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



**Inviting the world to Essen:** Egon Galinnis on SCHWEISSEN & SCHNEIDEN – and how the entire city benefits from global trade fairs originating in Essen

## Dear Readers,

In 1995, over 600,000 new flats were built in Germany. By 2012, this number had dwindled to just over 200,000. These figures alone show that Germany needs new momentum in the housing market. Add to that the future effects of megatrends such as demographic change, the energy turnaround and urbanisation, and it becomes clear how big the investment requirements truly are. But what does housing look like today and what will it look like in the future? These are the questions examined in our cover story. And we have found answers in Essen – which will also be the venue for DEUBAUKOM next January. The most important construction trade fair for western Germany and the Benelux countries has been completely revamped for its new start (page 8).

Beforehand, we look forward to the final highlights of 2013. After a very successful SCHWEISSEN & SCHNEIDEN, during which sales of more than two billion euros were attained, December will see the exhibition halls heating up once again for the ESSEN MOTOR SHOW's celebration of automotive passion (page 18).

An Essen-based family that is as essential as it is humble also had reason to celebrate this year. One hundred years ago, Heinrich Deichmann founded a shoemaker's shop in the Borbeck district. Today, the name Deichmann stands for the largest footwear retailer in Europe – and a corporate group that is committed to its values (page 34).

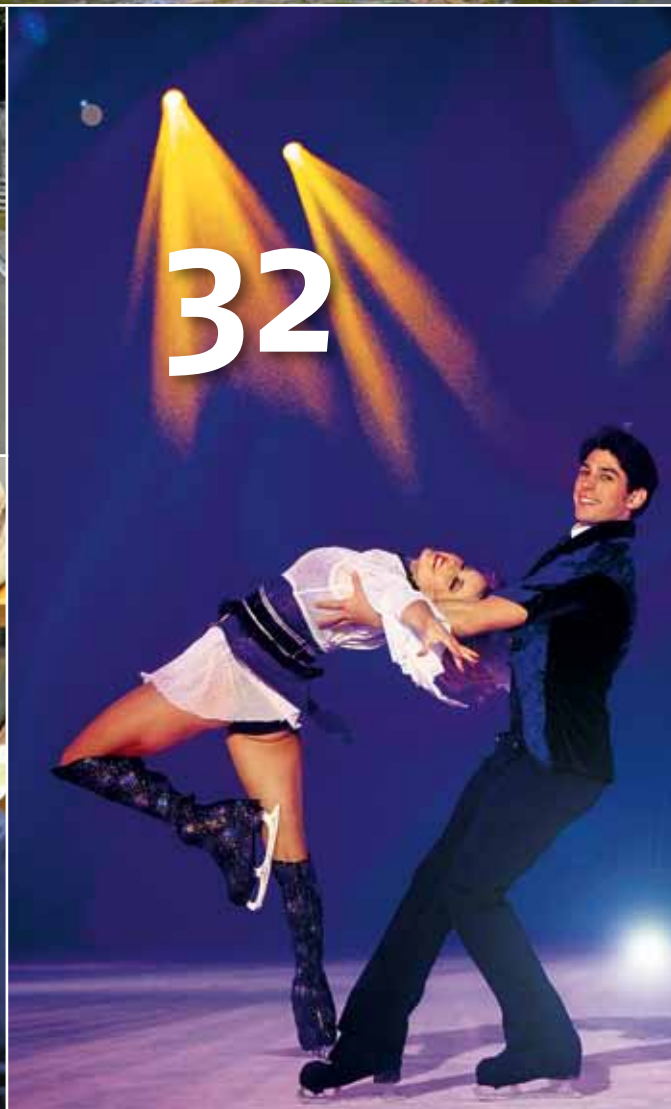
We hope you enjoy reading this issue of our magazine,

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



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Germany has a huge need to catch up in the housing market. Initial steps have already been taken. And there's virtually no other city in which the challenges and opportunities that these changes bring are as visible as in Essen. A report ahead of DEUBAUKOM

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## IMPRINT

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## SCHWEISSEN & SCHNEIDEN/IIW

### A unique combination

Essen could justifiably call itself the world capital of welding technology in September. Buoyed by the positive mood in the industry, SCHWEISSEN & SCHNEIDEN underscored its position as the world's leading trade fair for joining, cutting and coating technology: 1,017 exhibitors from 40 countries presented their innovations from 16 to 21 September at Messe Essen. Every fourth exhibitor travelled to Essen from Asia and overseas. Of the 55,000

trade visitors, the percentage of foreign guests (at 50%) was even higher. Also exceptional was that almost every other guest stayed for two days or more in Essen.

The 700 participants of the "66th IIW Annual Assembly" and the subsequent "IIW International Conference" were also internationally diverse. The IIW (International Institute of Welding), the worldwide umbrella organisation for welding technology, selected Essen this year as the setting for this high-profile expert forum. At this year's meeting, participants came from 50 different countries to the Ruhr metropolitan region. This resulted in a unique blend, which inspired participants – much to the delight of Messe Essen and its partner, DVS – the German Association for Welding, Cutting and Related Processes.

[www.schweissen-schneiden.com](http://www.schweissen-schneiden.com)  
[www.dvs-ev.de/IIW2013](http://www.dvs-ev.de/IIW2013)



1,017 exhibitors, 55,000 trade visitors and sales of two billion euros: SCHWEISSEN & SCHNEIDEN impressively underscored its reputation as the sector's No. 1.



**At home in Essen, but present in all growth regions:** Claus-Peter Regiani, Director of Fairs and Exhibitions at Messe Essen, on the strategy of SCHWEISSEN & SCHNEIDEN

## INTERGEO 2013

### A wave of innovation in geo-applications

Some 16,000 trade visitors have turned INTERGEO 2013 into an unparalleled success. The leading information platform for geodesy, geoinformation and land management was held from 8 to 10 October 2013 at Messe Essen. "The innovative power of this year's INTERGEO was due to the value chain represented – from data to decision-making and knowledge. The focus was on highly innovative geoinformation applications," said DVW President Dr Karl-Friedrich Thöne at the end of the trade fair. The exhibition and conference focused on societal issues like never before, including the energy turnaround, climate change, smart cities and demographics – fostering dialogue between politicians, geoexperts and geobusiness leaders.

The significantly higher number of participants at the second INSPIRE conference impressively showed that the communal aspect this year had rightly moved to the fore. This underlines the value of reliable geoinformation for attractive, urban housing, living and working environments. In the organisers' view, the Ruhr metropolitan region – with its large municipalities – was the ideal platform. Another striking feature was that never before have so many young people attended INTERGEO as in Essen.

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

## 100 years of Messe Essen

### Citizens come to celebrate



**The road show for the 100th anniversary of Messe Essen** was held under the slogan "My exhibition grounds. My city." Over the course of the road show, a fold-out infotainment cube was set up from April to September at seven locations in the centre of Essen.

On the occasion of its 100th anniversary, Messe Essen guest-starred at seven different locations in the centre of Essen. The participatory programme revolved around the photo campaign "Celebrate with us!" Essen's citizens were invited to be photographed by a professional photographer and gain the opportunity to be part of the lively anniversary poster campaign. And Essen's citizens came together to celebrate; a total of nearly 900 photos were produced from April to September. In and around the fold-out infotainment cube, thousands of other visitors took the opportunity to inform themselves about the past, present and future of Messe Essen.



**Stay up to date, discuss with others and ask us your questions:** now on the Messe Essen Facebook page!

[www.meinemesse-meinestadt.de](http://www.meinemesse-meinestadt.de)

## New appointments

### Oliver P. Kuhrt comes, Klaus Reich retires

The Supervisory Board of Messe Essen has unanimously appointed Oliver P. Kuhrt as the new Chairman and CEO of Messe Essen GmbH. He will take up his post on 1 January 2014.



**"With the upcoming** structural upgrades, Messe Essen faces great challenges. However, with its central location in the Ruhr area, in downtown Essen and directly adjacent to the unique Gruga Park, it offers outstanding development potential. I am looking forward to the new and exciting task of positively shaping the future of Messe Essen," Kuhrt told the Supervisory

Board. Oliver P. Kuhrt has held various executive positions at Koelnmesse for more than ten years. He has been the Managing Director (CEO) of the VILA VITA Hotels und Touristik Group since 2011. The 50-year-old is married and has two daughters.

**"Oliver P. Kuhrt** is an experienced and successful trade fair expert. He not only proved that in Cologne with the acquisition of new exhibitions such as Gamescom and Intermot, but also by positively developing existing events," said the Supervisory Board Chairman of Messe Essen, Mayor Reinhard Pass. Oliver P. Kuhrt will be sup-

ported by Managing Director Egon Galinnis until his contract expires on 31 July 2014. Thereafter, Egon Galinnis will stay connected to Messe Essen as a special representative.

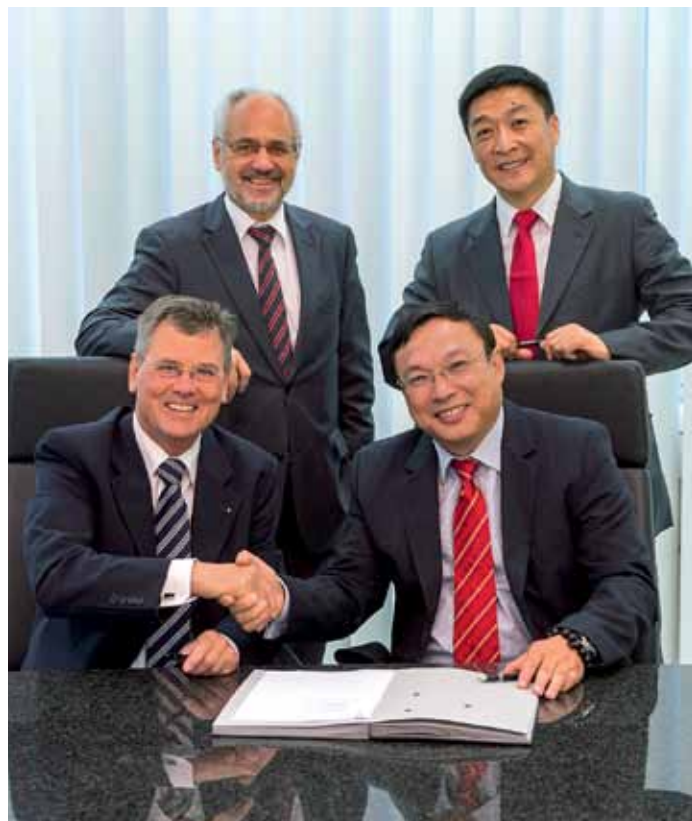
**For his part,** Klaus Reich, Divisional Director of Messe Essen, will retire on 30 November 2013. The 63-year-old has played a decisive role in the strategic development of Messe Essen for 34 years.



Reich was also instrumental in organising Messe Essen's leap to China back in 1987, where it has run the very successful BEIJING ESSEN WELDING & CUTTING ever since, the largest trade fair in its sector after the founding event, SCHWEISSEN & SCHNEIDEN. Reich was previously Co-managing Director of E-world energy & water GmbH, a joint venture between

Messe Essen and con|energy ag. He also oversaw numerous other successful trade fairs and public exhibitions, including SECURITY Essen and the ESSEN MOTOR SHOW. Reich's last premiere, GEO-T Expo, took place recently.

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



**Pioneering work:** Egon Galinnis, Managing Director of Messe Essen (left), and Klaus Reich, Divisional Director of Messe Essen (back left), signed the contract for Rubber Tech Europe with their partners from the China United Rubber Corporation – one of the first European trade fairs allowing a Chinese operator to bring in its expertise.

## Rubber Tech Europe From China to Essen

**REIFEN, the world's leading trade fair for tires**, will soon be reinforced: in parallel to REIFEN, Rubber Tech Europe, a spin-off of RUBBER TECH CHINA, will be held from May 2014. This was agreed by Messe Essen and the China United Rubber Corporation. Rubber Tech Europe gathers exhibitors for the preliminary stage of tire production, thus ideally complementing the REIFEN offering. Together, both shows represent the entire value chain for tires – from pre-production through production and retailing to retreading and recycling. REIFEN and RUBBER TECH CHINA are the leading trade fairs in their respective sectors.

**Messe Essen is sharpening** its international profile through this cooperation, while also playing a pioneering role. Egon Galinnis, Managing Director of Messe Essen, points out: "The new Rubber Tech Europe at Messe Essen is one of the first European trade fairs to enable a Chinese operator to bring in its expertise. Since 2007, we have organised REIFEN CHINA in Shanghai, together with our partners. Now we are adding a new chapter to the cooperation in Essen." For the upcoming REIFEN in Essen, from 27 to 30 May 2014, Messe Essen is expecting some 670 exhibitors and 19,000 visitors, 60% of whom will most likely be from abroad. In addition, the organisers are expecting around 100 exhibitors and 1,000 visitors for Rubber Tech Europe in hall 12.

[www.reifen-messe.de](http://www.reifen-messe.de)



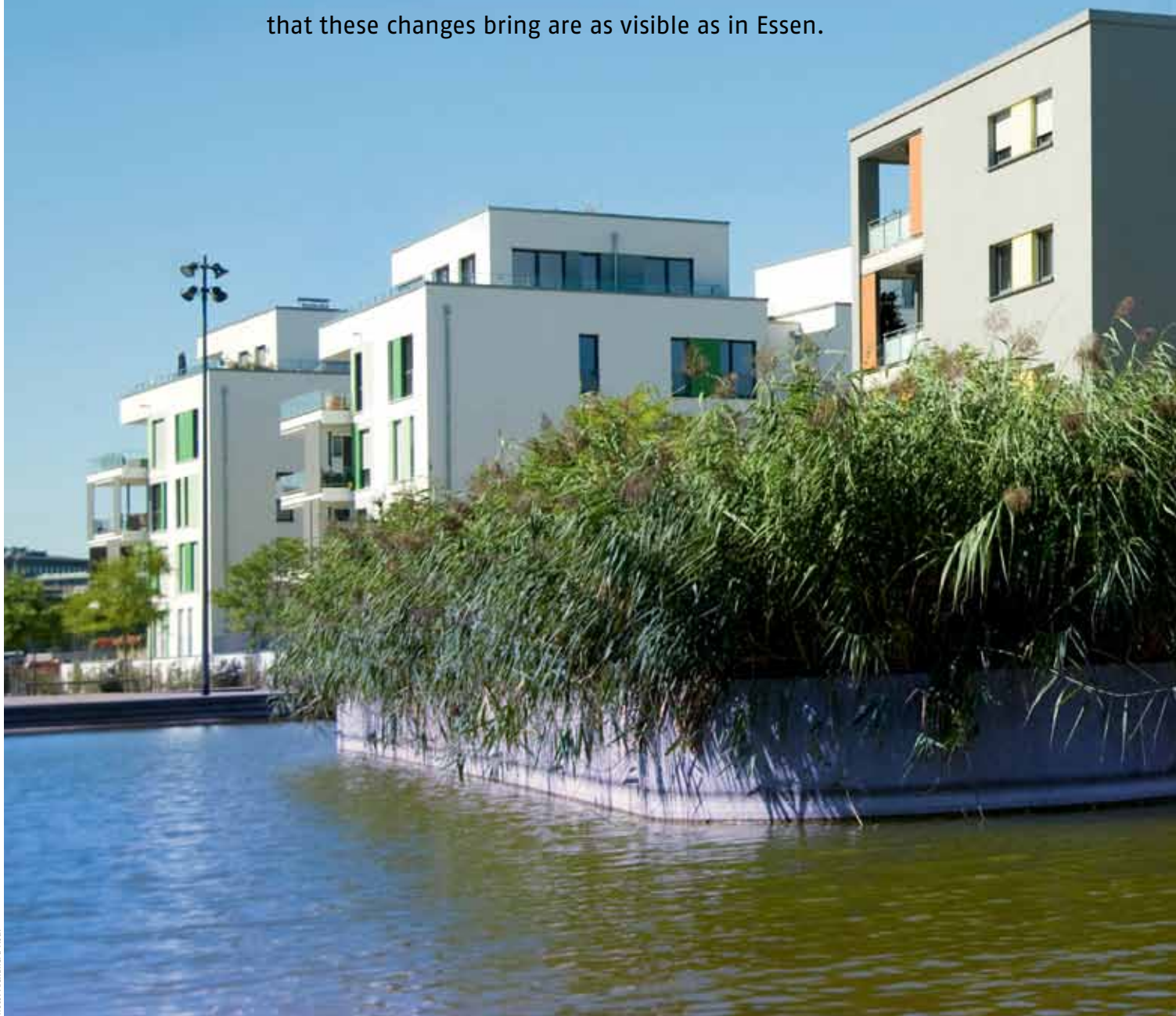
# Come on in!

Demographic change, the energy turnaround, urbanisation – there's hardly a mega-trend that doesn't directly affect the future of housing.

But there is also another factor in Germany:  
the huge need to "catch up" where housing is concerned.

But initial steps have already been taken.

And there's virtually no other city in which the challenges and opportunities  
that these changes bring are as visible as in Essen.







**It's one of those scenes** that are well known from promotional trailers for real estate projects. A young mother with a pram is on her way to the playground. Her path leads past a retirement home. A group of students sits laughing in front of a cafe; the window decorations in the buildings behind it reveal that all the flats are occupied. To top it all off, someone has invited a few Asian tourists to take part. They are taking pictures of the ducks in the canal, which is crossed by several small bridges.

**But this is not a promotional video; it is reality.** A handful of building cranes show that the “University Quarter – Green Centre Essen” is in the process of being transformed. In a few years, about 400 residential units will have been created on the 13.3-hectare site of this former freight depot, along with a range of high-end commercial and green spaces. And if proof is still needed that long-term investment is worthwhile, then one merely needs to look through an oversized keyhole at the most recent construc- ➤



Photo: Alexandra Roth

tion site: Carré Victoria Mathias. For the first time ever, the Pension Fund of the Chamber of Architects NRW is developing, implementing and managing a residential project here on its own. One hundred flats

will be built on the site, which Hartmut Miksch, former President of the Chamber of Architects NRW has called “a clear commitment to rental housing”.



## DEUBAU KOM: innovative concept for the construction exhibition

**The most important construction trade fair in western Germany** and the Benelux countries gets underway from 15 to 18 January 2014 with a new name and an innovative concept. Under the umbrella of four thematic pillars, DEUBAU KOM will place an even stronger accent on competence and communication. Topic-related and product-specific competence centres will ensure the fast and efficient interplay of the building materials, crafts and retail trade industries and industry associations.

**In addition to the traditional core areas** of “architecture and engineering”, “housing” and “construction”, over four exhibition days DEUBAU KOM will also be dedicated to the topic of “industrial construction”, a significant but hitherto under-represented area in the German trade fair landscape. The building sector consortium Arbeitsgemeinschaft Industriebau e.V. (AGI) will be the partner for this area. On 16 January, the Industrial Construction Congress will also celebrate its premiere.

**For the second time**, EBZ – European Training Centre for Real Estate and Housing Management – will award the “Housing Industry Innovation Award” in cooperation with Messe Essen and Baudialog GmbH. An independent, eight-member expert jury will honour housing management-oriented products which are based on an integrative approach and are able to streamline the entire construction process.

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

## A model of intelligent urban planning

**Even before its final construction**, the “Green Centre Essen” is already considered a textbook example of intelligent urban planning. In March, the project was honoured with the 2013 “immobilienmanager Award”. Fallow land is being transformed into an integral part of the city – and it has also become an important unifying element. The area borders to the south on Germany’s largest inner-city shopping mall at Limbecker Platz; to the north-east, the colourful towers of the university shoot into the sky; and “Q1”, the landmark building of the ThyssenKrupp Quarter, is being erected in the west (incidentally, Q1 was nominated in 2011 in the category “New Development Project” for the immobilienmanager Award).

**And that’s not all:** there are 16 major housing projects currently underway in Essen, more than in any other city of the Ruhr area, and many of these residential complexes were sold before their construction even began – *Süddeutsche Zeitung* recently called it a “run on the Ruhr”. At the very least, Essen shows a laboratory character for the residential needs of the future. It represents all the opportunities and challenges faced by Germany’s cities in a nutshell.

## A huge need to catch up

**But don’t all of Germany’s major cities** resemble huge construction sites? The need to “catch up” is huge in the country. A total of 602,757 dwellings were





**“University Quarter – Green Centre Essen”**  
is being created on an area of 13.3 hectares to accommodate about 400 residential units as well as office and green spaces. Even before its completion, the project was awarded the 2013 “immobilienmanager Award” (photo left and on the previous page). Watch here live how this new city district is taking shape!

completed in Germany in 1995. In 2009, the Federal Statistical Office counted only 158,987 completions – practically a quarter of the previous figure! Thankfully, the new construction rate has once again risen significantly since then. Last year, the figure climbed above the 200,000 mark again for the first time. But the demand is growing in parallel: already today, 41% of German households are only made up of one person – and the trend is rising.

**What's more**, rented accommodations in Germany bring a significant financial burden, according to a study commissioned by the Bertelsmann Foundation. In 60 out of the 100 largest German cities, a family that earns less than 60% of the local median income after deducting rent has, on average, less money than a family living on “Hartz IV” financial support, the lowest unemployment provision in Germany. But surprisingly, the level of social housing has decreased



Visualisations and plans: [www.mehrwohnen.ch](http://www.mehrwohnen.ch)

## The DEUBAU Prize: five decades of young architecture

**“Show that you can build differently than the norm”** – the standard for the DEUBAU Prize is as simple as it is challenging. The most important award for young architects in the German-speaking region was awarded for the 25th time in April of this year. Supported by key architects’ associations, the two sponsors of the DEUBAU Prize, the city of Essen and Messe Essen, have honoured practical or theoretical contributions that also show “responsibility toward society” every other year since 1963. “One important facet here has always been bringing young architects and decision-makers together,” explains Egon Galinnis, Managing Director of Messe Essen. For some of the current stars of the architectural scene, the prize was the first public recognition of their work: Albert Speer, for example, the 1966 winner, or Thomas Sieverts, one of the recipients in 1969.



**German-Swiss winners of the 2014 DEUBAU Prize:** Anne Kaestle and her agency partner Dan Schürch of Duplex Architekten AG in a working partnership with Sabine Frei and Kornelia Gysel of Futurafrosch GmbH

**The gradual modernisation of the modalities has paid off.** Because national and European borders tend to play less and less of a role, applications can be submitted for works realised abroad. This applies to the winners of the 2014 DEUBAU Prize: the young German architect Anne Kaestle (Zurich/Düsseldorf), who won the award with her agency partner Dan Schürch of Duplex Architekten AG in a working partnership with Sabine Frei and Kornelia Gysel, Managing Directors of Futurafrosch GmbH, for their contribution to Hunziker Areal in Zurich.

On the disused site of a former concrete plant, a total of 450 flats, shops, restaurants, work and artists’ studios, a nursery, a school and a guesthouse have been created since June 2013 (see the lower left-hand corner for plans and visualisations). The goal of the project is “not to merely turn the site into a residential estate, but a piece of the city”. Some 20% of the flats are to be awarded to families eligible for social benefits. The project impressed the 14-member professional jury of the DEUBAU Prize because its innovative buildings simultaneously develop structural context and urban space, enabling a complex location to “become the identity bearer of a growing and changing city neighbourhood”.

[www.deubau-preis.de](http://www.deubau-preis.de)

significantly in recent years. There were 2.47 million rent-stabilised flats in 2002, and this figure dropped to about 1.66 million in 2010. To close the gap in current needs, which is now much higher, 40,000 new subsidised units need to be built annually, according to the Prestel Institute.

**However you assess the facts**, there’s no way around the conclusion reached by *Süddeutsche Zeitung*. Germany needs to “build, build, build”. Especially to serve those with lower to lower-middle incomes. Easier said than done. Because while overheated real estate markets with fantastic prices per square metre exist in some German cities, vacancies are the rule elsewhere in the country. Essen falls somewhere in the middle of the scale.



**Praise and accolades:**  
see impressions from the awards ceremony of the 25th DEUBAU Prize in Essen.



*In Essen-Bausemshorst, Viva West has implemented an innovative approach to multi-generational housing. The 210 rental flats feature walk-in showers, wider doors, barrier-free entranceways to the balconies and a storage space for electric wheelchairs. The infrastructure, including the underground station, makes the project ideal for people of all ages. A common room and spacious verandas in front of the ground floor flats also promote a feeling of community (right).*



Photos (2): Alexandra Roth



## Leben Plus Komfort: the 50+ future market

In parallel to DEUBAUKOM, Leben Plus Komfort will be held from 15 to 18 January 2014 for the third time – a cross-industry and inter-generational trade fair for markets undergoing demographic change. Companies and institutions will be presenting their innovative products and services in the areas of construction, housing, health and home care. The conceptual sponsor is Deutsche Gesellschaft für Gerontechnik (GGT – German Association for Gerontechnology).

**Leben Plus Komfort is accompanied** by a four-day specialists' convention, where experts will discuss the challenges and market opportunities of demographic change. Three main topics will be focused on: "architecture and technology", "market communication" and "living comfort and health care". The economic importance of the 50+ future market is illustrated by a figure from GfK, a consumer research association: In 2009, the purchasing power of this age group was around 719 billion euros.

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



Photo: GGT – Deutsche Gesellschaft für Gerontechnik

## "De-aggregation can be an opportunity"

**Virtually no one knows the situation** on the ground as well as Dirk Miklikowski, CEO of Allbau AG, which operates 18,000 flats in the Ruhr metropolis and is one of the main drivers of the "Green Centre" project. "In recent years, appealing new jobs have been created. But the housing market couldn't keep the pace and is only now catching up with high-quality residential projects in good locations in the south and centre of the city," explains Miklikowski, who is also a member of the Advisory Board of DEUBAUKOM, the most important trade fair for construction in western Germany and the Benelux countries. "On the other hand, the northern districts show many deficits and vacancies. But de-aggregation can also be an opportunity – given the right stimulus projects."

## Renaissance of a problem area

**In order to see what Miklikowski means**, you only need a bicycle and ten minutes' time. Along the old freight line of the Rhenish Railway, the city of Essen has begun constructing a new bicycle path that will one day lead to Duisburg. The trail starts in the university quarter and crosses Berthold-Beitz-Boulevard, before reaching lake Niederfeldsee which was conceived on a drawing board.

**Surrounding it**, Allbau AG is building the so-called waterside quarter with 61 state-of-the art residential units. To do so, it tore down 180 unattractive flats from the 1920s. But it's not only about spacious floor plans and quality of life on the waterfront. It's about the renaissance of a problem neighbourhood. To this





end, Allbau is committed to a range of social projects. New childcare facilities and the creation of a district office are further elements of active district management. “This project is a start, and I’m pretty sure that it will succeed,” says Dirk Miklikowski. “The neighbours are extremely receptive to the project, and are themselves committed to clean-up initiatives, for example. It was no problem relocating former residents in the area – after all, there was enough room.” However, as a municipal-level housing developer, Allbau AG is not only pursuing short-term profit targets. Such companies could play an even larger role as development partners to municipalities, whose financial leeway will continue to be limited in the future.

### A home for all phases of life

**The waterside quarter project** also includes a nursing care facility and a day-care centre, as many of the new real estate projects attach importance to a multi-generational concept. But does this really meet generational needs? From Martina Koepp’s viewpoint, the question needs to be posed differently: “Does my living environment represent all my phases of life?” The goal here is not for people to relocate when a new phase of life begins, but rather “the construction of buildings that encompass all life stages” says the Managing Director of Deutsche Gesellschaft für Gerontotechnik (GGT – German Association for Gerontechnology).

**How can this come into play at a district level** and what kind of neighbourhood do people even want in the future? These questions are currently being examined in two model projects in Leverkusen that in-

volve GGT. Greater strides have been made at the level of individual properties. “Multi-generation homes are all about versatility,” explains Martina Koepp. “One could exaggerate slightly and say: loosen four screws, and the entire layout has changed.” This only has partly to do with conventional attributes of “elderly and handicapped accessibility”. “Convenient, safe and attractive” is the new three-pronged approach, “and these issues are all interrelated. A walk-in shower is something most people want these days. Today, it might be convenient; tomorrow it allows one to grow old in one’s own home.”

**Many other high-tech solutions**, already familiar from the public sphere, are increasingly moving into private households; for example, door automation, sensor-controlled kitchen taps or floor lighting that leads to the bathroom at night – with a scientifically determined kelvin level to ensure that it won’t wake you up. In technical jargon, this is called ambient assisted living (AAL). It’s all about ensuring a self-determined life through innovative technology – though self-determination itself is a fairly elastic term, as Martina Koepp knows. “For some, this means an illuminated wall socket. For others, this could be a voice in the bathroom mirror telling you to take a pill.”

### The future speaks for AAL

**But it is precisely at the level of health care** that acceptance problems begin – problems that AAL is still confronted with. Koepp will have to do a lot of persuading at Messe Essen in January: at “Leben Plus Komfort”, where GGT plans to construct an AAL-based model home (photo left in the box). For ►

**The first climate protection estate in Essen is “Dilldorfer Höhe”. Here, Allbau AG is building 70 residential-units in 25 one- and multi-family houses.**





Photo: Alexandra Roth

**They're not just chic flats on the waterfront.** With the urban restructuring project at Niederfeldsee, Allbau AG together with other institutions is attempting to revitalise one of Essen's typical problem districts.

Koepp, at any rate, the future speaks the language of demographic change. Currently there are only about 570,000 barrier-free flats in Germany, but the demand here has already reached 2.5 million.

### A sense of proportion on the energy debate

**Finally, no debate on housing** would be conceivable these days without including the issue of energy. Passive housing estates are sprouting up like mushrooms across Germany. At the former freight depot in Heidelberg, the largest passive housing estate in the world is being built on a 120-hectare plot. In Essen's first climate protection estate, "Dilldorfer Höhe", half of the 70 residential-units in 25 one- and multi-family houses have already been constructed. And since July, the German power company RWE has

shown what kind of changes can be made to existing homes in the "RWE House of the Future", a flagship project in InnovationCity Bottrop. Using state-of-the-art methods of energy refurbishment, a clinker construction from the 1960s has turned into a show-piece which produces more energy than it uses. The innovation tradition of the Ruhr area also extends to "inhaus1", built by the Fraunhofer Institute in Duisburg. It is no longer the only smart home in Germany, but still the largest. It also represents a theme that takes up increasingly large sections of exhibition space each year at Europe's leading trade fair for the energy and water sectors, E-world energy & water in Essen.

**In the end, there is certainly no shortage of ideas.** But that age-old question always crops up again: Who will pay for it all? Germany's ambitious energy-effi-



ciency goals, widely admired abroad, are already leading to worry lines on the foreheads of housing industry representatives. "The last kilowatt hour to reach the highest energy standard ever is always the most expensive one," Dirk Miklikowski points out, and asks, "couldn't we achieve a broader effect with somewhat lower standards?"

### No utopia: the "Alliance for Housing"

**He's preaching to the choir** with Alexander Rychter. The Director of the Association of the Housing and Real Estate Industry for Rhineland and Westphalia (VdW Rheinland Westfalen) considers the energy challenge to be only one of many causes of the current situation on the housing market. With ever-higher energy requirements, the cost of construction has gone up by 30% between 2000 and 2012, and though the net base rent level has previously stayed below the rate of inflation, the cost of utilities has "exploded". Therefore, Rychter advocates moderation. "Demographic change and the energy turnaround present us with new challenges, but they need to stay affordable," he says. Rychter's word carries weight, as member companies of VdW Rheinland Westphalia manage a million residential units in North Rhine-Westphalia alone.

**Affordable**, energy-efficient housing that meets generational needs – a utopia? "Two-thirds of our existing buildings have been energetically refurbished, two-thirds meet generational needs, and the rents are below average," replies Rychter.

### "We want to take concrete steps"

**And to prove that this model** can also be applied to the most populous state in Germany, VdW Rheinland Westfalen created the "Alliance for Housing" in the spring of 2013, together with two other large associations of the housing and real estate industry and the federal state of North Rhine-Westphalia. "We want to take concrete steps," stresses Rychter. Causal research has been carried out by all those involved, and the alliance is growing in size. For instance, in October, the Tenants' Association and the Chamber of Architects NRW joined. What type of measures could be developed in the end? Alexander Rychter could well imagine a certain percentage of building areas being reserved for subsidised housing in the future, like in

the federal state of Hamburg. In addition, stakeholders should be given more decision-making authority locally, so that tailored solutions can be developed. It is also clear that massive investment will be needed. NRW has made a start. This year, the federal state is spending 800 million euros on residential construction – more than all other German states combined. □

## Everything related to construction: three new events around DEUBAUKOM



**There is a huge need for investment in Germany**, not only in residential construction, but also in the streets. According to estimates of a bipartisan federal and state commission, 7.2 billion euros need to

be invested annually over the coming years – just to rehabilitate the existing road infrastructure of the largest economy in the European Union. Solutions for Germany's roads will certainly be one of the major issues of InfraTech. From 15 to 17 January 2014, it will bring together experts from the worlds of civil engineering, hydraulic engineering and road construction. The event organiser is Ahoy Rotterdam. Under its direction, InfraTech has already been up and running in the Netherlands since 1996.

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

### Material Xperience



**The fact that Ahoy Rotterdam** also sees great potential in Essen is shown by a second newcomer in the area of DEUBAUKOM: Material Xperience, also a successful Dutch model. It presents innovative and inspiring materials from partners and the Materia Collection – a fascinating subject, especially for architects and designers. The premiere will focus on materials for an "intelligent environment": self-healing facades, solar-regulated glass and anti-bacterial flooring, for example.

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



**DCONex will also be held** for the first time in Essen from 15 to 17 January. AFAG Messen und Ausstellungen GmbH has organised the only integrative exhibition for pollutant management and the decontamination of former waste deposits. The technical sponsor of the DCONex is Gesamtverband Schadstoffsanierung e.V. (Berlin).

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

# Let's talk facts

To ensure that customers know what to expect, Messe Essen supports the planning and performance measurement of trade fair participation with certified figures.



Photo: Alexandra Roth

**The electronic admission system at Messe Essen** provides information on the number of visitors.

**Will I meet the "right" visitors?** The real decision-makers, international experts and consumer-oriented citizens? At the top of any exhibitor's wish list is the certainty of reaching the desired target group when participating in a trade fair. For many exhibitions in Essen, exhibitors can learn in advance what to expect – in writing. This is because as a partner of the Society for Voluntary Control of Fair and Exhibition Statistics (FKM), Messe Essen stands for verified and objective key figures.

**Currently, twelve events at Messe Essen** are being verified on a voluntary basis – from IPM to E-world, from MODE HEIM HANDWERK to SECURITY. Even large guest events such as EQUITANA are FKM-certified.

These certifications are audited by the public accountants Ernst & Young.

## Precise data on the basis of uniform standards

**"We are convinced** that trade fairs are the most efficient contact and information platform, even in times of digital communication," says Egon Galinnis, Managing Director of Messe Essen. "So we are even more pleased to be able to provide our exhibitors with key figures for the optimal planning of their trade fair presentations."

**In Essen, the number of visitors** is measured by an electronic admission system, while the visitor structure is measured by representative surveys. But behind the logo "FKM-certified", which can be found on the exhibition pages of the websites of many leading trade fairs in Essen, there are even more objective indicators; for example, the number of exhibitors or the stand and gross surface areas.

**All this data helps** provide a rational basis for planning in advance, while also allowing exhibitors to precisely measure the success of their presentation in retrospect. The key figures are measured on the basis of uniform standards, which also permit an objective competitive analysis.

## Also available online

**The data is provided** on a variety of media channels: on the FKM website (under "Certified Exhibition Data") and the AUMA website (under "Trade Fair Database"), as well as in FKM's annual report "Certified Trade Fair and Exhibition Statistics". Overall, FKM certifies about 200 trade fairs every year, not only those held at Messe Essen, but also those of all leading German trade fair organisers. □

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



**"FKM-certified"** stands for objectively collected exhibition data. Twelve Messe Essen trade fairs are currently certified.



# Messe [sək'sɛsfʊl]

Pronounced 'successful'. When year after year more than 150,000 exhibitors meet with 85% of all decision-makers in the German economy, you should be there. At German trade fairs. Where deals are actually made. Be part of it! From choosing a trade fair to tried-and-tested planning tools, we will support you.

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





Photo: DTM

Performance is everything – a motto that not only applies to the racetracks of the world, but also to the ESSEN MOTOR SHOW. This year once again, the popular exhibition for car enthusiasts proves that it is right at home in the world of motor sport.

**When Timo Glock**, a former Formula 1 driver, was asked earlier this year what gives the German Touring Car Championship (DTM) its special appeal, he did

**But other seasons of the DTM** have been just as balanced as the current one, including the debut season in 1984. Back then, Volker Strycek captured the very first title of what was then the “German Production Car Championship” – without winning a single race! On the occasion of the DTM’s 30th anniversary, Strycek’s BMW 635 CSi will be one of the legendary winning vehicles proudly presented in a special exhibition of the ESSEN MOTOR SHOW. Record champion Bernd Schneider’s AMG-Mercedes CLK and the Audi A4 DTM that Martin Tomczyk raced to the title with in 2011 will also be among the fabled cars on display from 30 November to 8 December at Messe Essen.

### **“Just the right setting”**

**But the top event in automotive sportiness** will also showcase the present day – in the form of current DTM race cars, as well as some of today’s top drivers. “Together, the ESSEN MOTOR SHOW and the DTM are a perfect fit for us. Since its strategic realignment, the exhibition has placed a stronger focus on sports cars, making it the perfect setting for us,” explains Hans Werner Aufrecht, CEO of ITR e.V., the DTM rights holder and promoter.



Photo: E. Piva

**Bella machina:** students at Istituto Europeo di Design (IED) in Turin created the IED Alfa Romeo Gloria. Many unique models and studies can be admired at the ESSEN MOTOR SHOW.

not have to think for too long: “The high level of power density.” The fact that the pack can get pretty dense is certainly one of the reasons why the DTM has become a popular international touring car series – some fans even think that it outstrips Formula 1.



**Not just for the professional sector.** In parallel, the ESSEN MOTOR SHOW has also expanded its partnership with Europe's most successful and popular mass sport racing series. During the 37th season of the Endurance Championship Nürburgring (VLN), the ESSEN MOTOR SHOW was promoted for the first time with perimeter advertising, TV commercials and stickers on the vehicles of about 1,000 drivers. In return, as in previous years, the VLN will have a large stand at the exhibition. VLN Managing Director Karl Maurer is pleased about the prestigious sponsor: "Together, the VLN and Germany's best visited annual automotive and tuning exhibition are a great team." This is something Dr Martin Uhlenhof, Director of Trade Fairs and Exhibitions at Messe Essen, agrees with: "We are looking forward to the expanded partnership with the VLN. After all, the ESSEN MOTOR SHOW stands for motor sport commitment across all classes."

### Targeted offers for the B2B audience

**Obviously,** the ESSEN MOTOR SHOW also offers the right kind of setting for decision-makers in the motor sport sector. At the second SPONSORS Motorsport Summit, well-known industry representatives will once again be part of the conference programme. "Efficiency in motor sport" is the key topic this time. ADAC President Hermann Tomczyk is taking the business world up on its promise to sponsor new talent. Monisha Kaltenborn, current Principal of the Sauber Formula 1 team, will talk about operating economically in Formula 1, and Wolfgang Schattling, Director of Motor Sport Communication & DTM Management at Mercedes-Benz, will explain why the prestigious brand with the star is passionately involved in motor sport.

**Before the chequered flag** is officially waved, the Essen exhibition grounds will add a celebratory note to the fair on the occasion of Race Night. Some 500 guests are being invited by Axel Springer Auto Verlag when Auto Bild Motorsport honours the top race car drivers as well as the sports car of the year.

**The "trade visitor days",** being held for the first time, target a B2B audience. Here, automobile dealers (on 3 December), repair shops (4 December) and tire/rim

dealers (5 December) will receive a 25% discount on entrance tickets. Trainees and students at automotive vocational schools will benefit from subsidised rates over five days. Additionally, Messe Essen will hold a seminar on "trademark protection" on 3 and 5 December, specifically designed for exhibitors and trade visitors.

### Unique live experiences

**However,** the vast majority of the expected 300,000+ visitors do not come to Essen as trade professionals. They expect emotions – and they will get them. "We show what fans want to see, and offer live experiences

*Full house: the ESSEN MOTOR SHOW will once again fill all 18 halls at Messe Essen. Last year, 340,000 guests arrived from 30 nations for the popular event.*



they can't have anywhere else," says Martin Uhlenhof. Here as well, sportiness is the trump card in all facets and classes, be it in design studies on futuristic cars or special shows celebrating 100 years of Maserati and 50 years of Bugatti; be it the Tuning Xperience or the Motorsport Arena, which will host another highlight of the ESSEN MOTOR SHOW 2013: the finale of the Gymkhana Drift Cup 2013.

**The Drift Cup competition** is one of a kind in Europe. It requires maximum vehicular control from drivers and thrills audiences with spectacular stunts. Daredevils will be given the chance to drift around the curves of the runway at the side of Alex Graff and other drivers. Graff, a curve specialist, recently thrilled fans with a 50-metre drift at an average speed of 183.33 km/h and a drifting angle of 63 degrees. Fasten your seatbelts, please! □

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



*In December, things heat up in Essen: get a foretaste of the ESSEN MOTOR SHOW's unique atmosphere here.*



*The ESSEN MOTOR SHOW already has more than 73,000 Facebook fans. Would you like to stay up to date as well?*





# Rooted in the landscape

A gardener at heart and also passionately committed: Helmut Rüskaamp embodies the values of his industry – also as Chairman of the Advisory Board of IPM ESSEN.



*At home in an idyllic landscape:  
Helmut Rüskaamp, 55, lives with his  
family in Münsterland.*

**The sun is shining**, a cat is lounging in the U-shaped driveway, majestic oaks tower over a lush, green landscape. Even if a handful of white doves hadn't flown into view, one would have to consider this property near Dülmen as a peaceful haven. But they do fly into view. All the more reason for the master of the house to be pleased.

**This is because, above all**, Helmut Rüskaamp is fond of animals. As a small boy, he wanted to be a zoo director, and he still finds it "a luxury to go riding at 5.30 a.m. through the woods without upsetting the deer, because they only see the horse and not the rider." It also makes him happy to see people comfortable in his home. Though "home" is an understatement. In short, the term "rooted" was invented for people like Helmut Rüskaamp.

## In one location for 700 years

**For 700 years**, the Rüskaamps have lived in Münsterland, 70 kilometres north-east of Essen, and Helmut Rüskaamp has all the anecdotes of family history on hand – including the chapter in which his family became associated with horticulture. This began in the mid-1930s, when his father, Gustav, opened a tree nursery to supplement the family farm and quickly advanced to become the favoured gardener of the "better circles".

**"Rhododendrons were very popular** with the nobility back then. But no one thought these ornamental shrubs could grow in Münsterland. My father proved otherwise, and was then commissioned with landscaping the first large parks," explains Helmut Rüskaamp. After the Second World War, the business with shrubs, trees and plants exploded. So much so that Rüskaamp Sr. focused entirely on the tree nursery from the mid-1960s onwards, acquiring an excellent reputation for services to local municipalities.

## "There are people who can help you"

**When Gustav Rüskaamp died in 1981**, Helmut, the youngest of three sons, was only 23 years old and was in the midst of becoming a landscape engineer. "I wanted to quit my studies, as I had my hands full with managing the business," Rüskaamp recalls. But his friends and teachers convinced him otherwise. "We'll help you," his friends said. "Just come to class as often as you can," his teachers said. And Rüskaamp managed to get his degree with home studies.



**It was then that he understood** what his father meant when he told him: “There are people that can help you when no one else will. But you have to return the help at some point. Not necessarily tomorrow or the day after. But the time will come.” This became Helmut Rüskaamp’s motto in life – and also explains why he has held a variety of honorary offices in the horticultural industry since 1985, along with running a company that employs up to 30 people. “When you’ve seen how important the human aspect of our industry is compared to many other sectors, then you know where your home is.” In his case, this is also part of being “rooted”.

### He wants his job to become superfluous

**Helmut Rüskaamp describes himself** as “a man who always wants to know both sides of the coin and therefore sometimes also spends a day longer on a decision”. But once he has decided on a course of action, he sticks to it 100%. This was the case in 2007, when he decided to lease the tree nursery to four former employees and devote his time to a new field of activity. Since then, Rüskaamp has been a full-time “energy manager”, and now has a stake in 16 different photovoltaic systems. He installed the first system in 2003, even before subsidies for solar energy were stipulated by law – having a nose for upcoming trends seems to run in the family.

**Rüskaamp was just as direct in his interview** for the position of President of Landesverband Gartenbau Westfalen-Lippe e.V. “I want my job to become superfluous,” he said in December 2010 at a conference of the horticultural association. He and his many colleagues in both regional associations have now moved a major step toward the goal of merging the Westphalia and Rhineland regional associations. The merger proposal could even be ready to be voted on in the winter of 2014. “Together, we would then have 2,000 members and be able to speak with one voice to politicians,” Rüskaamp says, explaining his desire for a strong regional association in North Rhine-Westphalia.

### “You just have to be thrilled about IPM”

**Helmut Rüskaamp also has a clear opinion** about the International Plant Fair (IPM): “You just have to be



Photos (2): Alexandra Rath

thrilled about it. It is the meeting place of the industry, the central means of exchanging information and technological innovation platform.”

**For many years**, Rüskaamp has also been committed to IPM, which will next open its doors from 28 to 31 January 2014. He has served as Chairman of the Advisory Board of this global exhibition since 2012. Rüskaamp knows he should by no means take for granted that his wife and three daughters give him the necessary freedom to do this.

**Under the name FLOWERS IPM**, IPM has had a spin-off for two decades in Moscow. At some point during one visit, Rüskaamp had a bit of time for a quick trip to the Red Square. There Rüskaamp recalled the era before the opening of the Iron Curtain. “In the end, people are all the same. They all yearn for peace.” Rüskaamp’s world of peace lies directly outside his front door. □

**Since December 2010**, Rüskaamp has been President of Landesverband Gartenbau Westfalen-Lippe e.V. His goal is to merge with the neighbouring association in Rhineland – not least in order to be able to speak with one voice to politicians.

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

# "Using the home field advantage"

Entrepreneur Wolfgang Niemsch is pleased with the growing order levels in the metal packaging industry – and is looking forward to the upcoming METPACK in May 2014.



**Wolfgang Niemsch**, 60, is Managing Partner of Lanico Maschinenbau GmbH, President of the trade association NiedersachenMetall and Chairman of the Advisory Board of METPACK.

**ESSEN AFFAIRS:** How would you assess the situation in the metal packaging industry?

**Wolfgang Niemsch:** It is very good at the moment. Sheet metal packaging is thriving, because its carbon footprint offers advantages over the alternative, aluminium. We also benefit from the huge trend of sustainability in several ways. For instance, metal packaging is particularly rugged, even when compared to plastic packaging, allowing a longer shelf life. Moreover, steel can be very easily recycled. In Europe, 90% of used steel re-enters the raw materials cycle.

Which topics have been on your mind in recent years?

In addition to the perennials of security and service life, material savings are something we are all dealing with – not least because of the continued cost pressure for raw materials. However, our industry has attained remarkable achievements over the past decade. We have been able to save 25% of the material used for food tins and pressure containers. We even saved 30% in the area of technical packaging – paint cans, canisters and square cans. Design has also become increasingly important. Here's an example: because

the average person in Asia has smaller hands, the 0.33 litre beverage cans there have recessed grips. This "shaping" has become easier from a technical point of view in recent years and thus more cost-effective.

Which innovations hold the most promise in the medium term?

We will actually see these when METPACK opens. Immediately after last year's fair, exhibitors began considering which new developments they would show in 2014. We will also present an innovation that combines the topics of material savings, optics and life cycle engineering.

As the global market leader for packaging machinery, your company, Lanico Maschinenbau GmbH, achieves an export share of up to 90%. The industry's enormous internationality is also reflected in the METPACK figures: about 80% of the visitors and exhibitors come from abroad. Is that what makes this trade fair so special?

If you look at METPACK jointly with the concurrent Interpack in Düsseldorf, it is no exaggeration to say that the entire packaging world is looking to Germany. We've used this home field advantage in the past. What I appreciate about METPACK most is the chance to meet long-standing customers personally. Unfortunately, with the advance of electronic communication, we have seen a decrease in direct contacts. But only with "direct testimonials" can I understand the desires, concerns and hopes of my business partners – and also discern the nuances that aren't apparent in e-mails. □

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

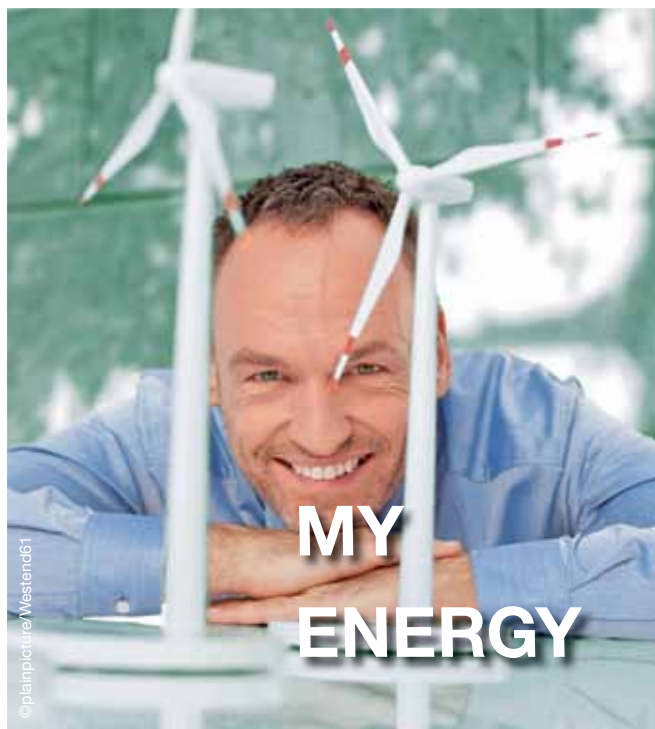


The QR code leads you directly to the new METPACK film.



**Global exhibition for the metal packaging industry:** METPACK is celebrating its eighth edition from 6 to 10 May 2014.





Those involved with electricity from renewable sources need a partner with whom to implement their ideas and projects. That is why HOCHTIEF is developing and building modern pumped-storage power plants (PSPPs) that, as a reliable storage medium, play a major part in the creation of a future-proof and stable energy infrastructure. One example is the Leine Valley PSPP that we are currently planning in Lower Saxony. It could be supplying green electricity from 2020.

Turning Vision into Value.





# Global network

Bringing exhibitors and visitors together in a precise manner: ESSEN AFFAIRS presents Messe Essen's international commitment.

## WELDING & CUTTING

**Six fairs, seven cities** – this is the shortest description of WELDING & CUTTING's worldwide network. In Beijing, Dubai, Moscow, Mumbai, São Paulo, Shanghai and St. Petersburg, global business leaders and other top technology providers take advantage of the established spin-offs of the trade fair brand from Essen.

**In these cities**, Messe Essen brings exhibitors together with local and regional decision-makers and buying agents, whom are acquired with the help of local market experts. The current figures show how successful the concept is: from mid-2012 to the autumn of 2013, five foreign trade fairs attained 680 exhibitors, a total exhibition area of approximately 10,000 square metres and attendance levels of over 35,000 professional visitors.

**One should also note** that the Beijing Essen Welding & Cutting, annually alternately held in Beijing and Shanghai, is not even included here. It alone now offers more than 49,000 square metres of exhibition space and attracts more than 24,000 professional visitors. Incidentally, more than half of the visitors to the latest SCHWEISSEN & SCHNEIDEN in Essen came from

abroad. This shows that our foreign spin-offs are also an excellent marketing tool for the top event in the joining, cutting and surfacing world.

**These successful trade fairs** are the reward for targeted marketing and professional collaboration with exhibitors, sponsoring associations and partners – especially the German Welding Society (DVS), which has been a partner to Messe Essen for more than five decades.

[www.arabia-essen-welding-cutting.com](http://www.arabia-essen-welding-cutting.com)

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

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

[www.india-essen-welding-cutting.com](http://www.india-essen-welding-cutting.com)

[www.russia-essen-welding-cutting.com](http://www.russia-essen-welding-cutting.com)

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





## REIFEN

Anyone who has experienced traffic in Shanghai, a metropolis of 15 million people, knows that China is in the midst of an unprecedented mobility boost. Some 103 million motorcycles and 114 million cars are already on the roads nationwide. So the need for tires is great – precisely the focus of REIFEN CHINA. Together with the China United Rubber Cooperation and the German Tire Retailing and Vulcanisation Trade Association (BRV), Messe Essen is expecting more than 120 exhibitors for the 2013 edition of the sector's most important trade fair in China. A further 450 exhibitors presented their goods and services at the concurrent Rubber Tech China – a powerful duo for mobility!

And what's true for other fairs also holds true for REIFEN: the investments in foreign network and marketing activities pay off for the exhibition's home base. Visitors to REIFEN 2012 in Essen came from 130 countries.

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

## IPM

**Our commitment to the green industry** flourishes under the sign of cooperation. For instance, FLOWERS IPM Moscow was held in August, a joint venture between Messe Essen and the Moscow-based trade fair organiser International Exhibition Complex (IEC of AREC). For the first time ever, EXPO FLORA RUSSIA was held concurrently, giving the 20th edition of FLOWERS IPM a strong partner in the field of cut flowers. Over four days, the trade fairs represented what is probably the most up-to-date and comprehensive cross-section of themes relevant to professionals from the horticultural, plant and flower sectors in Russia and the Commonwealth of Independent States. The sunlit halls in Moscow's All Russian Exhibition Center provide a more than adequate framework – and also the necessary space – for future expansion.

**IPM Dubai also became possible through teamwork.** The co-organiser here is Planetfair Dubai LLC, with whom we welcomed nearly 5,000 visitors from 23 nations to the Dubai World Trade Centre in 2012. A special feature of IPM Dubai is that it runs in parallel to WOP Dubai, the leading trade fair for producers of perishable goods. In both sectors, import figures from the United Arab Emirates continue to grow steadily with impressive percentage increases.

**The same holds true for China**, where a 20% growth rate is expected in the areas of horticulture and landscape architecture this year. The last Hortiflorexpo IPM was a synthesis of China's most important gardening fair and the spin-off of IPM ESSEN, the global fair for horticulture based in Essen. A total of 405 exhibitors and more than 16,000 visitors underscored once more that Hortiflorexpo IPM has become a "must-attend" event. The latest offshoot of IPM is also pursuing this goal, namely FLORATECH-IPM India, which will celebrate its debut from 22 to 24 August 2014. Messe Essen's partner here is Media Today, the largest media group on the subcontinent. The venue is Bangalore, the capital of the state of Karnataka, and home to the largest agricultural and horticultural production area in India. Germany's leading federal and state horticultural associations are on board again as partners.

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

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

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

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

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



Photos (4): Anja Koehler

# Holiday for the environment

For more than a decade, the ECOCAMPING association has championed sustainable tourism in Europe – proving once again that the camping industry is a pioneer in the areas of environmental protection, security and quality.

**Carts and e-bikes ensure that the campsite stays car-free.**

**Now that the summer season is over** at the Klausenhorn campsite, the pair of storks has gone on holiday and flown toward Africa. The pair spent all summer in their nest, just 15 metres beyond the campsite's recycling point. For ECOCAMPING, this scene has symbolic power, as it reflects the philosophy of the initiative for sustainable tourism: camping, an affinity with nature and waste prevention. What the organisation wants to achieve can be seen here on the shore of Lake Constance. And that's no wonder, as Klausenhorn was the birthplace of ECOCAMPING.

## An early accolade from ADAC

**The makeover** into an ecologically oriented campsite began in 1998, when the Lake Constance-based foundation, an association of clubs interested in environmental preservation, dramatically transformed the ageing municipal campsite near Constance. A solar

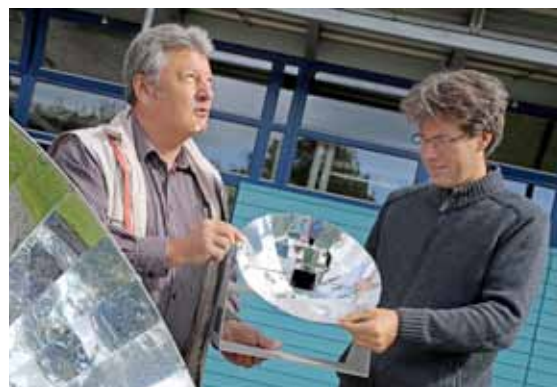
system was installed on the roof – back then, an absolute novelty – the recycling point was installed, and the three-acre operation became car-free – a rarity even today.







**Two eco-tourism pioneers:** Klaus Engelmann from the Klausenhorn campsite near Constance (left) and Marco Walter, Managing Director of ECOCAMPING



**But these measures** were just the beginning. By chance, the psychology student Marco Walter worked at the campsite, where he had the idea for his thesis. His topic was waste prevention at campsites. Walter's analysis turned into a successful campaign. A short time later, he organised the region's first workshop with camping businesses, followed by an EU project involving campsites on Lake Maggiore. In 2002, environmental organisations and camping clubs formed the ECOCAMPING association, and Marco Walter was elected Managing Director.

**In its founding year**, the association received the ADAC

Camping Award – the highest accolade for an initiative committed to advising European camping businesses that want to improve their operations. And not only by protecting the environment, but also through security, service and quality. To date, ECOCAMPING, whose sustaining members include Messe Essen, has distinguished 240 operations across Europe.

## Ecological can also be economical

**The initiative's success** has a lot to do with the syllable "eco". From the beginning, ECOCAMPING has understood its role as providing ecological, but also economical advice. "Successful campsites are ECOCAMPING campsites," says a convinced Klaus Engelmann, who has run Klausenhorn for 25 years. "Why do people visit campsites? They expect a natural landscape that is still intact."

**Psychologist Marco Walter** can cite the relevant studies, all of which are unanimous: 90% of campers think that a campsite should be committed to environmental protection. And he quotes another study commissioned by the German Camping Association, which shows that the efficient use of resources brings a 10% higher return on turnover. He often convinces entrepreneurs who are sceptical about the required

investments with a simple question: "If our advice could prevent you from making ten mistakes when installing sanitary facilities – how much would that be worth to you?"

## Burgers made with electric engines

**The idea has long gotten around Europe** – to Denmark, Italy and Croatia – and Marco Walter has even been invited to as far away as China. "The entire camping industry is a pioneer in the area of eco-tourism," he says.

**On Lake Constance**, which is shared by the three countries Germany, Switzerland and Austria, things have already gone one step further. At the entrance to the Klausenhorn campsite, a birdcall wheel welcomes visitors with local songbirds. A bakery is located on the central square of the "camping village", where campers can bake their own bread. And the herb path also invites visitors to make sensuous discoveries. The latest highlight is a regional and seasonal eco-burger snack bar – powered by a car with an electric engine, of course. □

**It tastes best when you bake it yourself:** twice a week, guests can bake regional bread specialties themselves at Klausenhorn (left)

**Thanks to the solar cooker**, eco-friendly espresso can also be made (above).

[www.ecocamping.net](http://www.ecocamping.net)

## "The holiday world" in Essen

**Eco-friendly modes of transportation** during leisure time will also play a big role at Messe Essen from 19 to 23 February 2014. The holiday fair REISE + CAMPING and the FAHRRAD Essen will be presented jointly (from 20 February) under the general title "Die Urlaubswelt – Reisen. Campen. Radfahren" ("Holiday World – Travel. Camping. Bicycling"). This combination hit the mark: about 90% of the visitors like the concept. "We want to expand this benefit even further," says Egon Galinnis, Managing Director of

**REISE + CAMPING**  
19.02. - 23.02.2014

Messe Essen. Another plus is that in Essen, centrally located in Germany's most populous federal state, North Rhine-Westphalia (NRW), REISE + CAMPING exhibitors can reach their ideal target audience. This is because no federal state is as keen

on travel as NRW. This is something the experts, who will meet on 22 February for the third European Camping Congress in Messe Essen's CC West, are also aware of. The conceptual partner of REISE + CAMPING is the **German Camping Association (DCC)**. By the way, the DCC Camping Guide Europe lists all ECOCAMPING campsites. □

[www.die-urlaubswelt.de](http://www.die-urlaubswelt.de)



## E-world energy & water 11.-13.02.2014

The leading European trade fair for the energy and water sectors will open its doors for the 14th time at Messe Essen in February – and there's no end in sight to its growth. On the contrary, after the record event last February, with 22,160 visitors and 610 exhibitors, around 80% of the exhibition space for the upcoming E-world was already booked by July. One noteworthy aspect is that more and more global players are recognising the importance of E-world. ABB, Bosch, General Electric and Siemens are just some of the big names that have presented their products and services here in previous years. The second major trend is that the "smart energy" segment is taking on an ever-greater role. All of hall 4 will be devoted to this segment for the second year in a row, supplemented by an expert forum covering the issues of this future market.

**Speaking of expert forums**, E-world is much more than an innovation showcase. It is the central communication platform for the European energy industry. In some 26 conferences and workshops, 180 distin-

guished speakers will inform participants on topics ranging from the challenges facing the gas and electricity sectors to the latest developments in sales and current legal issues.

**One of the highlights will be** the keynote speech by Dr Klaus-Dieter Borchardt, Director of the Internal Energy Market at the European Commission, who will speak at the electricity market conference about organising an integrated European power market.

[www.e-world-essen.com](http://www.e-world-essen.com)



## TECHNO CLASSICA 26.-30.03.2014

**Some 193,400 visitors from 41 countries** was a top achievement for Techno Classica at its anniversary event in March this year. Given the excellent sales figures, exhibitors also had good reason to celebrate. The global exhibition and world club meeting for vintage, classic and prestige automobiles, motor sports, motorcycles, spare parts and restoration aims to continue on this successful trajectory in 2014. Under its motto "Share the Passion",

Techno Classica, with 21 exhibition segments, represents the most important industry meeting place and trading venue in the world. And Anton Leon Franssen, Director of SIHA, the event organiser, knows the fair's prospects are bright: "The market for classic and not-so-classic cars has grown steadily for ten years now and it will continue to do so in the future. This reveals the public's passion for the originality and beautiful details of vintage cars."

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





## SHK Essen 12.–15.03.2014

**SHK Essen is the most important industry event** of the coming year for planners, architects, operators and decision-makers from the skilled crafts and trade sector. High-profile exhibitors will present their sustainable products and innovative services at the trade fair for sanitation, heating, air-conditioning and renewable energies. The interest on the part of manufacturers is overwhelming: shortly before the registration deadline, space at SHK Essen is already very well booked.



**And that's no wonder**, as SHK Essen will highlight forward-looking exhibition topics in 2014. The focus includes modern concepts for the use of intelligent building technology. In addition to the latest ventilation and air-conditioning technology for hygienically impeccable interiors, as well as innovative methods of drinking water hygiene and management, SHK Essen will once again place an emphasis on bathroom design and architecture. Exhibitors will show a broad range of spa and wellness concepts characterised by elegant and functional design.

**By offering solutions** for the modernisation of heating systems, SHK Essen is reacting to the



challenges of the energy turnaround. Efficient and cost-effective technologies are more in demand than ever. Current trends will be presented in heat and power cogeneration and condensing boiler technology. These can be combined with "green" energy sources, including solar thermal systems.

**In 2012**, the event, which takes place every two years, drew 51,567 visitors, of which 70% were involved in the purchasing and procurement processes of their companies. In a survey, 98% of the exhibitors confirmed that they reached their intended target group at SHK Essen. Right on the first day of the fair, SHK Essen will accommodate the growing interest of decision-makers and buying agents from neighbouring countries. In fact, 12 March 2014 is being promoted as "BeNeLux Day".

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



## HAUS GARTEN GENUSS 07.–09.02.2014

**Fashionable ideas and creative solutions** for home and garden design are the themes of Haus Garten Genuss. The spring recreational fair invites visitors to attend the trade show from 7 to 9 February 2014 – for the first time on three days instead

of the previous five. "Our exhibitors can now present products and services in compact and concentrated fashion on the busiest days, Friday to Sunday," says Egon Galinnis, Managing Director of Messe Essen, explaining the benefits of the new dates.

**Appealing special shows** also await visitors to the 2014 Haus Garten Genuss. Under the title "Home beauty", exhibitors will present textiles, home accessories and "floristic impressions". "Outdoor living" is the catchphrase of the special show "An experience for all the senses", showcasing horticultural concepts, plant shows, design ideas and furniture. Those who prefer a more hands-on approach can visit the "Do-it-yourself" section. Here, home renovation pros will offer tips on construction, repairs and DIY tasks. Afterwards, guests can visit the "Essen winemaking village". Here, regional and global food and beverages will ensure stress-free fair enjoyment.

**The Property Convention** is scheduled for Friday, ensuring a steady rate of visitors on the opening day. Thousands of homeowners use this occasion for a shopping spree through the exhibition halls.

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



**MESSE  
ESSEN**  
Place of Events



## 2013/2014

**30.11.–08.12.2013 ESSEN MOTOR SHOW**  
For drivers and dreams

**04./05.01.2014 HOCHZEITSMESSE**  
The wedding fair with consulting and sales

**15.–18.01.2014 DEUBAUKOM**  
Trade fair for architecture and engineering, housing industry, building trade and industrial construction

**15.–18.01.2014 LEBEN PLUS KOMFORT**  
The trade fair for markets in demographic change

**15.–17.01.2014 DCONEX**  
Trade fair + conference for contaminant management and site remediation

**15.–17.01.2014 TIEFBAUMMESSE INFRATECH**  
Trade fair for civil engineering, road construction, hydraulics, water & sewage, public space design, traffic and mobility

**28.–31.01.2014 IPM ESSEN\***  
The world's leading trade fair for horticulture

**07.–09.02.2014 HAUS GARTEN GENUSS**  
The spring fair for the entire family

**11.–13.02.2014 E-WORLD ENERGY & WATER\***  
International trade fair and conference

**19.–23.02.2014 REISE + CAMPING**  
International trade fair for travel & tourism, camping & caravanning

**20.–23.02.2014 FAHRRAD ESSEN**  
Trade fair for bicycles, accessories and tours

**12.–15.03.2014 SHK ESSEN**  
Trade fair for sanitation, heating, air-conditioning and renewables

**26.–30.03.2014 TECHNO-CLASSICA ESSEN**  
Global fair for vintage, classic and prestige automobiles, motor sport

**April 2014 BIG BIKE EUROPE**  
Expo for the international motorcycle performance, customising and tuning market

**06.–10.05.2014 METPACK\***  
International trade fair for metal packaging

**08.–10.05.2014 INTERNATIONALE BRIEFMARKEN-MESSE**  
The world of philately

**09.–11.05.2014 BABYWELT**  
The expo that's all about your child

**17.–19.05.2014 MODATEX BRIDAL SHOW\***  
International trade fair for bride and evening wear

**27.–30.05.2014 REIFEN\***  
No. 1 in tires and more

### FOREIGN TRADE FAIRS:

**17.–19.11.2013 IPM DUBAI**  
International plants expo Middle East (Dubai)

**17.–19.11.2013 WOP DUBAI – WORLD OF PERISHABLES**  
International perishables expo Middle East (Dubai)

**23.–26.04.2014 HORTIFLOREXPO IPM SHANGHAI**  
International plant expo Asia (Shanghai)

**21.–23.05.2014 ITSC**  
International thermal spray conference & exposition (Barcelona)

**CC GRUGA  
HALLE**  
Place of Events



## Grugahalle

## 2013 / 2014

**16.11.2013 KONZERT GWIAZD**  
Stars in concert 2013

**19.11.2013 ALEXANDROW ENSEMBLE**

**23.11.2013 NOWEDA E.G.**  
Festive evening

**30.11.2013 SUBERG'S OVER-30 PARTY**

**14.12.2013 23RD OLDIE NIGHT – THE LAST**

**15.12.2013 PAUL PANZER**  
“Back to where I started”

**19.12.2013 WOLF CODERA**  
Grugahalle foyer

**21.12.2013 WISE GUYS**  
Antidepressant Tour

**28.–31.12.2013 HOLIDAY ON ICE**  
“Platinum”

**01.01.2014 HOLIDAY ON ICE**  
“Platinum”

**09.01.2014 GAELFORCE DANCE**

**17.01.2014 DIETER NUHR**  
“Just a dream”

**21.01.2014 DEICHMANN**  
Collection presentation

**14.02.2014 KAYA YANAR**  
“Around the world”

**28.02.2014**  
ESSEN PUBLIC CARNIVAL

**08.03.2014 CINDY AUS MARZAHN**  
“Pink is beautiful”

**16.03.2014**  
HELGE SCHNEIDER – PRETTY JOE  
UND DIE DORFSCHÖNHEITEN

**19./20.03.2014 MARIO BARTH**  
“Women say men are to blame”

**21.03.2014 HOWARD CARPENDALE**  
“Waited much too long”

**22.03.2014 DER FAMILIE POPOLSKI**  
“Polka's coming home – the best of the best”

**25.03.2014 THE CRIMSON PROJEKT**  
“Performing the music of King Crimson”

**01.04.2014 SERDAR SOMUNCU**  
“Hassprediger reloaded”

**02.04.2014 ROCK MEETS CLASSIC 2014**

**16.04.2014 RWE AG**  
Annual general meeting

**30.04.2014 E.ON SE**  
Annual general meeting

**07.05.2014 HOCHTIEF AG**  
Annual general meeting

**30.05.2014 BÜLENT CEYLAN**  
“Haardrock”

## Congress Center Essen

**23.11.2013 SPD PARTY CONGRESS ESSEN**  
SUBDISTRICT

**11.01.2014 PUBLIC UTILITIES**  
“Night of Sports”

**15.01.2014 ARCHITECTURE DAY**

**15.01.2014 ARCHITECTURE CONFERENCE**

**15./16.01.2014 DCONEX CONFERENCE**

**16.01.2014 INDUSTRIAL BUILDING**  
CONFERENCE

**16.01.2014 HOUSING INDUSTRY/**  
INDUSTRIAL BUILDING DAY

**17.01.2014 TIMBER CONSTRUCTION**  
CONFERENCE

**20./21.02.2014 BICYCLE TRAFFIC**  
CONFERENCE

**21.02.2014 EUROPEAN CAMPING**  
CONGRESS ESSEN\*  
International congress and trade  
exhibition of the camping sector

**09.–21.03.2014 25TH ANNUAL CONVENTION**  
OF GGT – GERMAN ASSOCIATION FOR  
GERONTECHNOLOGY

**13.05.2014 NORTHWEST HANDEL AG**  
Annual general meeting

**22.–24.05.2014 SOCIETY OF EUROPEAN**  
ROBOTIC GYNAECOLOGICAL SURGERY  
6th annual SERGS meeting on robotic  
gynaecological surgery

**23./24.05.2014 GERMAN SOCIETY FOR**  
IMPLANTOLOGY (DGI)  
13th annual convention of the NRW regional  
association of DGI e.V.



# GOP.



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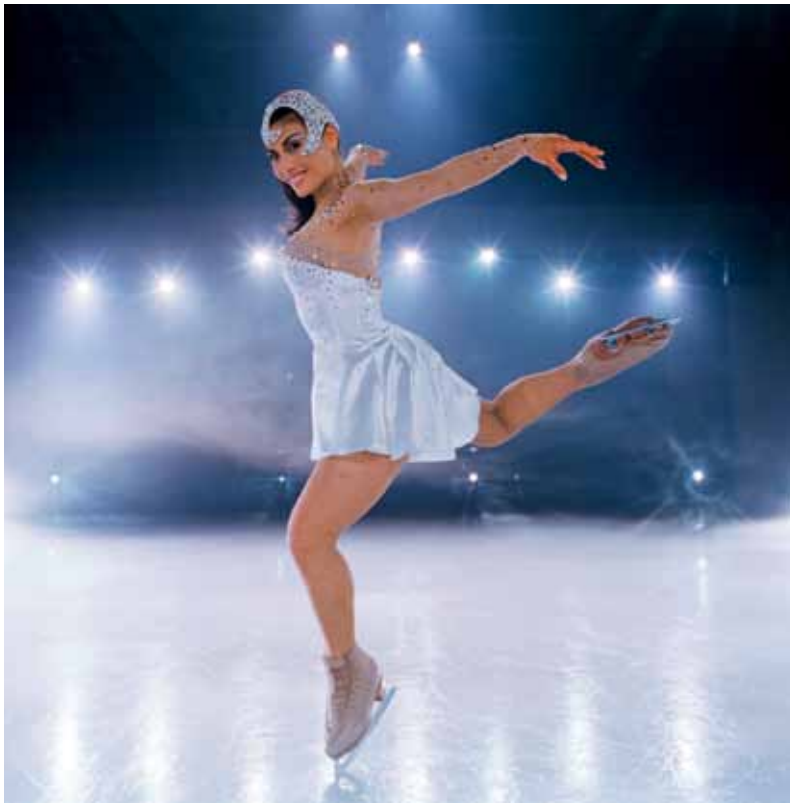
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It is all under one roof at the GOP.



**GOP.**  
variety theatre  
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Photos (4): PR



# Master of ceremonies on silver blades

Holiday on Ice is celebrating its 70th anniversary with a magnificent new show.

An old favourite will be joining the show. Figure skating legend Norbert Schramm will host the anniversary programme.

**Norbert Schramm** was once the trendsetter of the figure skating scene. Then he thrilled Holiday on Ice audiences as an ice dancer. Now Schramm is hosting the anniversary tour.

**Traditionally**, the floor of the Grugahalle changes colour to a gleaming white for a few days at the end of the year. Naturally, this will also be the case this year, when Holiday on Ice celebrates its 70th season.

**The show is divided into three parts.** The first act, "Past", satisfies nostalgic longings. The big stars of yesteryear are honoured with photographic projections accompanied by original recordings. "Today", the second act, set against a modern backdrop, presents costumes that could be taken from this season's Paris runways, and is embellished with music from the hottest clubs around the globe. To wrap up the show, in the "Future", spectators are whisked away with a dazzling display of Brazilian energy and zest for life.

## 325 million spectators since 1943

**Providing entertainment to 325 million visitors** and breaking numerous other world records as the most popular ice show on the globe, Holiday on Ice has not changed one thing in 70 years: the star of the show continues to be the figure skating itself. For PLATINUM, this is assured by two living legends who have

## From yesterday to tomorrow

**From 28 December 2013** through to New Year's Eve 2014, the ice show is scheduled to make a guest appearance in Essen with a new and exceptional production. "PLATINUM" takes the audience on a journey through seven decades of figure skating history. A specially composed musical compendium – from electro to waltzes, swing and gospel to samba – highlights the cosmopolitan character of the ice show, which first premiered in the USA, in 1943.



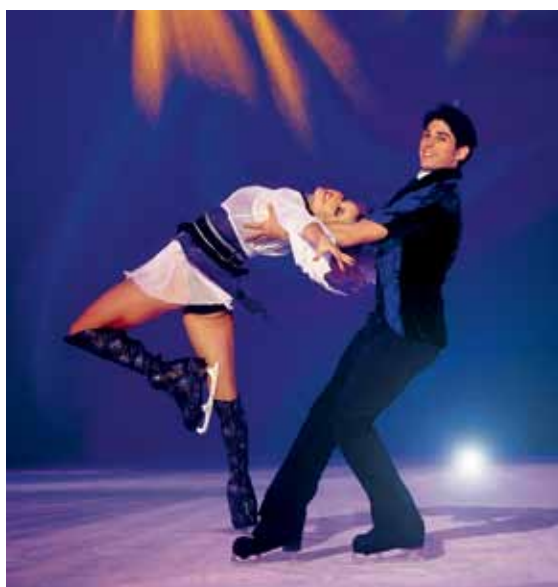




put their stamp on the production. Mark Naylor, multiple gold medal winner in pairs skating, choreographed the new show. And the organisers found a man to emcee the German tour who embodies the art of ice skating like no other: two-time European Champion and two-time World Champion silver medallist, Norbert Schramm.

**Thanks to his innovative choreography**, outlandish pirouettes and daring leaps, he was considered ice skating's no. 1 trendsetter in the 1980s. After going professional, Schramm amazed Holiday on Ice audiences in a total of 1,600 performances. Now he is proud to play a major role in the anniversary programme as the master of ceremonies. "The show will be a true highlight," promises Norbert Schramm. □

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



## The brain and the genes



### It is a special honour for the hosts in Essen:

the 25th annual meeting of the German Society of Human Genetics (GfH) will be held in the Congress Center Essen. About 1,000 researchers – half of them medical professionals and half biologists – are expected to arrive in Essen from 19 to 21 March 2014, where the latest research results will be presented in symposia and workshops covering areas such as clinical genetics, tumour genetics,

gene identification, molecular mechanisms and epigenetics. The Conference President will be Dr Bernhard Horsthemke, Director of the Institute for Human Genetics, University Hospital Essen, who is considered one of Germany's most renowned human geneticists.

**Another eminent authority** from the Ruhr area will hold the keynote lecture: Dr Onur Güntürkün, of the Ruhr University Bochum. This year, the biopsychologist received the Leibniz Prize, Germany's most prestigious award for scientists. "How thinking develops in the brain" will be the topic of Güntürkün's lecture. "The neural basis of thought is probably one of the most exciting challenges in the life sciences," explains Bernhard Horsthemke. "The lecture is also highly relevant for colleagues researching the causes of mental disabilities."

**Essen is a good choice for the anniversary meeting** of the GfH, as several national research networks are based in the Ruhr metropolis – including those investigating rare diseases and epigenetics, which explain how developmental processes and environmental influences shape our genes and thus also our lives.

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



Photos (5): PR

# Ethical success

100 years ago, Heinrich Deichmann opened a shoemaker's shop in Essen. Today, the family-owned company is the largest footwear retailer in Europe. The recipe for success is the same as it always was: reasonably priced quality, independence and a Christian foundation.

**The father creates it**, the son maintains it, the grandson loses it – this proverb reveals a bitter truth about family-owned enterprises. In actual fact, only a third of owner-run companies survive beyond the third generation. Anyone looking for counterexamples can find them in Essen. Because even notorious pessimists would have a hard time detecting any evidence of loss at Deichmann SE.

**On the contrary**, the group sold 165 million pairs of shoes last year and was showered with awards shortly before its 100th anniversary: from the German Retail Prize to a service prize for its online shop to the Family

Business Entrepreneur of the Year Award for Heinrich Otto Deichmann.

**But the man** under whose direction Deichmann rose in its third generation to become the largest shoe retailer in Europe would never dream of placing himself in the limelight. Instead, he says, he has merely followed in the footsteps of his ancestors. "My father has always been a role model for me." That he sounds credible when saying this is due to the fact that Deichmann is a family-run business that could be found in a textbook, or more precisely, the Bible. Because the fundamental value of the family business is active



*"My father was a role model for me," says Heinrich Otto Deichmann (left) about Dr Heinz-Horst Deichmann, who headed the company from 1956 to 1999.*

Christianity. "I believe that ethics and success are not a contradiction in terms," says Heinrich Otto Deichmann.

## "The company must serve the people"

**This is something that his grandfather,** Heinrich – both have the same first name – could have said. In 1913, he opened a shoemaker's shop in the workers' district of Essen-Borbeck with his wife, Julie. The USP of the company was that Deichmann purchased shoe repair equipment, allowing the work to be carried out quickly – and inexpensively. After the First World War, Deichmann employed a dozen shoemakers to produce its own shoes that were one thing above all: sturdy, because most of the customers then were miners.

**Despite its success,** one point needed no further discussion for the entrepreneurial family: "the company must serve the people", meaning not only the customers or staff, but all people in need. During the Third Reich, Deichmann underwent high personal risk, helping Jews who were in hiding, the poor and the sick. When Heinrich Deichmann died in 1940, his wife Julie took over the business. Her son Heinz-Horst was sent to the Eastern Front in 1944 and on Easter Day 1945 only survived a shot to his neck with astounding luck.

**After the war,** the family showed creativity and improvisational talent; 50,000 pairs of shoes were produced from poplar wood and parachute harnesses. Its exchange market for used shoes soon had 5,000 customer addresses on file, and in 1949, the first Deichmann branch outside Essen opened in Düsseldorf – even though Heinz-Horst Deichmann was only a part-time businessman at the time.

**He was also studying theology with Karl Barth,** one of the great Christian thinkers of the 20th century. But that wasn't enough for him. He wanted to serve and help others, like his father. So he decided to study medicine after finishing his first degree. He would take shoes for the stores of the state capital on his way to university in Düsseldorf. This continued until he obtained his doctorate in 1951. Dr Heinz-Horst Deichmann was an orthopaedic surgeon for a further five years – a CV that was anything but ordinary for one of the most headstrong entrepreneurs of the German economic miracle; one who considered life from more angles than the monetary side.



*In 1913, Heinrich Deichmann (pictured with daughter Ellen) opened a shoe repair shop at the Borbecker Market in Essen (above). In 1936, the first shoe shop (left) was opened on the same spot.*

**But a new direction** was also forged the company during these years. In 1956, Dr Heinz-Horst Deichmann finally took over the fortunes of the company. A year earlier, he had seen a way of presenting shoes in London's Oxford Street that would ultimately revolutionise German trade: "pre-selection display stands". The competition smirked, as it did a quarter of a century later, when the Essen-based company introduced the "rack room" concept from the USA. All shoes were presented in boxes on the shelves and could be tried on directly – something that is taken for granted today. In 2000, Deichmann also became the first retailer in the sector to open an online shop.

## From shoes to lifestyle

**However, speed and size** had never been an end in itself, even with expansion. "Our motto is quality over quantity," explains Heinrich Otto Deichmann, under whose auspices the company is now represented in 23 countries. "We can adapt our pace of expansion to the economic development and the individual conditions of a country, as we are not dependent upon borrowed capital or investors' decisions." And something else has a long tradition at Deichmann: vertical integration. From design to sales, "we want to keep the ►



**The flagship store was opened in 2008 on Limbecker Platz in Essen. The corporate headquarters are still located in the Ruhr metropolis.**

mann campaigns for migrants in deprived neighbourhoods.

**The company** has never made a big fuss of its charitable activities, and the family's private commitments receive even less press. For example, Dr Heinz-Horst Deichmann received an honorary doctorate from the Faculty of Medicine at the University of Duisburg-Essen last year. It was only natural that "Doctor Deichmann", as his staff calls him, would support the university of his native city. "For instance, he has financed a new Chair for Atherosclerosis (hardening of the arteries) for five years, donated a CAT scanner, sponsored a new educational building and has underwritten annual prizes for young scientists," reports the WAZ.

**Even in the world of PR**, Deichmann has always been a slightly different type of company. Its first press conference was only held ten years ago. When asked by a journalist why it took so long, Dr Heinz-Horst Deichmann made a noteworthy reply: "We never considered ourselves to be that important." □

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

**The name Deichmann** has long stood for inexpensive yet fashionable footwear – in 23 countries.

reins in our own hands. Therefore, we never rely on a franchise system. This approach has proven to be very effective."

**Shoes remain the firm's core competence**, but Heinrich Otto Deichmann has positioned the company on a broader basis. Meanwhile, Deichmann customers can also purchase bags and scarves. The Deichmann subsidiary Ochsner Sport is the largest sport retailer in Switzerland, and testimonials from supermodel Cindy Crawford and Oscar-winner Halle Berry are further signs that Deichmann no longer considers itself a mere shoe retailer, but an "international fashion and lifestyle company". There is no anxiety about the future in Essen, at any rate. "We don't know what will happen in 20 or 100 years, but we have 100 years of experience in answering the needs of our customers," says Heinrich Otto Deichmann.



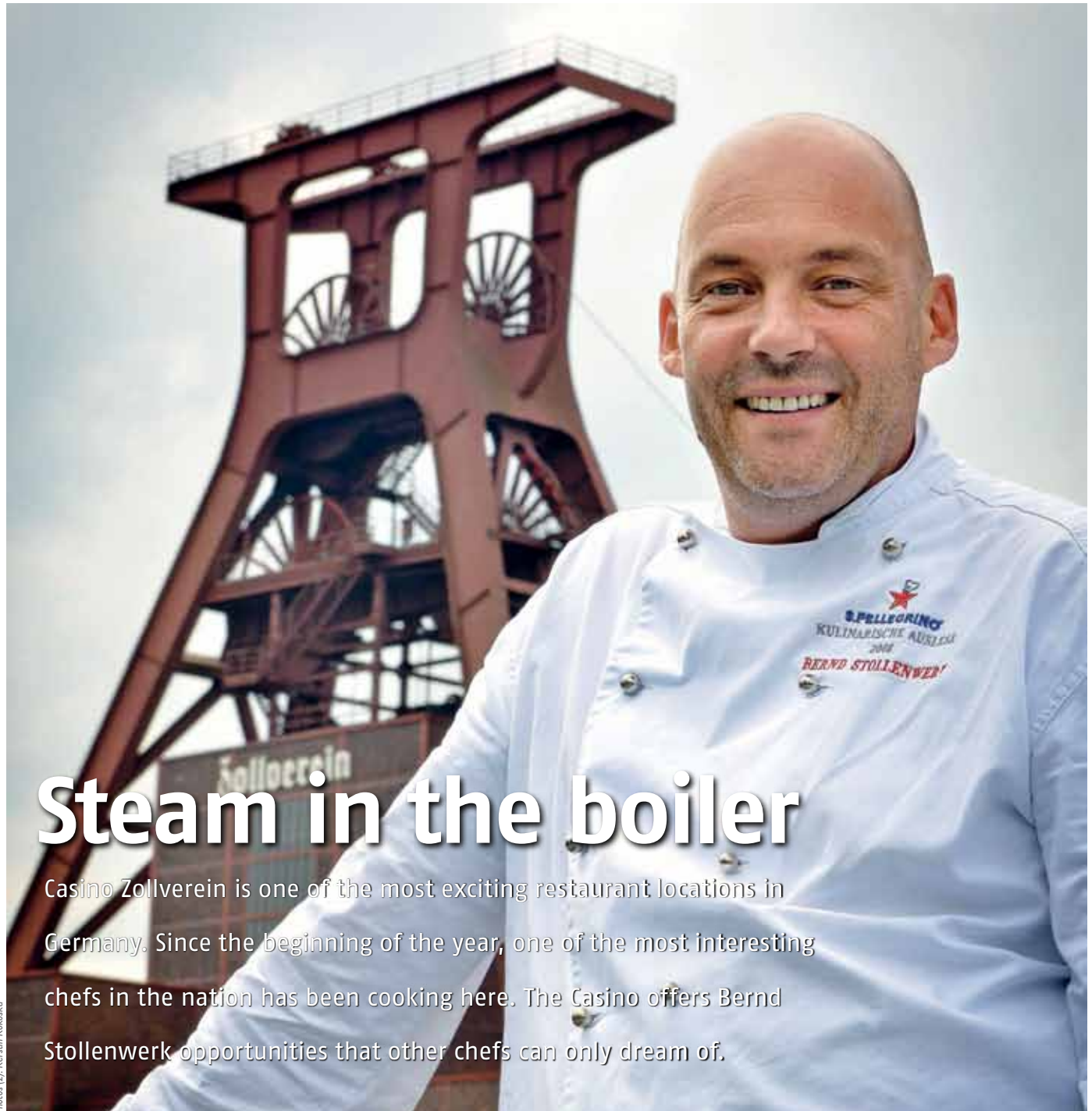
## **"We never considered ourselves to be that important"**

**Ever since Dr Heinz-Horst Deichmann** founded the relief organisation "wortundtat" following an encounter with lepers in India in 1977, the company's social commitment has spanned the world. Among other things, the organisation is currently building a hospital in Tanzania, preventing age-related poverty in Moldova and supporting refugees from the Middle East and North Africa in Greece. In Germany, Deich-



**100 years in motion:** watch the film on Deichmann's 100th anniversary [here](#).





# Steam in the boiler

Casino Zollverein is one of the most exciting restaurant locations in Germany. Since the beginning of the year, one of the most interesting chefs in the nation has been cooking here. The Casino offers Bernd Stollenwerk opportunities that other chefs can only dream of.

Photos (2): Kerstin Kokoska

**“Cathedrals of the Industrial Revolution”** – this is what the mines and factories of the Ruhr area are often called. Those who want to feel what this term really means have come to the right place in hall 9 of shaft XII at the Zollverein Coal Mine Industrial Complex. The old machines, the pipes, the concrete pillars – everything breathes history here. It’s not just large, but sublime.

**The former compressor hall** of “the most beautiful coal mine in the world”, located in northern Essen, is six metres high. Previously, the steam produced here provided the energy that powered the mine. Since 1996, the steam has been flowing out of the cooking pots, as the compressor room has been home to the “Casino Zollverein”. And since the beginning of this year, the gourmet restaurant has had a new chef: Bernd Stollenwerk.

## Organic herbs grow next to the mine

**One of the reasons** why Stollenwerk, who had previously cooked up a Michelin star during his 15-year run at Gut Lärchenhof, moved to Essen can be found a kilometre away on the factory premises. It’s a huge contrast to the industrial atmosphere of the restaurant: a vegetable and herb garden. Three years ago, the Casino team and Hubertus Ahlers, who has a degree in biology, cleared 1.5 hectares of land and started cultivating it. Now Bernd Stollenwerk finds inspiration here – in the best organic quality.

**“Man, that tastes just like its name.** I think I’ll serve it with young herring.” Bernd Stollenwerk is chewing on Japanese hedge mustard. At first, the herb tastes like the rocket from an Italian restaurant, but then a tiny taste explosion unfolds. Zucchini blossoms also grow in the garden, as do buck’s horn plantain, ▷

purslane, saltbush, nasturtium, dill and many other old, almost-forgotten secrets of good taste. Inside the greenhouse, 14 tomato varieties are growing. For a cook with imagination and the desire to experiment like Bernd Stollenwerk, the garden is a true paradise.

One of his last creations was called “Carpaccio with a colourful wildflower meadow”. Red champions and rapeseed blossoms gave the thinly sliced beef an ultimate kick – and not only visually.

### From a canteen to top honours

**Fifteen years in the gourmet restaurant** Gut Lärchenhof, 18 points in the Gault Millau, a Michelin star. And now a new beginning, without a star, without any

points. “The star was never a weight around my neck,” says Bernd Stollenwerk. “At the same time, I don’t have the feeling I’ve lost anything.” Not that he would mind if his kitchen gained some honours again. But it’s not his primary goal. Other things are more important: “I want a modern interpretation on cuisine without any fear of contact; one that’s creative and high-end.” And the Casino garden and exchange of ideas with the biologist Ahlers, who likes to cook himself, provide for very inspiring experimentation.

**Bernd Stollenwerk claims** that he likes the simple, authentic things in life. Perhaps he came to appreciate those during his first apprenticeship, in the canteen of TÜV Rheinland. It not only offered pea soup with a

garnish, the executive floor had its own cafeteria, both for directors with discerning tastes and important guests. “It was the perfect place to train,” says Stollenwerk. During his time in the army, where he had a “practice-oriented” placement in the canteen, he spent his evenings doing unpaid internships in the Hamburg restaurants Le Canard and Landhaus Scherrer. He could have hardly chosen more renowned establishments. This was followed by the Victorian in Düsseldorf. There, he recalls, he didn’t even have a name. “I was only the ‘guy from Cologne’.” It was during his time as head chef at Ambiance, in Cologne, that he received his first Michelin star. And he eventually left it behind to start afresh as head chef in Schlosshotel Lerbach.

**The passionate motorcyclist**, a proud owner of a black Ducati Diavel (“a sport cruiser for the dignified man”) seems to have finally found his bearings in the Casino. “I want to make the Casino the best restaurant in Essen,” he says of his goal. He’s striving for cuisine that is fun – something he has already achieved, with very interesting creations. Pork belly and shrimp with bean cassoulet, green bean purée and BBQ sauce is just one example of his vivid imagination – of his successful search for new taste sensations. The dish is a big hit. □

*Casino Zollverein, Schacht XII  
Gelsenkirchener Straße 181, 45309 Essen  
Tue.–Sun. 11.30 a.m.–midnight, closed Mon.  
[www.casino-zollverein.de/restaurant](http://www.casino-zollverein.de/restaurant)*



## New and close to the fairgrounds

Tested by ESSEN GEHT AUS, presented by ESSEN AFFAIRS: recommendations for the end of the day’s activities

### Capobiancos Little Italy

**Little Italy across from the district court** (a good ten-minute walk from Messe Essen’s Messehaus Ost) is like a comfortable living room styled with attention to detail: bright wooden floorboards, beautifully prepared tables with leather and wood chairs plus lots of photos, many of which are sure to conjure up a smile on your face. But it is the restaurant’s concept that makes it a true eye-catcher: there is no classic menu as such. Instead, you sit directly in front of one. One wall serves as a giant blackboard listing the dishes and wines. The menu tends to change from day to day. Incidentally, in uncharacteristically Italian fashion, no pizzas are served – but there is a changing lunch menu.



*Zweigertstraße 55, 45130 Essen  
Mon.–Fri. 12 noon–3.00 p.m., 5.30–11.00 p.m.,  
Sat. 5.30 p.m.–midnight, closed Sun.  
Telephone +49(0)201/74913056  
[www.littleitaly-essen.de](http://www.littleitaly-essen.de)*

### La Rue 11

**In the South of France**, a market stroll can easily turn into a day trip. For Francophiles, Rüttenscheider Markt is a good alternative. And a bistro à la français has recently opened just a few metres away. There are three bistro tables on the pavement in front of La Rue 11; inside, the worn-out chairs in pastel colours and lovingly styled window decorations exude Provençal flair, and the kitchen offers exactly what you would expect from a good French country house. Classics such as quiche lorraine and duck liver pâté are specialties of the house, as are lesser-known dishes such as French black pudding with roasted oyster mushrooms and trumpet mushrooms.



*Hedwigstraße 11, 45130 Essen  
Mon.–Sat. from 6.00 p.m., closed Sun.,  
closed on holidays  
Telephone +49(0)201/7988559  
[www.larue-11.de](http://www.larue-11.de)*



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



## 1st prize

The painter Günter Steinmann, who has been connected to Messe Essen for many years, is a child of Constructivism, artistically speaking. In his paintings, abstract shapes meet clear colours, associated with light and joy. This also applies to this work created on the occasion of the 30th anniversary of the International Plant Fair IPM Essen. **We are raffling off a numbered, hand-signed and framed lithograph.**



## 2nd prize

He doesn't think much of theories, and has removed everything ostensibly academic from his works. Stefan Godecki is like a photographer among painters. In paintings such as "Night Dance", he searches for that singular special moment in order to make it visible for us. **We are raffling off a hand-signed and limited-edition art print in 30 x 30 cm format.**



## 3rd prize

**Our spa set for ladies and gents brings pure relaxation.**

It consists of a 1 x 1.60 metre bath towel and Greenland shower gel for ladies, as well as a combination of shower gel, soap and body lotion for men.

## Participate and win!

**What is the new name of the leading construction trade fair in western Germany and the Benelux countries?**

- a) DEUBAU.DE
- b) DEUBAU.EU
- c) DEUBAUKOM

**We will raffle off** one "IPM" lithograph, one "Night Dance" art print, and one travel and wellness kit for ladies and men from among all the correct entries. 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 reader survey. This will not affect your participation in the contest.

**The entry deadline is 21 February 2014**

**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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**ESSEN**



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

... the contents / the topics?

☐ excellent    ☐ good    ☐ satisfactory    ☐ poor

... the optics / the layout?

☐ excellent    ☐ good    ☐ satisfactory    ☐ poor

**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

☐ Yes, I would like to subscribe to the newsletter  
"ESSEN AFFAIRS news". My e-mail address is:

**What else would you like to tell the editors?**

No postage  
necessary

**Please completely fill in the entry card.**

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First name

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# READERS' SURVEY Tell us what you think!

## How do you like ESSEN AFFAIRS?

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

