

ESSEN

THE MAGAZINE FROM MESSE ESSEN

AFFAIRS

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READY FOR THE TURNAROUND?
Europe is seeking an energy strategy

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Frank Thorwirth,
Chairman and CEO of Messe Essen GmbH



Egon Galinnis,
Managing Director of Messe Essen GmbH

Dear Readers,

Our new face is taking shape. On 23 October, the jury selected the winning design in the competition for chief planner of structural modernisation at Messe Essen. A unanimous vote was made in favour of the design by slapa oberholz pszczulny. The victory was by a clear margin, indicated by the fact that the jury awarded no second place, but instead two third-place prizes. The winning design also impresses us – not least because it demonstrates a deep understanding of the extraordinary requirements involved in the trade fair business. You'll find a taste of how our fairgrounds could look in the summer of 2017 on pages 18 and 19.

One thing is already clear today: as far as our leading trade fairs are concerned, a modern space represents the basis for further growth. One of these is E-world energy & water. Since 2001, together with our partner, con|energy AG, we have developed E-world into the leading European expo for the energy and water management sectors. One of the topics which the continent's decision-makers will certainly discuss at the next event in February 2013 is also the subject of our cover story: a mammoth project, the energy turnaround in Europe (from page 10).

ESSEN AFFAIRS is also taking on a more modern look and feel with this issue. Now you can find QR codes at various points in the magazine, which provide added multimedia value. All you need is a web-enabled smartphone and a free app. Then simply point the phone's camera at the code – and shoot.

We hope you enjoy reading our new issue.

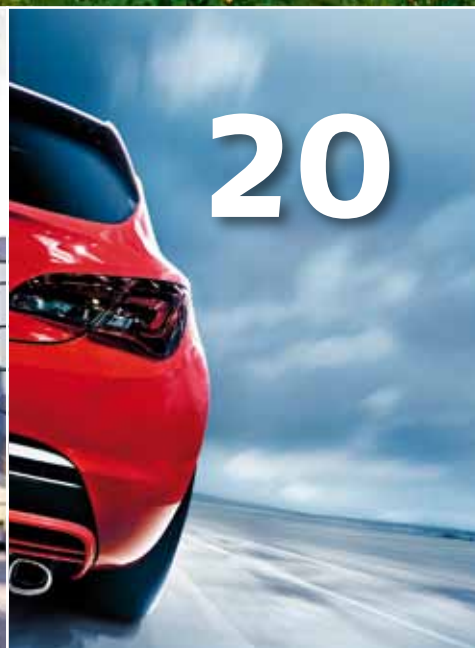
A stylized, handwritten signature in black ink, appearing to read 'F. Thorwirth'.

Frank Thorwirth
Chairman and CEO of
Messe Essen GmbH

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

Egon Galinnis
Managing Director of
Messe Essen GmbH





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IMPRESSUM

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Visitors to the Idea Park 2012 were offered fascinating insights into the world of Ideas.

Photos (12): ThyssenKrupp AG

Look how beautiful technology can be



They were also inspired: Frank Thorwirth, Chairman of the Management Board of Messe Essen, Dr Heinrich Hiesinger, CEO of ThyssenKrupp AG, Dr Gerhard Cromme, Supervisory Board Chairman of ThyssenKrupp AG, the North Rhine-Westphalian Minister President, Hannelore Kraft, and Essen's Mayor, Reinhard Pass (from left).



Flying over the digital valley
Visitors toured a virtual city, controlling the camera by hand movement.



A computer simulation?
Not at all, Messe Essen really looked this futuristic during the Ideas Park.



At the "Days of Innovation" finale, an air cannon shot Ideas Park stars.



The best compliment for the Ideas Park developers: children's eyes lighting up.



Simon Schäfer puts the finishing touches to the clay model of Calamar, an ultra-light electric vehicle.



A place that increases your intelligence: In Schlaupolis ("Clever City") no question went unanswered – and there were plenty of new things to discover.

The Ideas Park 2012

The Ideas Park 2012 was a superlative technology festival. From 11 to 23 August 2012, Messe Essen was transformed into an urban landscape of the future, spread **over more than 60,000 square metres**. Large parts of the Grugapark were also included.

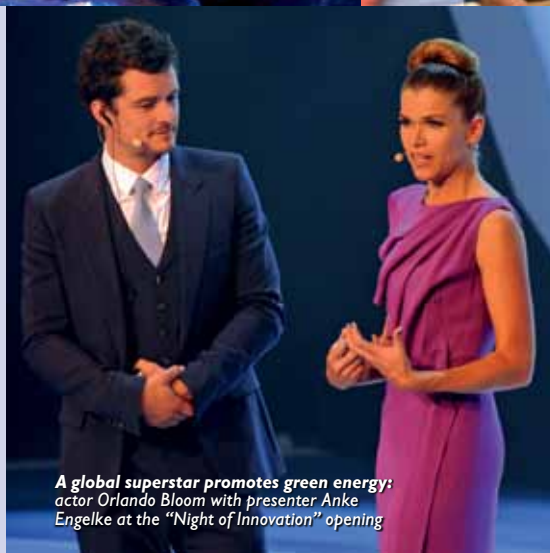
Some 320,000 visitors accepted the invitation of the event organiser, ThyssenKrupp.

In addition to ThyssenKrupp, **more than 200 partners** from industry, science, research and education took part in the largest Ideas Park ever. **A total of more than 400 exhibitions** were on display.

More than 40 technology shows were staged in the Ideas Park Arena, with **approx. 90,000 people** visiting. There were also some **670 workshops** for children and teenagers.

To see the entire Ideas Park, you would have needed **about 20 hours** – if you only dedicated three minutes to each exhibit. The pathways between exhibits would have taken an additional two hours.

After more than three years of preparations, **2,000 members** of staff were employed in the park.



A global superstar promotes green energy: actor Orlando Bloom with presenter Anke Engelke at the "Night of Innovation" opening



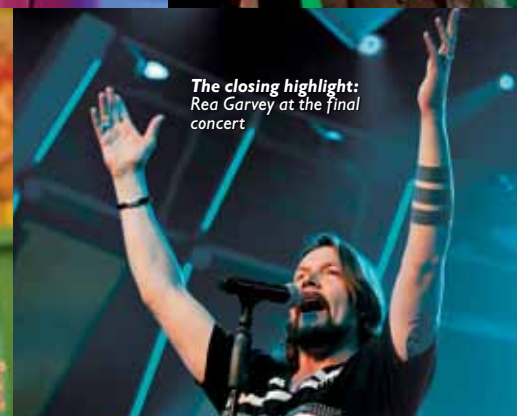
A look into the future: Gunther Oettinger, EU Commissioner for Energy, with interactive data glasses



High spirits: Federal Minister of Economics and Technology, Dr Philipp Rösler, on his tour with Dr Heinrich Hiesinger



Even the Grugapark became a playground for the builders of tomorrow



The closing highlight: Rea Garvey at the final concert

HOGATEC

Successful relaunch

A successful relaunch of HOGATEC: the “trend fair for successful hosts”, which was conceptually redesigned after moving from Düsseldorf, drew 310 exhibitors from the hotel, restaurant and catering sectors to its premiere at Messe Essen, from 2 to 5 September 2012. The 15,824 professional visitors were also excited about the new concept. Nine out of ten have announced their intention of attending the next HOGATEC, which will be held from 31 August to 3 September 2014, at Messe Essen.



The new exhibition area “Eating, drinking + enjoyment” was particularly interesting for two-thirds of the visitors to HOGATEC, according to their feedback.

www.hogatec.de



The venue for the eighth IT Trends Medicine/Health Telematics was Messe Essen's Congress Center South.

IT trends in medicine

Health on the screen

Some 400 experts from the health and IT industries gathered on 12 September 2012, at the eighth IT Trends Medicine/Health Telematics, to gain information about current trends in telematics applications of the health care and telemedicine sectors. A total of 23 exhibitors accompanied product offers and services at the convention held at Messe Essen's Congress Center South. The cooperation partners of the IT Trends Medicine/Health Telematics were Messe Essen, the Competence Centre for Health Care Telematics (ZTG) and the Essen Economic Development Agency (EWG).

www.it-trends-medizin.de

Congress Center South

A new sense of space

Brighter, longer, more inviting – and most importantly, more visitor-friendly. The redesigned entrance area of the Congress Center South at Messe Essen, which was renovated both inside and out, was recently revealed. “The exhibition and conference rooms in the Congress Center South are much easier to reach now,” Frank Thorwirth, Chairman and CEO of Messe Essen, commented on the modernisation measures that are designed to significantly improve visitor management. “The functionality is now optimal – meeting a long-standing demand from exhibitors and visitors.”

The facilities, renovated in a record time of just three months, will be able to be used for the first time at the global fair SECURITY ESSEN. Two modifications have taken place. Previously, a spiral staircase and a narrow corridor were used to access both hall 1A and the conference halls. Now a large staircase has been built in front of the building on Lührmannstrasse. “This has improved the recognisability of the Congress Center South from the outside considerably,” said Ulrich Krautwald, the architect responsible for the design. As a welcoming gesture inside the Congress Center South lobby, a broad staircase was developed that widens as it goes downward toward hall 1A. The end wall opposite the staircase has



also been redesigned with a mixture of smooth and sound-absorbing surfaces. The wall is equipped with a large screen for projecting logos, short films or image sequences. “This creates an entirely new sense of space as well as room for new ideas and event concepts,” said Rainer Palapies, Senior Vice-President, Services and Technology at Messe Essen.

Inviting and functional, the large staircase in front of the south entrance of Messe Essen facilitates the visitors' way to the exhibition and conference facilities.

www.messe-essen.de

SPIEL Historic high

The 30th edition of SPIEL, from 18 to 21 October, ended with a historic record: 827 exhibitors from 37 nations presented their latest products – more than ever before. Some 150,000 visitors at the international gaming days could try out more than 800 new products and world premieres on the spot. Also worth an entry in the history books was the fact that for their game “Village”, authors Inka and Markus Brand won first place in the “Adult Game” category of the German Games Award. In the “Children’s Game” category, their children Emely and Lukas took top honours for their game “Mogel Motte”. “This is something we’ve never seen before,” marvelled Dominique Metzler, Managing Director of Friedhelm Merz Verlag, which organises SPIEL.



A delight for the whole family: board games are in – SPIEL demonstrated this in its 30th edition.

www.internationalespieltage.de

Geo-T EXPO With a congress in the autumn of 2013



The international geothermal industry fair Geo-T EXPO will celebrate its premiere from

12 to 14 November 2013. The new trade fair date was mutually agreed upon by Messe Essen and the German Geothermal Association (GtV-BV), which in 2013 will hold its “DGK” geothermal conference parallel to the Geo-T EXPO. “Together with the German Geothermal Association, as a strong partner, we intend to underscore the importance of geothermal energy for the energy turnaround – and not only in the specialist community,” said Frank Thorwirth, Chairman and CEO of Messe Essen. “The concurrence of exhibition and congress is a huge opportunity to bring together science, providers and users, while providing a comprehensive communication platform on this important issue.”

www.geotexpo.com

Essen.2030 The citizens join in

“Essen.2030” is the strategy process initiated by Essen’s Lord Mayor Reinhard Pass. A key element here is the close involvement of citizens. The first phase of the process ended on 12 October 2012. For three weeks, Essen residents could participate by delivering suggestions, comments and evaluations of the strategy discussion in the areas Essen.urban, Essen.successful, Essen.talented, Essen.multifaceted and Essen.committed, both online and at the 14 stops of the dialogue bus. The campaign page was viewed some 58,000 times and over 5,000 users accessed information on the platform. Nearly 400 users gave their own input, and more than 800 provided interactive input. Now the strategy process will enter the evaluation and formulation stage, followed by a first draft in early 2013. “No suggestion will be lost,” stresses Project Director Günter Berndmeyer.

www.essen2030.de

Night of Sports Honouring athletes

This year was a very special one for nine athletes and one coach from Essen. By participating in the Olympic and Paralympic Games in London, the athletes fulfilled their lifelong athletic dream. But this is not the only reason to honour the best athletes and coaches during the “Stadtwerke Night of Sports”, because outstanding achievements were also attained last year in non-Olympic sports. The event organiser, con|energy agentur GmbH, in cooperation with the athletic association Essener Sportbund e.V., wants to celebrate all of these on 12 January 2013, as part of the charity gala “Stadtwerke Night of Sports” in Messe Essen’s Europa Hall. Before the event, everyone has the opportunity to select personal favourites from nominees in five categories. The evening will be moderated by WDR presenter Catherine Vogel and local hero Christian Keller, the world and European swimming champion. Celebrity hosts, an attractive artists’ programme, a festive meal and an after-show party will round off the gala.

www.stadtwerke-night-of-sports.de



Presenting the “Stadtwerke Night of Sports” for the third time: Catherine Vogel (right) and Essen’s former world-class swimmer, Christian Keller

BABYWELT The best for your offspring

Over three days next spring, everything will revolve around the little ones at Messe Essen. From 2013, Germany’s largest public exhibition covering the baby world will be held in the Ruhr metropolis. From 24 to 26 May 2013, BABYWELT Rhine Ruhr offers expecting parents and young families with children a colourful world of merchandise and information – from fashion to food and hygiene products to furniture. Health insurance companies, hospitals and family counselling services will also participate. And to ensure a relaxed and family-friendly visit, there is a nappy changing oasis, a nursing lounge, a feeding paradise – and of course, many opportunities for kids to play and run about.

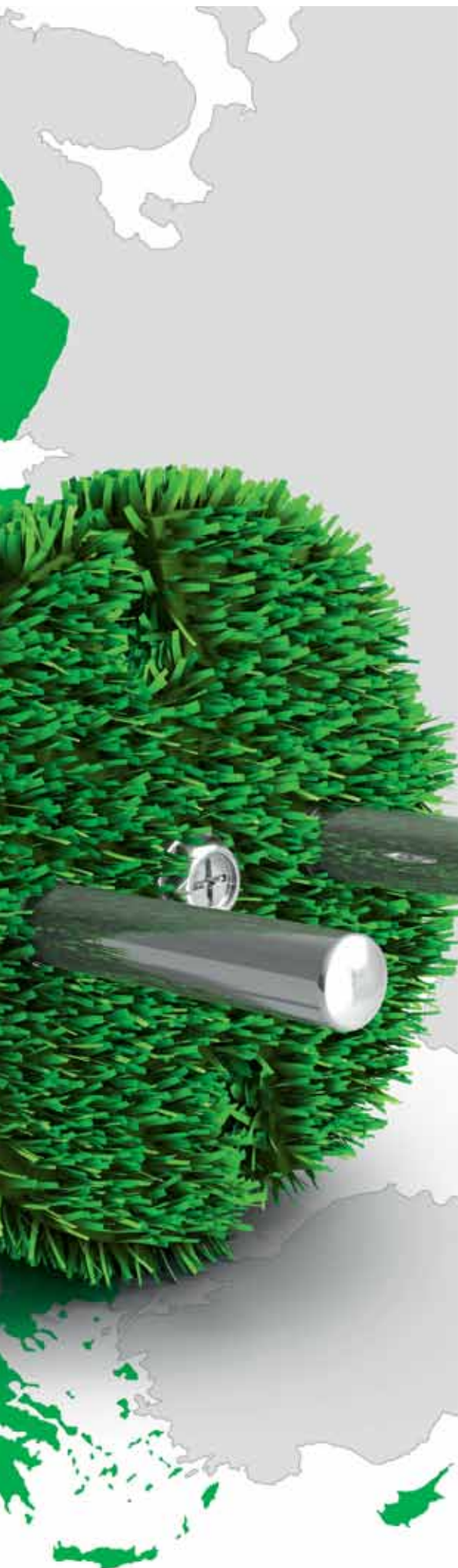
Babywelt
Die Messe rund um das Kind

FLEET Events
CONSUMER + BUSINESS

www.babywelt-rhein-ruhr.de

Ready for the turnaround?





In Germany, everyone is talking about the energy turnaround. But hardly anyone talks about the fact that the German model can only succeed in a European context. Whether network expansion, climate protection targets or sales markets are concerned, the time for national unilateralism is over. Ahead of E-WORLD ENERGY & WATER, ESSEN AFFAIRS looks outside of the box – and presents some of the most important projects.

Granted, it's not exactly blatant at the moment, but Europe is actually a rich continent – in terms of its energy resources, for example. There are sun-drenched regions in Spain, Italy and south-east Europe; there are mighty wind gales off the North Sea coasts; there are large bodies of water in the Alps and Scandinavia. But an unlimited energy flow on the open markets has only existed thus far in theory. Europe's energy landscape still largely resembles a patchwork quilt.

This makes Günther Oettinger impatient, which he vocalises clearly on occasion – for example at the “Energy leadership meeting” on the eve of last year's E-WORLD ENERGY & WATER. As Oettinger explained in Essen, a decisive expansion of the networks is necessary to ensure that an internal European energy market can be implemented as planned in 2014 – as well as an overall change in perspective. “If there is an internal EU market, national energy policies will increasingly be placed on the back burner.” ▷



Photos (2): Siemens

WIND

According to the European Wind Energy Association (EWEA), wind energy in the EU countries has reached an output of 100 gigawatts. This corresponds to an energy production capacity of 39 nuclear power plants, enough to fully supply 57 million households.

When it opened in 2000, the Middelgunden Wind Farm near Copenhagen, Denmark (photo) was the world's largest. But since then, it is no longer even the largest in Europe. On the British North Sea coast, the mega-project "London Array", consisting of 175 wind turbines in its initial phase, is currently being constructed. With an output of up to 630 megawatts, these turbines could supply more than 470,000 households with power; 1,000 megawatts are being planned for the next expansion phase. The largest onshore wind farm in Europe is now in Romania, near the Black Sea. The Fantanele Wind Farm has a total capacity of 600 megawatts. It is operated by the Czech energy provider Cez.

Since then, the German EU Commissioner has not hesitated to issue critical warnings, also to the model country of Germany on its national energy policy strategy. His issue here is the pace of network expansion.

Due to his EU position, Günther Oettinger has to officially think European. More and more players tend to agree with him. "We should be encouraging what

provides the most efficient and environmentally friendly power from a European standpoint," challenges Toumo Hatakka, CEO of Vattenfall Europe AG, in an interview with *Süddeutsche Zeitung*. "Self-sufficiency in European countries is leading nowhere." And Jochen Homann, President of the Federal Network Agency, admits that the "rapid expansion of transmission networks is creating a bottleneck (...) for the success of the energy turnaround as a whole".

And not only in Germany, one might add. Because in some ways, the European energy market is already much more of a reality than many people think. Using Germany as an example: last winter, the country booked three power plants with 935 megawatts of capacity in neighbouring Austria as a reserve. Conversely, for excess output, extra wind and solar energy is fed into neighbouring networks in Poland and the Czech Republic. This is an inexpensive source of power in these countries, but also carries the potential risk of destabilising the national networks. Oettinger, Hatakka and Homann will have the opportunity to discuss these issues on 4 February 2013, when they will be speakers at the next "Energy leadership meeting", organised once again by *Süddeutsche Zeitung*.

SUN

The sun shone for nearly 1,600 hours in Spain this year – more than in any other European country. So it is only logical that one of the largest solar farms in the world has been built here – near Beneixama in the province of Alicante (photo). But since the 2009 economic crisis, the installation of additional plants has slowed down. Germany is currently the EU leader in photovoltaics; solar energy covered 3.8% of its power needs in 2011. Currently the largest solar photovoltaic power plant in Germany is the Brandenburg-Briest Solar Park, with a capacity of 91 megawatts.

200 billion euros for networks

Some crucial factors in this European energy re-adjustment mega-project are obvious. Firstly, there is the technical and financial challenge, as some 3,000 kilometres of new high-voltage networks have to be built over the next ten years in Germany, according to the current network development plan; a further 4,400 kilometres needs to be optimised. The estimated cost here is up to 30 billion euros. Experts assess the EU-wide infrastructure investment need at more than 200 billion euros. And in order to implement all the aspects of the EU's "Energy 2020" strategy, an EU-wide investment volume of one trillion euros will be required.

How can clean energy best be promoted?

However, the challenge of political collaboration across borders is just as large. What would a strategy that goes beyond national efforts look like? "Those who don't think European in terms of energy will not accomplish much," wrote the political scientist Serverin Fischer, Project Director, EU Energy and Climate Policy at the Institute for European Politics (IEP), and currently a visiting scholar at Stiftung Wissenschaft und Politik (SWP), in a recent essay on the subject. "Yet the German debate remains at a national level."

Perhaps the most prominent example of this is subsidising renewable energy sources, the subject of far-ranging discussions in Germany. Even upon sober reflection, the country has achieved the stipulations of the Renewable Energy Sources Act (EEG) over the past decade. Its proportion of renewable energy is now 25%. A new industry has emerged, bringing great potential. "The future is green. We will experience the rapid triumph of renewable technologies," says Vattenfall's European boss Hatakka. This may be a realistic forecast for Germany, and according to the EU Commission, 17 other member countries lie above the target figures.



Beyond national unilateralism

But on closer inspection, the picture becomes less clear. For example, ever since the financial and economic crisis, the development of solar energy in ►



Photo: Alexandra Roth

"A trade fair that runs like clockwork"

Stefanie Hamm from con|energy agentur GmbH and Klaus Reich, Senior Vice President of Fairs and Exhibitions at Messe Essen, have been managing directors of E-WORLD ENERGY & WATER since 2001. Speaking to ESSEN AFFAIRS, they look back on the success story, now a leading European trade fair.

ESSEN AFFAIRS: Ms Hamm, Mr Reich, how did the consulting and services agency con|energy and Messe Essen come to team up?

Stefanie Hamm: In 1998, we founded the e-trade in Düsseldorf. This fair focused on fields of retail and sales – and doubled its exhibitor rate every year in the process. Behind this success was the liberalisation of the energy market. But from the analysis of the e-trade model in the United States, it became clear to us that an event with a relatively narrow focus would quickly lose its importance. We needed a larger context. We also knew that we would not be able to get something off the ground alone. So we were looking for a partner that we could see eye to eye with.

Klaus Reich: With the market liberalisation and new policy orientation in 1998, Messe Essen had developed a concept on the future of energy. This encompassed the triangle between security of supply, environmental sustainability and competitiveness. The federal state of North Rhine-Westphalia sponsored the event, and the first E-WORLD ENERGY & WATER was born in 2000

– at that point as a conference with a small accompanying exhibition. But only over the course of our research did we find that there was an Essen-based company that organised a large-scale exhibition on this topic – only not in Essen. We quickly agreed to collaborate for the future.

Were you optimistic at the time?

Reich: Simply put, the time was right. Sometimes, exhibition topics are developed too early, which had unfortunately happened to us twice before in the energy sector. However, with the popularisation of renewable energies in the mid-1990s and the aforementioned liberalisation, one thing was finally clear: something was brewing. At that time, it also became clear that energy-intensive companies now had to work to procure power.

Hamm: That's a nice catchphrase, because the idea of setting up E-WORLD ENERGY & WATER as an industry meeting point for the energy sector was sufficient for the first few years. But in order to reach more target groups, ultimately the mar-

ket behind it had to develop. And by the mid-2000s, the topic had become important enough for industry customers to attend. The market changed; the event followed the market. The same thing happened later on with renewable energy sources. That's simply how things came about.

Is that also the reason why companies from outside the industry such as Telekom, Vodafone and the Bertelsmann subsidiary Arvato are among the exhibitors at E-WORLD ENERGY & WATER now?

Hamm: Yes, because topics such as billing and data management have taken on an increasingly important role in the energy market. New challenges bring new exhibitors into the picture. They initially make their primary services available – but who knows, perhaps companies such as Google and Amazon may also provide energy one day.

In a nutshell, how is E-WORLD ENERGY & WATER 2013 responding to momentum on the market?

Hamm: We decided to place an even stronger focus on the issues of smart energy, energy efficiency and renewable energy. For instance, the entire hall 4 is reserved for smart energy. The topic of climate change will be particularly exciting. Energy providers are increasingly becoming partners to municipalities, which in turn are receiving advice at E-WORLD ENERGY & WATER – meaning we can address another visitor target group. Under the catchy title "Mayors' Day", we will be specifically addressing decision-makers in local communities for the second time. In general, the next E-WORLD ENERGY & WATER will once again be a very concentrated event. It will run like clockwork. Visitor surveys show us that the event is used extensively as a communication platform. This has a range of effects, right down to the stand construction. The fact that almost all the exhibitors in hall 3 have two-storey stands is due to the fact that they can no longer handle their appointment requests otherwise.

Is growth still a primary goal, considering the fair attracted 580 exhibitors and more than 20,000 visitors last year?

Reich: We want to continue to grow – and also for the upcoming E-WORLD ENERGY & WATER, global players have signed up from sectors that were previously unrepresented.

www.e-world-2013.com

Spain has suffered noticeably. Is there a risk of a two-tier society developing in energy policy? And what would a European development policy look like? On paper, it's simple: "We should build plants where the conditions are most suitable," says Vattenfall's European boss Hatakka, i.e. as described above, where the sun shines the longest and the wind blows the hardest. This would not only ensure lower costs, it would also offer incentives to private investors.

But this is hard to imagine without a coordinated development policy, which has previously been frowned upon. When is a realistic target for changes? Not before 2020, the EU Commission believes. In early 2013, it will introduce guidelines on the recommended subsidy levels for renewable energy sources. Then the debate on a serviceable programme of subsidies that experts are calling for could gain momentum beyond national unilateralism.



Photos (2): Nord Stream AG

The rest of the world is quickly catching up

Connected to this is the opportunity to exploit new sales markets – both within the EU, and also globally. The EU Commission's Strategic Plan for Energy Technology (SET plan) urges the implementation of technological changes, partly in order to maintain Europe's competitiveness in this sector. A large portion of the 40% global growth in renewable energy production forecast by the International Energy Agency (IEA) by 2017 will take place outside Europe. China will increase its solar power production seven-fold, India will double it, and the traditionally "greenest" state in the USA, California, wants to meet one-third of its energy needs with renewable energy by 2020. Maintaining its technology leadership will not be an easy task for the EU in this context. This makes it all the more necessary to ensure coordination.

Harmonious on climate protection

However, harmonisation efforts have already advanced much further when it comes to climate >



GAS

"We deliver!" On 8 October 2012, Nord Stream AG proudly announced the launch of its second gas pipeline. Up to 55 billion cubic metres can be provided by two strands of the fully automated pipeline system,

controlled from the company's base in Swiss Zug (photo). It extends over 1,224 kilometres through the Baltic Sea – from Portovaya in Russia to Lubmin in Germany. The system will supply the European Union for at least 50 years with Russian natural gas. The first strand has transported natural gas to Europe since November 2011.

Nord Stream is also the first Russian-European cooperation project in terms of its shareholders: OAO Gazprom (Russia), Wintershall Holding GmbH (a subsidiary of the German BASF), E.ON Ruhrgas AG (Germany), NV Nederlandse Gasunie (Holland) and the GDF SUEZ (France). With its 51% stake, OAO Gazprom is the majority shareholder in the project. Gazprom will participate in the upcoming E-WORLD ENERGY & WATER for the first time as an exhibitor – as will the EU-backed Nabucco pipeline project.



protection. In January 2013, Phase III of the EU Emissions Trading Scheme will come into effect. This means that instead of issuing 27 national plans, the EU Commission will stipulate an EU-wide cap on CO₂ emissions. This starts at a little over two billion tonnes of CO₂, with the amount dropping 17.74% annually by 2020. As far as Severin Fischer is concerned, this

means “the course of this process will be determined by market players alone and will hardly be influenced by national policies”. Nor is this a problem for him, because if certificates are traded at higher prices on European power exchanges, this will make high-emission power plants “unprofitable in the long term”.



WATER

Countries with hydroelectric plants are currently expanding them greatly – as is the case in Austria. Last year, the Limberg II plant was put into operation, an expansion of the Kaprun power plant (photo) in Hohe Tauern. With a total capacity of 833 megawatts, the plants in Kaprun cover 10% of Austria's power needs during consumption peaks.

An additional effect of such pumped-storage power plants, which can also be found in Scandinavia, is that they run on excess energy from countries such as Germany, and are able to return power when needed, just like a battery. This concept is currently being pursued by the Norwegian concern Statnett with its 1.4 billion euro project "NorGer".

In the face of such complexities, national initiatives hardly seem to make sense – and even the EU framework seems too narrow. At the last E-WORLD ENERGY & WATER, Günther Oettinger stressed that where energy is concerned, Europe should also include source and transit countries, and "definitely Turkey and North Africa". Several cooperation agreements,

projects and visions already exist to prove this: be it gas pipelines to Germany built by the Nord Stream AG consortium led by the Russian Gazprom; be it the idea of turning Norway into a kind of "battery" for the continent with its pumped-storage power plants; or be it through the use of sun-soaked deserts in the Mediterranean region, as envisaged in the Desertec project.

Yet even these possibilities are too short-sighted. Because just as Europe can use the "German model" as an engine for the energy turnaround, the EU, responsible for one-fifth of the energy consumption in the world, could easily take on a leading role in this sector. □

A giant step

The jury has made its decision: ESSEN AFFAIRS presents the winning designs in the competition for chief planner of modernisation at Messe Essen. This is what Messe Essen could look like in 2017.

1st prize

*slapa oberholz pszczulny | architekten GbR, Düsseldorf
(with ZWP Ingenieur-AG, Bochum; Schüßler-Plan
Ingenieurgesellschaft mbH, Düsseldorf; WKM Land-
schaftsarchitekten WEBER KLEIN MAAS, Meerbusch)*





3rd prize

Hascher Jehle Planungsgesellschaft mbH, Berlin (with Innus GmbH, Dresden; RSP Rammel + Sattler Ingenieurgesellschaft mbH, Frankfurt am Main; Weidinger Landschaftsarchitekten, Berlin; ISRW Klapdor GmbH, Düsseldorf; Dipl.-Ing. Gernot Kubanek; Hilla Sachverständigenbüro für vorbeugenden Brandschutz, Frankfurt am Main)



3rd prize

HPP International Planungsgesellschaft mbH, Düsseldorf (with Petersen Ingenieure GmbH, Düsseldorf; Krebs und Kiefer Beratende Ingenieure für das Bauwesen GmbH, Karlsruhe; Rainer Schmidt Landschaftsarchitekten GmbH, Berlin; VCE Verkehrslogistik Consulting & Engineering, Dortmund; HHP West, Bielefeld)

The modernisation schedule

In late October 2012, the jury, chaired by the Cologne architect Kaspar Krämer, announced the winner of the architectural competition.

In late 2012, the chief planning team for the project will be commissioned.

In the autumn of 2013 (following the conclusion of the globally leading expo SCHWEISSEN & SCHNEIDEN), Messe Essen's modular modernisation will begin.

By mid-2017, Messe Essen will have four new spacious halls, each including foyer and conference area. They will replace the current Halls 4 to 12 along with the Congress Center East.



Our media library also contains current videos with additional background information about the subject of structural modernisation.

As long as it's sporty

Goosebumps guaranteed: the 45th ESSEN MOTOR SHOW will quicken the pulse of all car fans. New in the programme is a motor sport conference with top-class speakers.

Stylish, fast and a little crazy – the ESSEN MOTOR SHOW is a cult expo for car enthusiasts. From 1 to 9 December, Messe Essen is expecting more than 340,000 guests at Germany's most highly attended automotive event of the year. One reason for this is increasing interest among manufacturers: BMW, Ford, Toyota Motorsport, Mini, Renault Motorsport, Opel, Subaru and Skoda are present with their own stands. The brand with the star takes centre stage at the "Mercedes fans" stand.

Racing cars from a major era

One thing is clear: the expo's focus has earned major points. "Sportiness can be found in all the thematic areas," explains Dr Martin Uhlendorf, Director of Exhibitions and Fairs at Messe Essen. The same holds true for the special exhibition, dedicated to the World Sportscar Championship.

With long-distance races lasting between 6 and 24 hours, this championship was immensely popular from 1953 to 1992, and has celebrated a comeback in 2012. Fourteen racing cars from the major era will be on display within the scope of this special show in Essen.



Germany tunes here

With 80 exhibits, a unique tuning show will also get underway for the first time at the ESSEN MOTOR SHOW, namely the eBay Motors “tuningXperience”. Visitors can not only admire the best privately tuned cars in Europe, but also gain valuable tips. And that’s not all that tuning fans can expect in hall 1A. As part of the “Germany tunes” campaign, a Porsche 944 Turbo Targa and an Audi A8 Quattro were transformed into collector’s items in three months. Both vehicles will be on display in Essen; one of the two cars will be auctioned off for a good cause during the show. Naturally, the auction wouldn’t be complete without the presence of a star from the scene, TV presenter Lina van de Mars.

A summit for pros

And there’s another first, this time for professionals. Namely, the Motorsport Summit, which Messe Essen has developed together with sponsors. The list of participants is impressive. Not only will the sport directors of the major German sport channels attend, the speakers include Jens Marquardt, Motorsport Director at BMW, and Stefan Moser, Head of Marketing & Communications at Volkswagen Motorsport. The outlook for the future of German motor sport will be provided by ADAC Sport President Hermann Tomczyk. □

www.essen-motorshow.de



*Don't miss a single news item –
become a fan of the ESSEN MOTOR
SHOW on Facebook!*





Straight to the top

The very first Techno-Classica was held in Essen in 1989 – already an impressive achievement back then. But a comparison of past and present figures shows how far the classic car show par excellence has come. And new records are in sight for the 25th edition, to be held from 11 to 14 April 2013.

10 April 2013: Preview, press
and trade visitor day.

VISITORS

1989: approx. 30,000
2012: 181,400

EXHIBITORS

1989: approx. 250
2012: 1,278

ACCREDITED JOURNALISTS

1989: approx. 50
2012: approx. 2,000

EXHIBITION SPACE

1989: approx. 20,000 sq m
2012: approx. 110,000 sq m
(plus 20,000 sq m outdoors)



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Vorsprung durch Technik



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A strong tailwind

What belongs together grows together:
travel, camping and cycling are integrated
into a single travel world in Essen.

The diversity of the Ruhr Metropolis: the Aquarius Water Museum in Mülheim a.d. Ruhr is one of the stops of the Ruhr Valley Cycle Route (below). The walk-in sculpture "Tiger & Turtle – Magic Mountain" in Duisburg, built in the shape of a roller coaster, is a new landmark of structural change, something impressively demonstrated by the Zollverein Coal Mine Industrial Complex World Heritage Site in Essen (above, from the left). The Ruhr Metropolis will be the partner region at the upcoming Reise + Camping, from 27 February to 3 March 2013, at Messe Essen.



The bicycle has never really been "out". But in recent years, cycling has experienced a true boom in Germany. Four million bicycles were sold last year. The main growth drivers are e-bikes. Five years ago in Germany, about 70,000 bicycles with electric drive systems were sold; by 2011 this number had climbed to 310,000 – an increase of over 400%! And there's no end in sight.

Cycling fever for one day longer

Fahrrad Essen has also benefited from the Renaissance in cycling. Some 70,000 visitors attended the last bicycle expo at Messe Essen in late February – "grandiose", commented Ulrich Fillies, Director of the German cycling association RadClub. So it was only logical to extend Fahrrad Essen by one day. Instead of the previous three days, it will take place over four days in 2013, held in parallel to the five-day Reise + Camping, as it has been since the beginning. The expanded exhibition committee, which now includes all the major trade fair segments, would like North Rhine-Westphalia's largest travel and camping



expo to grow even stronger in combination with the promising newcomer. The joint slogan is "Holiday world – travel, camping and cycling".

"This arrangement meets the needs of our exhibitors," underscores Egon Galinnis, Managing Director of Messe Essen. Karl Zahlmann, President of the German Camping Club (DCC) has welcomed the unanimous support of the industry experts: "There's a true cycling craze on at the moment. This is a major opportunity for tourism and the camping sector. The DCC would like to inspire new people to take up camping as a hobby." After all, bike vendors also profit from the exhibition: "Nearly all campers and caravan owners are also avid cyclists."

On the Ruhr in the footsteps of the Romans

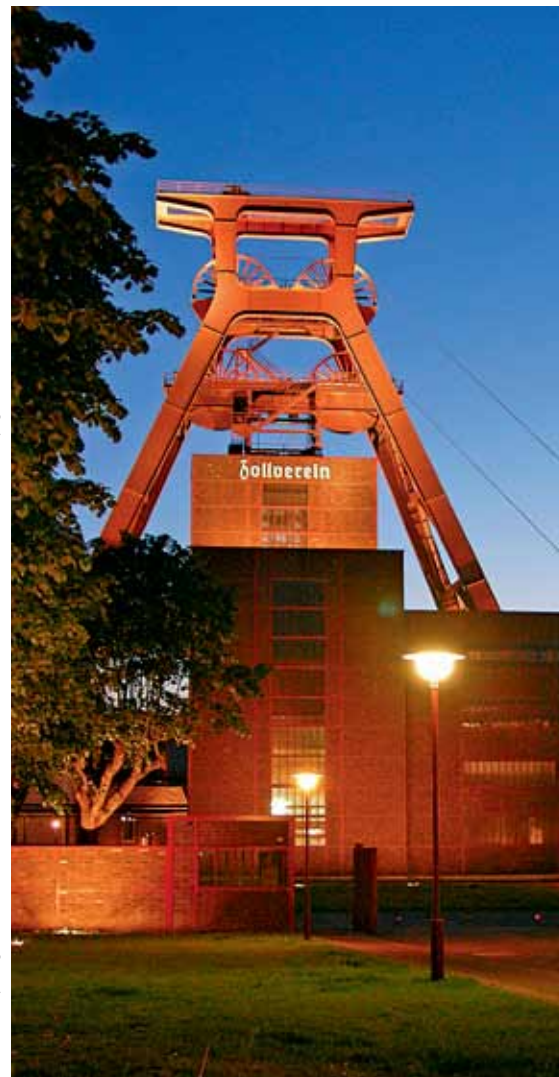
How harmoniously the new triad fits together can be seen in the choice of the partner region. After Sri Lanka and Croatia, the Ruhr Metropolis is taking cen-



From the idyllic Sauerland to the urban variety of the Ruhr Metropolis: the 230 kilometre-long Ruhr Valley Cycle Route offers adventures to suit every taste. See for yourself!



Photos: RTG / Ralph Lueger; Ruhr Tourismus / Stefan Ziese; Ruhr Tourismus / Jochen Schlutius; Rob Vanstone / SCR Svensk Camping



tre stage this year – only a surprising choice at first glance, as the region offers multifaceted holiday adventures. Not to mention one of the most beautiful cycling routes in Germany: the Ruhr Valley Cycle Route. “A river that couldn’t be more exciting” is the confident slogan of Ruhr Tourismus GmbH. A new attraction is the Roman-Lippe route. The long-distance bike trail is 425 kilometres long, and from April 2013 will lead from the Hermann Monument in Detmold to the Roman city of Xanten, meandering through the Ruhr Valley region. It’s an amazing tip, especially for those interested in history.

Together with partners, Ruhr Tourismus GmbH will also be presenting other gems in the district, such as the Industrial Heritage Route, the Zollverein Foundation, the Ruhr Museum in Essen, various visitor parks and the RuhrArtMuseums.

Scandinavia suits Essen

One premiere at Reise + Camping 2013 is the “Nordic World”. For the first time ever, the holiday destination of Scandinavia will use Messe Essen as a platform to present its various nations at a joint stand spread over 700 square metres. One focus of the special exhibition, overseen by the Essen-based Nordis Verlag, will be “Traces of the Vikings”.

The Vikings didn't have bicycles, but their descendants are indisputable masters of this transportation means today. Almost twice as many Danes commute to work on bicycles as Germans. A well-developed network of cycle paths and plenty of space offer everything that the tourist heart desires. And for campers, Denmark, Sweden, Norway and Finland are already dream destinations. Scandinavia and Essen – two areas that also go well together. □

www.reise-camping.de

www.fahrrad-messe.com



Scandinavia is a dream destination for camping fans. For the first time, the Nordic countries will present themselves at a joint special exhibition in Essen.

"Consistently positive experiences"

The very first ARABIA ESSEN WELDING & CUTTING will be held from 7 to 10 January 2013, in Dubai. It will be the world's fifth spin-off of SCHWEISSEN & SCHNEIDEN, the parent event in Essen. Some exhibitors have been to all the expos – with good reason.



Photo: Sparnik

Around the world, the SCHWEISSEN & SCHNEIDEN brand guarantees "good to very good resonance", says Björn Kemper, Managing Director of Kemper GmbH.

Entrepreneurial spirit runs in the Kemper family. Gerd Kemper, the firm's founder, developed his first welding fume extraction system in his garage in 1977. A quarter of a century later, the company from the Münsterland region ranks among the top names when it comes to clean air and metalworking safety.

State-of-the-art technology that's made in Germany is also in demand in the Arab world. So it's not surprising that Kemper will take part in the first ARABIA ESSEN WELDING & CUTTING from 7 to 10 January 2013. And here's what is special:

participating in foreign spin-offs of SCHWEISSEN & SCHNEIDEN is a tradition for Kemper. He has participated in each spin-off of Essen's global fair – in China, Russia, India and, most recently, in Brazil.

Success in India and Russia

"We participate in trade fairs based on the market potential, or to verify the local conditions and to see what degree of potential is there," Björn Kemper, Managing Director for Marketing and Sales, comments on the firm's global commitment. "Naturally, collaboration with a local partner facilitates such a step, especially if we've worked with them for a long time." There's no guarantee of success, but Kemper has had "consistently positive experiences" when participating in foreign events. "Shortly after our first SCHWEISSEN & SCHNEIDEN INDIA, for example, we set up a



Photo: (D): PR

subsidiary there that is now very successful." The same holds true for Russia, "where we've gained a permanent partner and a large group of dealers".

"An increasingly important basis"

On the one hand, Kemper considers the main reasons for this success to be the INDIA ESSEN WELDING & CUTTING brand, which guarantees "good to very good resonance". On the other hand, he benefits from "very good service from competent and friendly Messe Essen employees". They will once again give their all in the Dubai World Trade Center to make sure exhibitors and visitors reach their targets. The conditions are favourable – after all "the United Arab Emirates and the Gulf States represent an increasingly important base for international joining technology", as Frank Thorwirth, Chairman and CEO of Messe Essen, knows.

According to the statistics, the international market for welding machinery and technical equipment will reach a volume of 12.8 billion U.S. dollars by 2015. Approximately 15% of this volume will come from the United Arab Emirates – according to the estimates of Dr Klaus Middeldorf, the Managing Director of the



German welding association DVS – Deutscher Verband für Schweißen und verwandte Verfahren e.V. This is due to the high demand for joining technology in the oil and gas industry. DVS is supporting the new trade fair with all its industry expertise – and this too has a long tradition.

A trade fair network

Plus there's another promising idea in the mix. ARABIA ESSEN WELDING & CUTTING is a collaborative project between the exhibition firms Messe Essen and Messe Düsseldorf and the local organiser Al Fajer. The latest spin-off of SCHWEISSEN & SCHNEIDEN will be held in parallel to the established trade fairs Tekno/Tube Arabi, which Messe Düsseldorf organises jointly with Al Fajer. "Our common objective is to create a new platform that provides an overview on a full range of sector technologies," explains Werner M. Dornscheidt, CEO of Messe Düsseldorf. "This provides exhibitors, visitors and not least decision-makers in Dubai and the rest of the United Arab Emirates with the opportunity to benefit from a unique network."

It is precisely this – building up a network – that is foremost in Björn Kemper's mind for the premiere edition in Dubai. What's more, Kemper adds quickly, "we belong to those who take the initiative, rather than wait". In other words, he has what many refer to as entrepreneurial spirit. □

www.arabia-essen-welding-cutting.com

The Dubai World Trade Center is the venue for the first ARABIA ESSEN WELDING & CUTTING. The United Arab Emirates are increasingly becoming an important base for international joining technology.





Photos: Lars Föllrich

Right of way for high-tech

Precise planning, virtually non-existent waiting times, and cost savings: the new traffic management system at Messe Essen promises all these advantages. But does it really work in practice? ESSEN AFFAIRS took a closer look.

Wednesday, 9.02 a.m., the second set-up day for SECURITY ESSEN. Logistician Thorsten Rudnick reaches for his walkie-talkie. “Berta 3 is coming,” reports the check-in at Messe Essen car park 9. Two minutes later, a yellow semitrailer lorry rolls over car park 2 towards “Berta 3” – i.e. the delivery area B3. Driver Alexander Wirtz from the Cologne-based forwarding agent Quickline has hardly released the belts when a forklift stands ready to unload. “I’m very impressed,” marvels Wirtz, while his cargo is transported through the Galeria to Hall 4, a good two minutes away, where the stand builders can now go to work immediately. “Normally there’s always a scramble for parking spots and forklifts at major trade fairs. I’ve never seen anything as calm as this before.”

No wonder: a comparably modern traffic management system such as that at Messe Essen can currently only be found in one other location in Germany: Berlin. Fast, simple and flexible – these are the benefits provided by a system developed by the trade fair

forwarding agent DB Schenker and the software specialists Axit. The system has been in operation since January 2012. The basic idea behind it is explained by Martina Merle, Head of Exhibition Services and Logistics at Messe Essen: “The early coordination and booking of delivery and pickup times as well as detailed transport information allows transparent, “plannable” processes for all partners involved. This means that unnecessarily long waiting times are avoided on the set-up and dismantling days.”

Fixed time frame – yet flexible

And this is how it works: using the Internet, customers select “their” trade fair, the day and the desired time and logistics area. If a request cannot be met, the system automatically suggests alternatives, e.g. an adjacent logistics area, thus keeping forklift paths as short as possible. In a second step, the customer books one to a maximum of 60 available forklifts. Parallel to the booking, an entry permit is generated as a down-



Renkwitz can make his way back home an hour earlier than planned.

And there is no trace of hectic rush in the trade fair halls themselves. “The construction proceeds much calmer in general,” says a pleased Jörg Messing from the stand builder Waskönig, who has been working at Messe Essen for 21 years and considers the new traffic management system “a great addition”. “We have less slack and can plan the work times of our staff much better.”

Nearly all the customers are participating

Another advantage can best be seen two stories up, from the office of Udo Beyer. “Lorry traffic has decreased rapidly,” says the DB Schenker branch manager while looking over Norbertstrasse. Where con-

Just-in-time logistics:
No sooner has the lorry reached its parking position than a forklift stands ready for unloading.



load. The end result is a just-in-time logistics chain that saves time, costs and frustration.

But what happens if a driver is caught in a traffic jam, despite all the planning? No problem. One phone call suffices to receive a new time slot. This also applies in reverse: Thomas Renkwitz, who is delivering a com-

gestion could not be avoided at major trade fairs in the past – and in extreme cases, drivers had to queue up for hours – the traffic now rolls forward in a totally relaxed manner. Beyer’s conclusion, after the first five trade fairs using the system, is short and succinct: “The customers are happy – and so are we.”

Incidentally, the customers themselves played a major role in its success, because the system works even better the more participants there are. Knowing this, both Messe Essen and DB Schenker intensively informed customers about the new offer before it was launched. Yet they were still positively surprised by the response. At the premiere during this year’s DEUBAU, 90% of the exhibitors booked their slots online. At REIFEN, the first company to book a slot was based in Asia.

But even if the new traffic management system has passed its first endurance test with flying colours, Messe Essen isn’t ready to rest just yet. “We’ve already learned a lot and are constantly working on improvements,” says an enthusiastic Michael Benger, Project Manager Exhibition Services and Logistics. “And that’s why we continue to be pleased about customer feedback.” □

Online booking:
Since January 2012, Messe Essen customers have been able to book their preferred delivery and pickup times.



plete trade fair stand today, wisely left Stuttgart very early in the morning, as his route through the Rhine-Ruhr region can be a “gamble” during rush hour. But the congestion never materialised. Instead of driving through the check-in at 9 a.m. as booked, Renkwitz already arrived at 8.05 a.m. But he didn’t have to wait, as buffer zones are provided in such cases. And so



Would you like to learn more about Messe Essen's new traffic control system? Register here for further information, without any obligation!



More competence and communication

New name, new concept: DEUBAU is now called DEUBAUKOM – and will be accompanied by three guest events in 2014 for the first time.

DEUBAU celebrated its 50th birthday this year – a proud anniversary for the most important construction fair in western Germany and the neighbouring Benelux regions. Now, Messe Essen is making DEUBAU fit for the future: its concept and appearance have been overhauled, and from 15 to 18 January 2014, the exhibition will also be launched under a new name: DEUBAUKOM.

The main focus of DEUBAUKOM are its four “competence pillars”, which also reflect its new target group focus. The construction industry will continue to represent DEUBAUKOM’s visitor base in the future. The second traditionally important target group includes architects and engineers. The housing industry, the third pillar of DEUBAUKOM, plans to expand its commitment in the future. A new pillar is industrial construction, which until now has not been represented on the German trade fair landscape.

contacts, specialist discussions and lectures – providing added value in terms of communication and competence.

From heavy construction to materials: new offers for architects

Another new feature is the industry-standard duration of four days, from Wednesday to Saturday. This ensures an even more comprehensive supporting programme: at DEUBAUKOM 2014 congresses, symposia and seminars, a full range of industry-relevant topics will be discussed – from demographic change, through alternative energy sources, to urbanisation. DEUBAUKOM will also be accompanied by three new guest events that complement the range of topics and promise visitors maximum efficiency, namely DCONex, InfraTech and Material Xperience.

DCONex explores waste management and remediation. Since its inception in 2009, the biennial event has been staged by the exhibition organisers AFAG, in Augsburg.

For its part, InfraTech is a “foreign spin-off” of the parent fair in Rotterdam, where the organiser Ahoy Rotterdam last rented 13,000 square metres of net exhibition space to 576 exhibitors. It focuses on the heavy construction segment and other areas of infrastructural construction, and is expected to take place every two years parallel to DEUBAUKOM. The parent fair, which has existed since 1996, will continue to take place during odd-numbered years in Rotterdam.

The third parallel event, Material Xperience, also comes from the Netherlands. There, the globally leading network Materia provides over 1,800 material samples, and has successfully launched this hands-on trade fair event. Now it is preparing to conquer the largest European construction market. □

www.deubaukom.de



At the heart of the new concept: the DEUBAUKOM competence centres could resemble those depicted in this visualisation.

“Full-service packages” for four days

At the heart of the new concept are the “competence centres”, ensuring a fast and efficient grouping of market partners. “Full-service packages” offer exhibitors the chance to participate with a turnkey stand in close proximity to the respective industry association within a competence centre. In addition, the communication area located inside is ideal for maintaining



Whenever you're on the road, you always have one main goal: an easy, safe trip. That's why, when it comes to road infrastructure projects, HOCHTIEF handles not only the design, financing, and construction—we also take care of operation and maintenance. On the A4 highway near Eisenach, Germany, for instance: Working with our public-sector partner, we created all the conditions required for trouble-free mobility. And as the operator, we'll make sure it stays that way.

Turning Vision into Value.



IPM ESSEN 22.01.–25.01.2013

The global horticultural fair is becoming more and more international. After IPM ESSEN set an attendance record of 36% foreign visitors for its 30th anniversary. In the technology area, for instance, Korean exhibitors will show for the first time with a joint stand, and Sri Lanka will be represented for the first time ever with an official national presentation. Partners at the International Horticultural Forum Eastern Europe will be the Baltic States Lithuania, Latvia and Estonia.

<http://ipm.messe-essen.de>

**HAUS GARTEN GENUSS 13.02.–17.02.2013**

HAUS GARTEN GENUSS is a key calendar date for many visitors. Just in time for next spring, it shows inspiring ideas for gardens and balconies as well as products and services for flats and homes. The fact that every year more than two-thirds of the visitors order products or make purchases at the fair only accentuates its importance as a shopping experience. Despite the freezing cold temperatures outside, HAUS GARTEN GENUSS drew in nearly 45,000 visitors in 2012.

www.haus-und-garten-messe.de

EQUITANA 16.03.–24.03.2013

Messe Essen is looking forward to a proud anniversary next spring: from 16 to 24 March 2013, EQUITANA will celebrate its 40th birthday. The very first EQUITANA, which founder Wolf Kröber opened on 27 April 1972, was already a huge success, drawing in 48,000 visitors. Under the direction of Reed Exhibitions, the biennial event has become a global fair for equestrian sport. For the 22nd edition of EQUITANA, more than 200,000 horse enthusiasts from around the world are expected in Essen.



www.equitana.com

**HORTIFLOREXPO IPM SHANGHAI 17.04.–20.04.2013**

Back in April, Hortiflorexpo, the most important horticultural trade fair in China, and IPM ESSEN, the world's leading green sector expo, joined forces for the first time under a new title: HORTIFLOREXPO IPM. After the successful premiere in Beijing – thanks to 405 exhibitors and more than 16,500 professional visitors – China's most influential horticultural fair will now be held in Shanghai, in line with its rotational schedule. The booking status already indicates repeated success.

www.hortiflorexpo-ipm.com



2012/2013

01.-09.12.2012 ESSEN MOTOR SHOW
For drivers and dreams

05./06.01.2013 HOCHZEITSMESSE
The wedding fair with consulting and sales

22.-25.01.2013 IPM ESSEN*
International trade fair for plants, technical equipment, floristry, sales promotion

05.-07.02.2013 E-WORLD ENERGY & WATER*
International trade fair and congress

13.-17.02.2013 HAUS GARTEN GENUSS
The spring fair for the entire family

27.02.-03.03.2013 REISE + CAMPING
Holiday world. Travel. Camping. Cycling.

28.02.-03.03.2013 FAHRRAD ESSEN
Trade fair for bicycles, accessories and bike tourism

16.-24.03.2013 EQUITANA
The global fair for equestrian sport

11.-14.04.2013 TECHNO-CLASSICA ESSEN
The global fair for vintage, classic & prestige automobiles and motor sport

02.-04.05.2013 BRIEFMARKEN
International stamp fair

10.-12.05.2013 BIG BIKE EUROPE
European headquarter expo for performance, custom and tuning

24.-26.05.2013 BABYWELT RHEIN-RUHR
The expo that's all about your child

15.-18.06.2013 MODATEX FASHION FAIR
International trade fair for bridal and evening fashion*

26.-28.07.2013
STAR WARS CELEBRATION EUROPE II
Join The Party!

FOREIGN TRADE FAIRS:

14.-16.11.2012 REIFEN CHINA
Asian Essen Tire Show (Shanghai)

19.-21.11.2012 IPM DUBAI
International plant expo Middle East (Dubai)

19.-21.11.2012
WOP DUBAI - WORLD OF PERISHABLES
International perishables expo Middle East (Dubai)

07.-10.01.2013
ARABIA ESSEN WELDING & CUTTING
International trade fair for joining, cutting, surfacing (Dubai)

17.-20.04.2013
HORTIFLOREXPO IPM SHANGHAI
International plant expo Asia (Shanghai)

* For professional visitors only.

Valid as of November 2012. Subject to modifications.



Grugahalle

2012 / 2013

01.12.2012 GALA DRAG NIGHT
Stratmann's revue

06.12.2012 EHRlich BROTHERS
"Magic - Dreams come true"

14.12.2012 MATTHIAS REIM & FRIENDS
The live concert with band

15.12.2012 22ND OLDIE NIGHT
With Tony Christie & Band, Herman's Hermits and others

16.12.2012 KAYA YANAR
"All inclusive!"

29.-31.12. and 01.01.2013
ICE AGE LIVE
A mammoth adventure!

19.01.2013 OSLO GOSPEL CHOIR
Anniversary tour 2013

22.01.2013 DEICHMANN SE
Collection presentation

26.01.2013 SUBERG'S OVER-30s PARTY
More than just a party

30.01.2013 ALEXANDER HERRMANN
"Star cuisine through the mixer"

02.02.2013 DIETER NUHR
"Nuhr among us"

08.02.2013 39TH EKV CARNIVAL 2013
Costume and gala party

23.02.2013 ROCK MEETS CLASSIC 2013

13.03.2013 THE NIGHT OF MUSICALS

16.03.2013 SUBERG'S OVER-30s PARTY
More than just a party

25.03.2013 HANS KLOK
"The Houdini Experience"

03.04.2013 SPRING MELODIES WITH
HANSI HINTERSEER

18.04.2013 RWE AG
Annual General Meeting

03.05.2013 E.ON AG
Annual General Meeting

15.05.2013 STADT ESSEN
Employee Meeting

26.11.2012 AWARD CEREMONY
5TH ESSEN SELF-HELP PRIZE

30.11.2012 MOTORSPORT SUMMIT

30.11.2012 RACE NIGHT

12.01.2013 PUBLIC UTILITIES NIGHT
OF SPORTS

20.01.2013 NEW YEAR'S RECEPTION ESPO

21./22.01.2013 DEICHMANN SE
Collection presentation

27./28.02.2013 CAMPING CONGRESS ESSEN
European Camping Congress Essen

18.-20.04.2013
3RD ITLT CONGRESS - INTERDISCIPLINARY
TREATMENT OF LIVER TUMORS

07.05.2013 HOCHTIEF AG
Annual General Meeting

22./23.05.2013
GRADUATES' CONGRESS NRW

22.-25.05.2013
63RD ANNUAL CONGRESS DGMKG
German Society of Dental, Oral and
Craniomandibular Sciences

Valid as of November 2012. Subject to modifications.

A mammoth on stage



One of the most successful animated films of the past decade is coming to the Grugahalle: "Ice Age Live" promises to be a delightful spectacle for the entire family. The show was developed by a world-class team.



Photos (3): PR

Sid and his voice: for the German version of all four "Ice Age" films, the comedian Otto Waalkes spoke the role of the giant sloth. For the stage production, he narrated the part of the giant sloth in a studio (see photo above).

Photo right: character designer Michael Curry, crowd favourite Scrat and director Guy Caron (from the left)

It's already cold out, even frigid, but now winter is on its way as well. We find ourselves in the Ice Age, about 20,000 years before the present day, and the entire animal kingdom is making its way south. Only a solitary woolly mammoth named Manfred and a giant sloth named Sid decide to take the opposite path...

Not exactly the material for a blockbuster, one might think. But when "Ice Age" was released in cinemas exactly ten years ago, the charming story from the glacial era warmed the hearts of visitors. Worldwide, the film brought in almost 400 million U.S. dollars, impressing critics in the process. In 2003, it was nominated for an Oscar in the category "Best Animated Film". Just as amazing is the fact that three sequels were almost more successful than the first film. "Ice Age 4: Continental Drift" attracted more

than 1.1 million viewers in Germany on its opening weekend in July 2012 – the year's most successful theatrical release to date.

Performance over four days in the Grugahalle

Now the glacial epic, which *Der Spiegel* called simply "exquisite", is coming to the stage: from 29 December 2012 until 1 January 2013, "Ice Age Live! A Mammoth Adventure" will be shown in the Grugahalle. Twentieth Century Fox and Stage Entertainment Touring Productions promise a spectacular mix of film, acrobatics, dance and figure skating.

The crew behind the stage show guarantees entertainment at its best. For example, among other projects, character designer Michael Curry brought the creatures from "The Lion King" to the big screen, and director Guy Caron was the bright mind behind "Cirque de Soleil" productions such as "Ka" and "Dralion".



Superstar through detours

Though the story may be new, the characters are familiar – and have been faithfully recreated. The woolly mammoth Manfred soars up 3.60 metres, and the giant sloth Sid is no dwarf at 2.10 metres. Naturally, Diego, the sabre-toothed tiger, and crowd favourite Scrat are also in the cast. The sabre-toothed



squirrel was originally only intended for the trailer to the first “Ice Age” movie, but audience reactions at test screenings quickly convinced producers to give the animal a starring role.

The fact that Scrat also thrills audiences as a stage character is less surprising. Stage Entertainment Touring Productions have great expectations for the new format, which can be seen in the fact that a perennial favourite has taken a back seat to “Ice Age Live”. This winter, for the first time in 69 years, there will be no new “Holiday on Ice” show. But no fears, a new extravaganza will return for the ice show’s 70th anniversary. □

www.iceagelive.de



“A wonderful challenge”: in a video interview, character designer Michael Curry explained the key elements of creating the stage characters for “Ice Age Live”.



Dream factory

What is a dream? What is real?

Everything seems possible in the magical world of the Ehrlich Brothers. “The Dream Factory” is Andrew and Chris Ehrlich’s largest production to date. They’ve made a name for themselves in the world of magic thanks to world-class illusions. Even David Copperfield has called the

German magicians to obtain performing rights for their illusions. In the “Dream Factory”, the Ehrlich Brothers freeze 200 litres of boiling water into a block of ice within seconds, bend railway tracks and battle a “monster saw”. As part of their German tour, the Ehrlich Brothers are making a guest appearance on 6 December in the Grugahalle. □

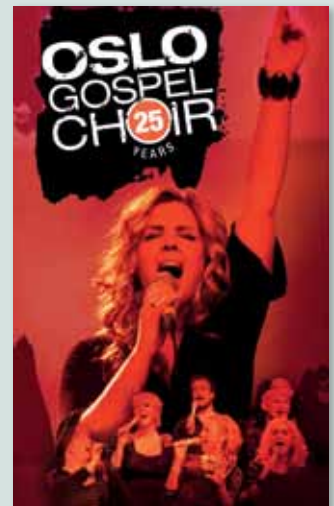
www.ehrlich-brothers.com

Choir music

Gospel actually means

“good news”. For a quarter of a century, the Oslo Gospel Choir has been spreading the good news of music. To mark its anniversary, this exceptional choir from the far north is finally returning to Germany, making a stop in Essen on 19 January 2013. The very best news is that singers can go “live on stage” and sing with the Oslo Gospel Choir. □

www.ogc.no



Cooking humour

When Alexander Herrmann takes to the stage, the world of cuisine goes through the meat grinder. This is because Herrmann is the first and only German star chef with his own stage show: television cooking, the pretensions of haute cuisine, restaurant critics – nothing is sacred. Add in especially composed live music by the Bastian Pusch Band and the result is a unique blend of cooking and late night show – appearing in Essen on 30 January 2013. □

www.alexander-herrmann.de



Photos: Peter Weier/EMG, Stadtbildstelle Essen

A radiant city

Let there be light: five million visitors per year are charmed by the Essen Festival of Lights.

The presentation has always been imaginative. For the past few years, the city has also been lit up with state-of-the-art and environmentally friendly technology.

A tourist magnet: since 2008, 3-D motifs have illuminated the skies – thanks to LED technology. The 63rd Festival of Lights will continue until 5 January 2013.

Why is the Tricolour, France's national flag, illuminated above Willy-Brandt-Platz, and what is the Eiffel Tower doing on Kettwiger Strasse? Those who visit Essen's city centre for the first time these days may be rubbing their eyes in amazement. But those who are better acquainted with the Ruhr metropolis know what it's all about. From 28 October to 5 January 2013, the 63rd Essen Festival of Lights will be held. Spectacular light presentation motifs this year are devoted to the guest country, France.

Hope in dark times

The fact that Essen is lit up every year at Christmastime is due to the courage and resourcefulness of local merchants in the years of reconstruction

following the Second World War. "Light attracts people" was the slogan of the premiere Festival of Lights in 1950. The idea was based on hope and optimism in dark times, as 9% of Essen's city centre was destroyed during the war. Strands of lights, decorated trees, bright stars – by today's standards, the beginnings were rather modest. But the idea resonated among visitors. Huge crowds formed on Kettwiger Strasse and Limbecker Strasse, inevitably turning them into pedestrian streets, and the weekend brought special trains to the Rhine-Ruhr region packed with even more onlookers.

"The Festival of Lights idea brought a major boost to the emerging city marketing," says Eva Sunderbrink, Managing Director of EMG – Essen Marketing Com-



pany, which has organised the festival since 1996. “An ingenious idea was implemented with personal commitment and a collaborative effort on the part of Essen’s retail sector.” Since EMG’s founding in 1996, both partners – Essen Marketing Service e.V. and the City of Essen – have co-organised the annual event, supported by local business partners.

Indisputably, the Festival of Lights has significantly enhanced Essen’s reputation as a shopping destination and created awareness for the city well beyond the borders of the Ruhr region. For years, its opening was featured in the nightly news, and when the festival was themed “Berlin, yesterday and today” in 1964, the Mayor of Berlin and later Chancellor Willy Brandt used the opportunity to open the Festival of Lights personally.

A political event also gave impetus to one of the most important milestones in recent history. “Ten years of German unity” was the motto of the festival in 2000, and to attract partners, former EMG Managing Directors Ulrich Weinstock and Karl-Heinz König travelled throughout the country – with resounding

success. And if success can be achieved on the federal state level – why not Europe?

No sooner said than done. The series “Europe in Essen” started up in 2001, featuring the guest country Holland. It not only brought lights to the sky, but also a thematic supporting programme on the ground. The reward for all the hard work is the fact that more than five million people are enchanted by the Festival of Lights and the International Christmas Market each year. With average sales of 30 euros per guest, this translates to an economic factor of at least 15 million euros. Befitting comprehensive urban marketing, it is not only the retailers and market participants who benefit from the tourist magnet, as Eva Sunderbrink stresses. “For us, the Festival of Lights is not just an event with regional appeal, but an important component in the chain of our tourist marketing activities. If the people in guest countries become curious about Essen through media coverage, or when they hear about the historic Zollverein Coal Mine Industrial Complex or learn that the ESSEN MOTOR SHOW takes place during the festival – then we’ve done our job correctly.”

Preventing 100 tonnes of carbon dioxide

“Keeping the tradition alive with innovation”: true to this motto, state-of-the-art technology has been used for many

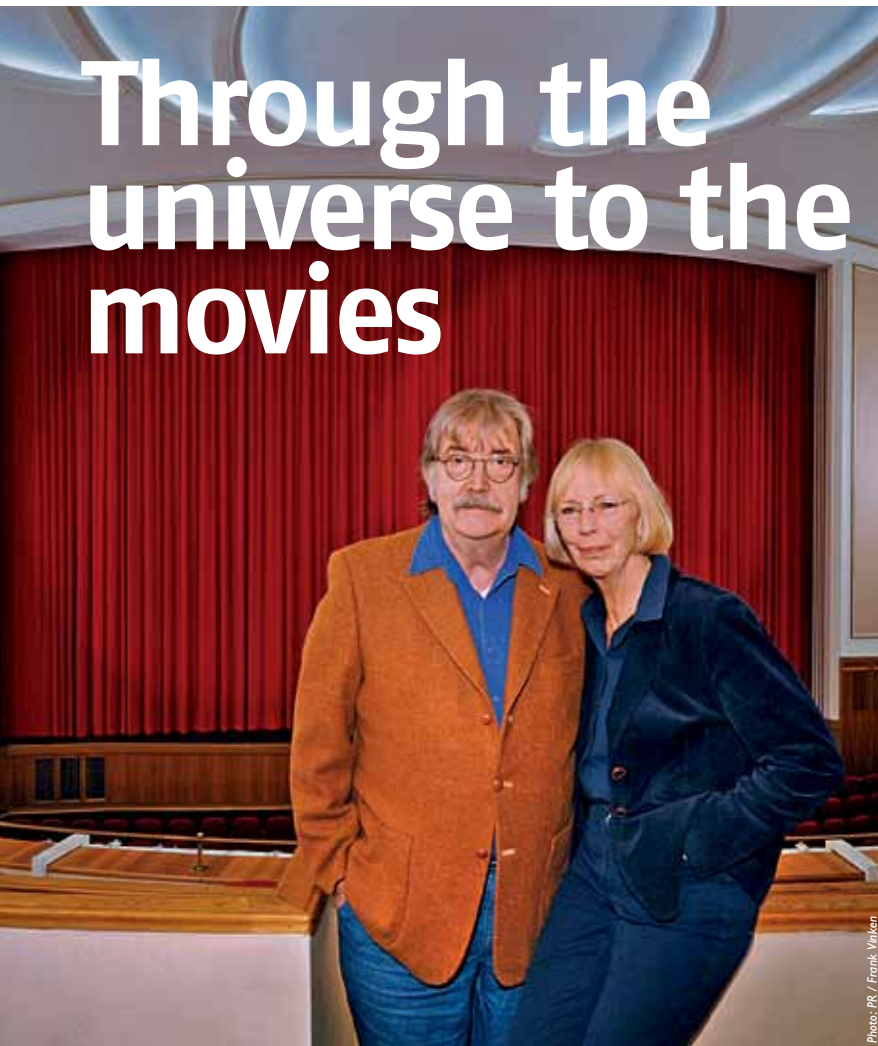
years now. Essen was the first city in Germany to switch completely to winter LED lighting in 2008 – an innovation that sets new aesthetic and ecological standards. Not only have the illuminated motifs been three-dimensional ever since, the LED technology developed by the European market leader MK Illumination consumes significantly less power compared to standard light bulbs. “We prevent 100 tonnes of carbon dioxide each year,” explains Eva Sunderbrink.

And because Essen is well-known not only as a shopping destination, but thanks to large corporations, also as the energy capital of Europe, one vision may soon be turned into reality: a Festival of Lights running entirely on renewable energy sources.... □



“Light attracts people” was the slogan of the first Festival of Lights in 1950. The idea was based on a good deal of hope, as Essen’s city centre was 90% destroyed during the war.

Through the universe to the movies



For the love of film: Marianne Menze with her husband, Hanns-Peter Hüster, in the auditorium of the Lichtenburg, the largest and probably most beautiful cinema in Germany.

It all began with a chance encounter and "A Space Odyssey". Now, four decades later, Marianne Menze is boss of the legendary "Lichtenburg" – and an icon of German film.

Life rewards those who arrive late. At least this was true in Marianne Menze's case, back in 1972, when she went to the movies in Essen. The overture to Stanley Kubrick's *2001: A Space Odyssey* had already begun; Menze had to pay during the intermission and became acquainted with the owner of the small "Galerie Cinema". Eventually, she and Hanns-Peter Hüster married, and together they now run five cinemas in Essen, which cultivate films as an art form. The duo became well known throughout Germany when they rescued the largest and arguably most beautiful cinema in the republic: the "Lichtenburg".

The building had a proud tradition: opened in 1928, the Lichtenburg was Germany's premiere cinema par excellence during the 50s and 60s. All the superstars of German film – from Romy Schneider to Curd Jürgens, and even some of the big names from Hollywood – were guests. By the early 90s, however, the cinema faced gloomy prospects. Increasing numbers

of the 1,250 seats in the theatre, befitting for an opera house, remained empty, and by late 1991, Germany's largest Cinemaxx multiplex had opened just 300 metres away.

Seven years later, the end seemed near. The Lichtenburg was put up for sale. "This simply can't be," thought Marianne Menze, and put her words into actions. Within hours, Essen's creative artists were alerted, and within weeks more than 10,000 signatures were collected against the sale; artists and members of the media from across the country protested. "We only wanted to save the Lichtenburg, not run it," recalls Menze. But things turned out differently. One transitional year turned into four; more and more people urged her to continue. After many ups and downs and a few sleepless nights calculating with a sharp pencil, the restored Lichtenburg gleamed with renewed splendour in March 2003.

A miracle repeats itself

Today, the red carpet is rolled out again in Essen, when films sponsored by the Federal State of North Rhine-Westphalia are premiered. The Lichtenburg is mentioned in the same breath as treasures such as the Philharmonie or the Zollverein Coal Mine Industrial Complex. That the most successful film in recent Lichtenburg history was called *The Miracle of Bern*, with former Chancellor Gerhard Schröder even arriving to attend the premiere, is a coincidence. But the cinema's rescue still seems miraculous today.

So it's all the more surprising that this feat was recently repeated a second time. The oldest movie theatre in the Ruhr region, the "Glückauf", opened its doors in 1924, and since December 2009 has once again showed its exquisite programme – thanks to private donations in the six figure range, thanks to the support of private industry and the federal state, but thanks most of all to the tenacity of Marianne Menze and her colleagues.

Creativity is the most important virtue; the art of getting a lot off the ground with few resources; of trying things differently with a team of people "who know why they are doing it", even though the salary might be higher elsewhere for less work. Where does Marianne Menze get her drive? "I think from the cinema, the primal need to sit in a dark room with other people and be immersed in a different reality." The 63-year-old would like to pass on this experience to young people and is therefore working towards having a film educator hired in Essen schools. Her path has not been an odyssey, but she's not even close to the end of her story. □

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



1st prize

Enjoy Essen: together with Überblick Verlag, we are raffling off a **restaurant voucher** worth 250 euros for the restaurant of your choice. The only condition is that the restaurant has to appear in the current issue of "Essen goes out!". But with more than 200 test reports and another 100 restaurant features, this shouldn't be too difficult! For 20 years, Überblick Verlag's restaurant guide has stood for independent editorial coverage. Expert critics test restaurants unannounced and anonymously – judging fairly, but critically. A shopping and cultural section, lengthy reports and service pages round off the editorial concept.

A copy of the 2013 "Essen goes out!" will be presented to all the winners of this issue.



3rd prize

Galeria Kaufhof is located in the heart of the shopping city Essen, just ten minutes from Messe Essen. Treat yourself to a little break and gain inspiration from nearly 16,000 square metres of sales space. We are raffling off a **gift certificate** worth 150 euros.



4th prize

Eagle Products has stood for high-quality fashion accessories consisting of natural fibres for 100 years – "made in Germany". To wrap up warm during the cold winter season, we are raffling off a man's and woman's **scarf set**, consisting of a silk pashmina and a cashmere scarf.



2nd prize

In the centre of downtown Essen, GOP Variété attracts visitors with individual food concepts and world-class shows. Win a **GOP candlelight dinner**! After a champagne reception, a sumptuous 3-course menu awaits you while you are treated to the current show. Then dive into the world of the Baliha over-30 dance club – enjoy the stylish ambiance and freshly prepared cocktails from master bartenders.



5th prize

The "Lolli Watch" presents itself in a highly fashionable design. The wristwatch also scores major points with its inner values, thanks to its three-handed **Seiko clockwork**. We are raffling off this leisure companion in trendy white (for women) and blue (for men).

Participate and win!

What is the name of the joint event of Messe Essen and con|energy AG?

- a) E-world energy & water
- b) E-business worldwide
- c) E-bike in motion

From all the correct entries, we will be raffling off one restaurant voucher, one GOP Variété candlelight dinner for two, one shopping voucher, one scarf set and one wristwatch. Simply send us the attached postcard with your answer.

You can also fax us: +49 (0)201 724 4545 or e-mail us: carola.may@messe-essen.de

We would also like to invite you to participate in our readers' survey. This will not affect your participation in the contest.

The entry deadline is 28 February 2013.

We wish you the best of luck!

The judges' decision is final. Employees of Messe Essen GmbH or companies involved in the production of this issue may not participate.

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☐ excellent ☐ good ☐ satisfactory ☐ poor

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

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

How long do you spend reading an issue?

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

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How do you like ESSEN AFFAIRS?

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

