in Oberhausen in the mid-1990s. When I took a look around the industrial facilities, I was like a child from the city who was always under the impression that milk came from the supermarket until the first time he saw a cow. Knowledge and experience are simply two different qualities. I was mightily impressed.



Photo: Wenge Bergmann for the Ruhrtriennale

**Has your impression altered at all since you became artistic director of the Ruhrtriennale?**

Yes. These days I especially find the complex decentralised nature of the area fascinating, which may present new challenges for me in terms of traffic, but the way in which people find their way around without a sat-nav amazes me at the same time. And I get the impression that the people here are self-confident and grounded in a pleasant way. I like that.

**The subtitle of the Ruhrtriennale is "international festival of the arts". The crossover between the arts has hitherto been part of the character, but it seems as though you wanted to force things in this regard.**

Yes, we want to further emphasise it, because we believe that the aim of a festival should not be to show something that we all already know, but instead reveal something surprising, new and unfamiliar. Yet we don't want to exclude or intimidate anybody. Faced with the new, we are all equal. The only thing we expect is a curious audience – and the Ruhrtriennale audience is known for being just that.

**The performance exhibition "12 Rooms", which features living sculptures, is being held at the Folkwang Museum. Why choose a place that isn't part of industrial culture?**

Good question – because we are otherwise very careful about that. But in this case, we wanted the museum audience to experience the inspiring nature of the dramatic arts, of theatre and dance. As such, the

visual artists that we have invited will tend to function as choreographers and directors. So it's a movement in the other direction that crosses boundaries.

**You yourself are kicking off the festival by staging "Europas I and II" by John Cage. Of all the operas you could have chosen, why this one, aside from the fact that it's the 100th anniversary of the birth of the artist?**

Because it has virtually never been played and I consider it to be one of the most fascinating opera concepts of the 20th century. "Europas" offers a liberated view of opera – liberated from the old stories and hierarchies, from the old associations. A democratic opera full of images emerges from the repertoire of opera history – with a surprisingly new score.

**What else can guests at this year's Ruhrtriennale look forward to?**

They can look forward to the night-time concert with the BOREDOMS, featuring the Japanese shaman EYE at the Halde Haniel; the German premiere of PLAYING CARDS by the Canadian theatre artist Robert Lepage in the Salzlager (salt store) at the Zollverein; the dance performance by Anne Teresa de Keersmaker as the sun is rising at five o'clock in the morning in the Jahrhunderthalle Bochum; and the full programme at PACT Zollverein. And, of course, a lot more besides – there's something going on every day. □

**Heiner Goebbels, 59, is a theatre impresario, composer, musician, university professor and artist of international renown. Most recently, he received the International Ibsen Award – worth € 330,000 and considered one of the most important theatre prizes in the world. In 2010, Heiner Goebbels was appointed artistic director of the Ruhrtriennale for the period from 2012 to 2014. The first season under his leadership begins on 17 August and ends on 30 September.**

# Ready for the summer

Feel like going to a beer garden when the trade fair is over? Here are four recommendations with a view of the water.



Photos (2): PR

**Seaside Beach Baldeney**  
Freiherr-vom-Stein-Strasse 384  
45133 Essen  
Daily from 10 a.m. (closed in bad weather)  
Telephone +49 (0)201/8 392 834  
[www.seaside-beach-baldeney.de](http://www.seaside-beach-baldeney.de)

## Relaxed

**Is that really Essen or the Caribbean?** Seaside Beach Baldeney has not only been attracting cool, fashion-conscious individuals since 2007. The extravagant atmosphere is also popular for office parties or customer incentive events. Enjoy a massage under real palm trees, get active in the climbing park, have a kick-about on the football field or play beach volleyball – all rounded off with a drink at the cocktail bar. It's just like being on holiday.

## Picturesque

**Some people will tell you that nowhere else in Essen are there so many convertible cars as at the car park outside Jagdhaus Schellenberg.** Beyond dispute is the fact that the view of Baldeneysee lake and the foothills of Bergisch Land from the tree-lined beer garden is the best there is. And the half-timbered building, built in 1836 and tastefully renovated in 2000, is a feast for the eyes – both inside and out. A real idyll.

**Jagdhaus Schellenberg**  
Heisinger Strasse 170a, 45134 Essen  
Beer garden from April till October, depending on the weather: Tue.–Sat. 2.30 p.m. till midnight, Sun. 12 noon till midnight, closed on Mondays  
Telephone +49 (0)201/437 870  
[www.jagdhaus-schellenberg.de](http://www.jagdhaus-schellenberg.de)



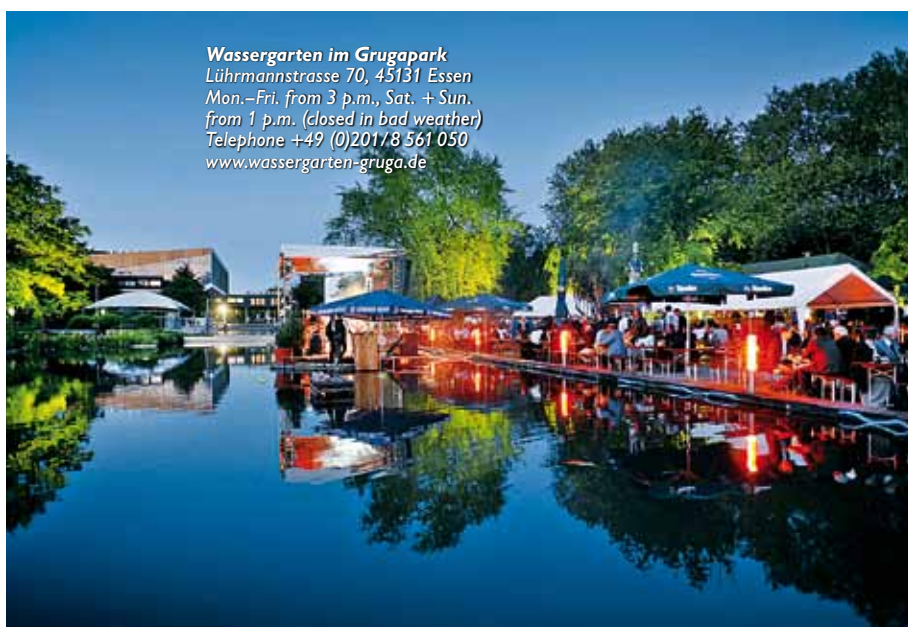
**Südtiroler Stuben**  
Freiherr-vom-Stein-Strasse 280a  
45133 Essen  
Daily from 10 a.m. till 10 p.m.  
Telephone +49 (0)201/472 848  
[www.suedtiroler-stuben.de](http://www.suedtiroler-stuben.de)

## Italian

**Deutschnofen is the name of a small village** in the Dolomites from where the Pichler family originates. On the northern banks of Baldeneysee lake they serve guests some of their down-to-earth yet refined specialties from their south Tyrolean homeland. The business is now being run by the second generation of the family and, just in time for the new season, the terrace has been completely redesigned. After all, they have their reputation to think about, as a few years back, readers of the WAZ regional newspaper voted Südtiroler Stuben their favourite beer garden.

## Colourful

**So near, so beautiful!** Right behind the Grugahalle and Messehaus Ost, Messe Essen guests can watch the sun go down on a peninsula – although it's worth hanging around in the Grugapark water garden for a little while longer. That's because, later on in the evening, the illuminated body of water bathes the beer garden next to the Blumenhof traditional bar in a very special light. It also provides the ideal atmosphere for trade fair events. Our image shows the get-together evening at REIFEN 2010.



**Wassergarten im Grugapark**  
Lührmannstrasse 70, 45131 Essen  
Mon.–Fri. from 3 p.m., Sat. + Sun. from 1 p.m. (closed in bad weather)  
Telephone +49 (0)201/8 561 050  
[www.wassergarten-gruga.de](http://www.wassergarten-gruga.de)

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



## 1st prize

The painter Günter Steinmann, who has been associated with Messe Essen for many years, is a child of the constructivist art movement. In his pictures, abstract forms meet bold colours that associate light and joy – just like in this work, which was created on the occasion of the 30th anniversary of the IPM International Plant Fair. **We are giving away a numbered, hand-signed and framed lithograph.**



## 2nd prize

For fans of all things to do with sports cars, the ESSEN MOTOR SHOW is a highlight of the year. Messe Essen will make sure that you feel like a star when you pay a visit. Your prize includes two VIP tickets for the opening day on 30.11.2012 with a tour of the trade fair, a get-together (incl. lunch) and a taxi ride in the motor sport arena. Your **VIP day for two at the ESSEN MOTOR SHOW** will be rounded off in style at the four-star superior ATLANTIC Congress Hotel at Messe Essen (incl. breakfast).



## 3rd prize

For three centuries, the name Faber-Castell has stood for excellent writing instruments made in Germany. We are giving away a **ladies' pen and a gents' writing set**, comprising a ballpoint pen, a fountain pen and the "Brown Bear" case.



## 4th prize

Three particularly elegant ways of carrying money around: the **Esquire wallet** is made of the finest, soft nappa leather and the patented Cardsafe system prevents your cards from falling out. The **Esquire gents' black leather wallet** has a flap to hold an ID card and plenty of compartments for other cards. The **Samsonite ladies' black leather purse** has a large closing flap and inlaid snap fastener.



## 5th prize

The **Knirps Fiber T1 umbrella** is a perfect symbiosis of design and technology. It opens at the touch of a button and weighs just 262 grams thanks to materials such as fibre-glass and carbon. The Teflon coating means that dirt and water simply run off.

## Enter and win!

**Including this year's outing, how many SECURITY Essen trade fairs have there been?**

- a) 20
- b) 25
- c) 50

**All correct entries** will be entered in the draw to win a lithograph to mark 30 years of IPM, a VIP visit to the ESSEN MOTOR SHOW, a pen and writing set, a set of wallets and a Knirps umbrella. Simply send us the attached postcard with your answer.

Or fax it to: +49 (0)201 724 4545

Or e-mail it to: [carola.may@messe-essen.de](mailto:carola.may@messe-essen.de)

**Closing date is 31 August 2012.**

**Good luck!**

The judges' decision is final. Messe Essen GmbH employees and companies involved in the production of this issue may not enter.

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