

ESSEN

THE MAGAZINE FROM MESSE ESSEN

AFFAIRS



NEW TO THE OFFICE

A conversation with trade fair boss Oliver P. Kuhrt

IMPRESSIVE PRESENTATION

REIFEN remains in Essen

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Oliver P. Kuhrt, Chairman and CEO
of Messe Essen



Egon Galinnis, Managing Director
of Messe Essen

Dear Readers,

“Something is happening here” – this feeling washed over a young Italian scientist upon becoming acquainted with the Ruhr region’s academic infrastructure a decade ago. Meanwhile, one could say a good deal has happened, and not only at universities, but also in schools and kindergartens – and also in companies that have discovered the mega issue of education as a decisive location factor. Read our cover story (starting on page 8) to find out how the various educational stakeholders in the Ruhr region are already successfully collaborating and what future goals they are pursuing.

A good deal has also happened at Messe Essen. Since January of this year, our company is once again under dual leadership (read more starting on page 16). The coming months will see two global fairs: REIFEN, which will continue its success story in Essen, and security essen, which will unite more than 40 market segments from the security and fire protection sectors for its 40-year anniversary in September. You can read more about this starting on page 20.

A top international event is also Ruhrtriennale, which stands out with over 150 events in this summer of festivals. We are presenting the highlights in this issue on pages 36 and 37.

We hope you enjoy reading this issue,

Oliver P. Kuhrt, Chairman and CEO

Egon Galinnis, Managing Director



In the Apple App Store, you can download a multimedia version of **ESSEN AFFAIRS** for your iPad. In the Google Play Store, you will find a version for Android tablets. Simply enter the keywords “ESSEN AFFAIRS” in both stores.





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acqua alta Cross-border



On 18 and 19 November 2014, acqua alta will dedicate itself to climate change, flood protection, risk and disaster management and coastal protection. This congress, with accompanying exhibition, will take place for the first time at

Messe Essen. After 2014, acqua alta will be held in a two-year cycle as a trade fair and congress. "Essen's strategic location was the reason behind the change in venue. We are located in the centre of the Ruhr area and right in the middle of Germany. Due to our close proximity to the Benelux countries, we can also tap into an international market for future exhibitors," said Oliver P. Kuhrt, Chairman and CEO of Messe Essen, and Egon Galinnis, Managing Director of Messe Essen. Before moving to Essen, acqua alta was held in Munich and Hamburg.

www.acqua-alta.de

Techno-Classica Elaborate like never before

Techno-Classica impressively confirmed its reputation as the hub of the classic car world. Some 190,000 automotive enthusiasts flocked to Messe Essen's exhibition halls and outdoor area from 26 to 30 March 2014, where about 2,500 vehicles were presented for sale. The cars displayed by some 1,250 manufacturers and dealers were more diverse and elaborate than ever before. Two German brands created a stir: Daimler AG presented 36 race cars at their stand on three floors (photo), and Volkswagen, Europe's largest automaker, entirely booked Hall 7 to showcase group brands.

www.siha.de



IPM Essen Strong signal

The world's leading trade fair for the horticultural sector set a strong signal: 57,000 professional visitors from over 100 countries visited the 32nd IPM Essen, from 28 to 31 January 2014. A total of 554 exhibitors from 45 countries presented the entire value chain of the green industry. The industry get-together was opened this year by Dr Hans-Peter Friedrich, Federal Minister for Food and Agriculture.

www.ipm-essen.de



Diverse and international: In the video, Messe Essen Managing Director Egon Galinnis talks about this year's IPM Essen.

Haus Garten Genuss Spring-like

From the 7 to 9 February, Haus Garten Genuss signalled the unofficial start of spring. Some 30,000 visitors were put in just the right mood for the coming months – with decorations and accessories for their homes, gardens and balconies. And 70% of the guests made purchases directly at the fair.

www.fruehlingsmesse.de



GfH Conference The power of genes

Human hereditary material was the focus of the 25th Annual Meeting of the German Society of Human Genetics (GfH), which was held at the Congress Center Essen for its anniversary edition. Conference President Dr Bernhard Horsthemke, from the Institute of Human Genetics at the University Hospital Essen, welcomed some 800 scientists from Germany, Switzerland and Austria. Additionally, lectures were held from 19 to 21 March for those who are not scientists.

www.gfhev.de



Scan the QR code to learn more about Dr Bernhard Horsthemke's experiences at the conference.

Image film Honoured

Messe Essen's new image film, created on the occasion of the company's 100th anniversary in 2013, was honoured at the "The Golden City Gate" competition at this year's international tourism exhibition ITB Berlin. A 45-member international jury placed the film third in the category "Industry". The production was also a huge success with the public: on Messe Essen's YouTube channel, it has already received over 32,000 clicks.



Watch Messe
Essen's new
image film!

www.messe-essen.de

E-world energy & water Even bigger, even more international

E-world energy & water is adding another chapter to its success story. From 11 to 13 February, the 14th edition of Europe's leading trade fair for the energy and water industry boasted record attendance and participation levels from visitors and exhibitors. A total of 620 exhibitors from 25 countries presented their products and services at Messe Essen, including global players such as E.ON, RWE, EnBW, Vattenfall, Siemens and Deutsche Telekom. Global industry giants participated for the first time, including ASX Energy from Australia, Taqa Energy from Abu Dhabi and the OPC Foundation from the USA. Some 23,500 visitors arrived at the international industry get-together from over 70 countries to gain information on the future of Europe's energy supply.

www.e-world-essen.com

REISE + CAMPING In a holiday mood

Around 90,000 visitors went on a tour of discovery at North Rhine-Westphalia's biggest tourism fair, REISE + CAMPING. From 19 to 23 February, they visited 1,038 exhibitors to gain information on national and international destinations as well as the latest trends in mobile travel and cycling. The mood at REISE + CAMPING and the accompanying Fahrrad Essen confirmed all positive industry forecasts. About 50% of the visitors purchased, booked or ordered directly at the fair; more than a third did not rule out making further purchases during the visit.

www.reise-camping.de
www.fahrrad-essen.de

New appointments Regiani succeeds von Reich

Since 10 February 2014, Claus-Peter Regiani has been the new Divisional Director for Division I of Messe Essen. Regiani, who obtained a Diploma in Business Administration, oversees the global trade fairs SCHWEISSEN & SCHNEIDEN, security essen and METPACK, as well as guest events and the foreign trade fairs of SCHWEISSEN & SCHNEIDEN and REIFEN. Regiani, who has worked at Messe Essen since 1989, succeeded Klaus Reich, who retired in November 2013.



www.messe-essen.de

SHK Essen Successful anniversary

The 25th edition of the trade fair for sanitation, heating, air-conditioning and renewable energy was influenced by the positive ambience in the industry. Exhibitors and visitors were equally satisfied with the trade fair. From 12 to 15 March 2014, 560 exhibitors from 15 countries presented a comprehensive overview of the market. Around 48,200 trade visitors from the retail and building trades as well as planners, architects and experts from the housing industry utilised the trade fair as an information and order platform.

www.shkessen.de

Grugahalle The "Hall of the Year"

The Live Entertainment Award (LEA) is considered the "Oscar of the event industry". Now in its ninth edition, the Grugahalle was awarded "Hall/Arena of the Year". The distinctive butterfly-shaped structure was praised by the jury as a cult venue and home to genuine music history. For instance, "Rockpalast" took place here – the legendary live TV show that brought international stars to Essen and helped many artists achieve their breakthrough. "We are proud of our old lady, the Grugahalle. The award is a wonderful acknowledgement of our team's achievements and is further proof that the event hall is more than able to keep up with the competition when it comes to technology, equipment and service," said the Managing Directors of Messe Essen, Oliver P. Kuhrt and Egon Galinnis.

www.grugahalle.de



Two cult figures from "Rockpalast" honoured the Grugahalle with a Live Entertainment Award: Grugahalle Director Wolfgang Borowski (centre) accepted the award from Rockpalast originator Peter Rühel (left) and the show's host, Albrecht Metzger.



CULTURE MAKES YOU SMART

The project “An Instrument for Every Child” was developed to contribute to the Capital of Culture 2010. The name says it all: every primary school pupil in the Ruhr region has the opportunity to learn a musical instrument they have selected for themselves. The goal is to enable schoolchildren from different backgrounds to participate in the culture of our society. The project has been an unqualified success. In Essen alone, 84 primary schools now participate, or nearly 90%. A total of more than 57,000 schoolchildren are currently taking part in the project. Moreover, the accompanying academic study proves that music education not only significantly improves hearing performance, but is “a form of cognitive training”. Mellifluous tones have never been more beautiful – and useful.

www.jedemkind.de

The new educational harmony

The future of the Ruhr metropolitan area is being designed in laboratories, lecture halls, libraries, kindergartens and schools. And cooperation between the Ruhr cities on the major issue of education is more successful than in hardly any other area. ESSEN AFFAIRS looks at two special initiatives – and many positive examples that can already be found in Essen and elsewhere.

Mariana Vadala became acquainted with the Ruhr district almost ten years ago. She had the feeling “something is going on here”. The physicist from Messina, Italy, could not say exactly what that “something” was. Vadala obtained her PhD from the Ruhr University Bochum, and then went to England for one and a half years, before returning in 2010 – this time to Essen. She currently conducts research into structural insulation at the Institute of Materials Science, University of Duisburg-Essen. But that’s not all she does. After all, a good deal has happened in the meantime.

Miriana Vadala is a member of the Global Young Faculty, which comprises some 50 outstanding young scholars at the Universities of Duisburg-Essen, Bochum and the Technical University of Dortmund. For the third time, they are working in interdisciplinary teams on “creative solutions to the challenges of our time” (more on p. 14). “People bring in their own

perspective and learn from the others,” Miriana Vadala says, describing the principle of the research group. In a certain way, this also applies to the cooperation that makes the Global Young Faculty possible, namely the University Alliance Ruhr (UA Ruhr).

Rivals have become partners

“New territorial behaviour” – this is how Bochum Vice-Chancellor Elmar Weiler described the aim of UA Ruhr: team spirit instead of antagonism, cooperation instead of provincial policies. Seven years after its founding, this nationally unique idea remains remarkable: three universities with partially overlapping profiles collaborating in a metropolitan region. Traditionally, very close distances – only a 30-minute drive separates the Essen Campus from its counterpart in Dortmund – cause major rivalries. Rivalry may be part of football folklore, but the university management identified it as a shortcoming. And decided to act. ►



The current Vice-Chancellor of the University of Duisburg-Essen, Dr Christoph Radtke, considers the fact that this is “a voluntary network of independent universities and not a politically prescribed fusion” to be one of its success factors (see the interview on p.15). Another is in the pragmatic spirit of the alliance. Content is more important than structure. The best proof is the two pages, nine paragraphs, 17 sentences that the cooperation agreement has needed to date. Ultimately, cooperation was not prescribed “top-down” by university executives. Instead, professors and students were allowed to discover the potential themselves.

A hidden giant becomes visible

And this potential is impressive: 100,000 students are enrolled at the three universities of UA Ruhr. If the alliance was a single university, it would be the largest in Germany. Nearly 1,300 professors are employed in Bochum, Dortmund and Essen, several hundred degree courses are offered and ten special research areas are overseen by the Ruhr universities. What the alliance has achieved in the past seven years is equally impressive. From the Engineering Unit Ruhr to the Cultural Institute Essen (KWI) to the Global Young Faculty, over 20 institutions now interconnect the three universities. Collaboration with the Mer-

DIPLOMA WITH A FUTURE

Girls do not become engineers. That's the cliché, anyway – one that an industrial nation such as Germany no longer wants or can afford. Girls' Day has been held since 2001 for this very reason. Here, girls become acquainted with professions and degree courses they are underrepresented in. Since the start of the campaign in 2001, more than 1.3 million girls have taken part in Girls' Day nationwide. Since 2010, boys have also been able to explore "exotic" professions such as teaching or nursing on Boys' Day. In Essen, nearly 600 companies, including Messe Essen, participate in the initiative. It is embedded in a number of approaches that systematise career orientation.

www.girls-day.de

www.keinabschlussohneanschluss.nrw.de



Photo: Kerstin Kokoska

cator Research Center Ruhr (MERCUR) is outstanding. Since 2010, it has supported more than 100 projects with over 15 million euros.

The alliance has also enabled an educational region that was once a "hidden giant" to become visible. Five universities, 15 technical colleges, numerous non-university research institutions – the Ruhr has one of the densest university infrastructures in Europe. To put it bluntly, hardly anyone knew about this academic infrastructure until a few years ago. This is a problem in an age of international competition, which requires more self-confidence from metropolitan regions with regard to communication and mar-

keting. After all, public awareness often decides where the most sought-after researchers decide to spend their future – and where the funding flows to. Which division does UA Ruhr hope to play in? An answer can be found in the locations of its international offices: New York, Moscow and Rio de Janeiro/São Paulo.

A foundation as initiator – and a role model from the USA

These initiatives would hardly be imaginable without the commitment of the Mercator Foundation. Gaining the Essen-based foundation was truly "a stroke ►



INDUSTRY PROMOTES KNOWLEDGE

"In a way, I'm probably a nerd," says Mike van Afferden with a smile (photo). The 24-year-old grew up with computers and virtual worlds, chose computer science as a credit course in high school, was trained at Deutsche Telekom as an IT specialist, and is now studying Network Systems Engineering at the University of Duisburg-Essen. He has a clear focus, and this is reflected in his outstanding academic achievements. The reward: until September, van Afferden will be a German scholarship holder. He receives 150 euros per month for the entire year from Messe Essen and the federal government. A total of 347 German scholarship holders are currently enrolled at the University of Duisburg-Essen. Hardly any other university has been so successful in this cooperative project between the federal government and private sponsors.

www.deutschlandstipendium.de

FROM SCHOOL TO TRAINING FIRM – HOW TRADE FAIRS CAN EDUCATE

Trade fairs reflect the spirit of the times. They also co-design markets. So it's no wonder that the topics of education and career are increasingly a focus at Messe Essen. **Training** in the form of supplementary congresses, forums and conferences has long since become an integral part of leading trade fairs. Now, **promoting** young talent is becoming increasingly important. For instance, an initiative of the German Welding Society (DVS) supports three competitions for young welders, which were held at the latest SCHWEISSEN & SCHNEIDEN. A **career forum** has been integrated into E-world energy & water for more than ten years now, and a **job fair** celebrated its premiere at IPM Essen. Events that are dedicated to special career topics include the **Ruhr Graduate Congress** in the Congress Center Essen and the **"Azubi- & Studientage"**, a trade fair for apprenticeships and studies, which took place in October for the 14th time. Recently added to this list is the **School Forum**, part of Mode Heim Handwerk, where Essen's schools presented themselves for the first time last November. Finally, a very special trade fair will be held next November in the Ruhr metropolitan region. The Central Office of the German Training Firm Ring is organising the 50th **International Training Firm Fair**. Visitors can "buy" goods and services with the "Exhibition Card", available on-site. Of course, it's not a real card and goods will not be delivered.

www.messe-essen.de



Photo: Alexandra Roth

of luck", observers agree – not only because of tens of millions of euros in funding, but also because it is a non-governmental institution, and can be much more adventurous in its commitments than politics or public administration. So it's no surprise that the foundation is one of the major players in the Ruhr's latest ambitious educational project: RuhrFutur.

Five municipalities and five universities – including the City of Essen and members of UA Ruhr – are collaborating with the state government and the Mercator Foundation to develop the Ruhr area over the next 20 years "into a model of a successful educational infrastructure". But how can this be achieved? One answer can be found in the north-eastern United



States. Greater Cincinnati and the Ruhr region have a good deal in common. Both are key industrial locations, both have to contend with relatively high social inequality, and both are currently undergoing a lengthy and complex structural change from steel and coal to knowledge-based industries and services. Given these considerations, a core group of Cincinnati foundations, municipalities, universities, schools, kindergartens and non-profit organisations teamed up in 2006 to form the educational initiative “Strive Together”. The objective is to give every child a successful educational biography “from cradle to career”.

In just a few short years, on the basis of verifiable data, the initiative has achieved measurable results in

40 of 53 fields, notably by making good examples and lessons systematically available to all the parties involved. For the Stanford Social Innovation Review, this approach aims to “put us in a position to solve key social problems we currently face with funds that are already available to us”.

“A lot has happened here”

Ulrike Sommer believes that this type of success is also possible in the Ruhr area. “Given the social situation, demographic change and the financial situation of many municipalities, there is no way to avoid cooperation. Most importantly, the development potential is much greater here than elsewhere,” says ►

ARENA OF ENCOURAGEMENT

How do new technologies actually change the culture of a society? Until now, physicist Miriana Vadala (photo) has only explored these questions in her private life. As part of the Global Young Faculty, however, she is being encouraged to think outside the box. Since 2009, this initiative of the Mercator Foundation has brought interdisciplinary teams of the best young scholars from the region together to find answers to important questions on the future. Current topics include incentive systems in health care or the potential of digital media. Solutions are frequently found that researchers cannot come up with themselves, and networks are formed that benefit everyone involved.

www.global-young-faculty.de



Photo: Alexandra Rath

RuhrFutur's Managing Director. Numerous lighthouse projects have already been developed: at the universities, which distinguished themselves very early on in the Ruhr melting pot with a diversity management; in municipalities that are implementing uniform quality standards for early childhood education and care programmes; and in innovative language teaching programmes. "However, these lighthouses should not only shine in the respective cities."

As an educational researcher and historian, Ulrike Sommer believes the time was ripe for such a project. For her, this initiative for the future also means a return to the past. She grew up not too far from the

RuhrFutur office in Essen's Südviertel district, before working for almost three decades in educational institutions and regional administration – most recently as the Head of the Department of Family, Youth and Sports at the Federal Representation of North Rhine-Westphalia in Berlin. When she returned to Essen last autumn, she realised: "A lot has happened here." And this is just the beginning. □

www.uamr.de
www.ruhrfutur.de

"Using competition in a positive way"

Dr Ulrich Radtke, Vice-Chancellor of the University of Duisburg-Essen, on the new culture of cooperation in Ruhr academia – and the inspiring nature of the University Alliance Ruhr



Photo: UDE

Since April 2008, Ulrich Radtke has been Vice-Chancellor of the University of Duisburg-Essen. In 2012, the geographer was the first German university president to be selected by the German Fundraising Association (DFRV) as "Fundraiser of the Year".

ESSEN AFFAIRS: Professor Radtke, what concrete benefits are offered to students and researchers from collaboration in UA Ruhr?

Prof. Dr Ulrich Radtke: Through joint services, especially library services, as well as flexible and compatible study programmes, students are given new opportunities to specialise. Particularly students in Master's Degree programmes benefit from very diverse courses that they can hardly

access elsewhere. In addition, they receive more options in terms of timing, ensuring better compatibility between studies, family and possible side jobs. Joint projects give researchers new options for interdisciplinary and cross-university collaboration. They can apply for additional funding from the Mercator Research Center Ruhr (MERCUR). Various scholars are also supported within the framework of UA Ruhr professorships.

What have been the key success factors of the Alliance, in your opinion?

UA Ruhr is a voluntary network of independent universities, and not a politically prescribed fusion, as is the case elsewhere in Germany. Our cooperation's success factors include an emphasis on both collaboration and competition. This opens up a diverse range of options for future action. We only cooperate when we identify real added value for all partners involved. Also, we didn't get bogged down in lengthy debates on structures. Instead, we started with concrete projects. Ultimately, our "bottom-up" approach has proven to be effective in allowing UA Ruhr to grow out of the various departments and fields of study. Only in this way were we able to inspire a growing number of university members for the idea of inter-university cooperation. This, in turn, has allowed a culture of cooperation to emerge.

One goal of the alliance is greater visibility for the universities, along with the Ruhr area's learning infrastructure in general. Have you had success in this area?

International comparisons normally focus on the "size" of the respective partner and whether that partner has a wide-ranging academic offer. This can even be measured now. For example, the German

Research Foundation (DFG) included the Ruhr area as a unit in its 2012 Funding Atlas for the first time. In terms of funds raised, the Ruhr is the sixth-largest academic region in Germany, a fact that many residents and outsiders weren't aware of until now. This reassessment has boosted the level of international cooperation. For instance, UA Ruhr is now the largest German destination for students from the Brazilian government scholarship programme "Education without Borders", ahead of Munich and Berlin. When it comes to research, collaboration within UA Ruhr has allowed cooperation to be more easily initiated, e.g. with universities in the U.S. Ivy League. Moreover, there have been numerous requests to use UA Ruhr as a best-practice example.

Speaking of which, could UA Ruhr become a model for other fields of cooperation in the Ruhr region?

Similar to municipalities or football clubs in the Ruhr area, the universities were also rivals for a long time, instead of working together to move things forward. As with team sports, you need to exploit competition between members in order to win. With regard to UA Ruhr, this means that competition and profiling are encouraged in addition to cooperative projects, but not at the expense of a partner! This doesn't mean each university shouldn't try to develop its own strengths. On the contrary, different universities can only become more functional and productive by giving their academic profile focal points. But this shouldn't be done at the expense of neighbours. Instead it should strengthen UA Ruhr as a whole! Specialists at the Ruhr University Bochum have recently described this as "functional differentiation" while also encouraging municipalities of the Ruhr area to engage in the guiding principle of "inter-municipal cooperation". In this respect, the philosophy and approach of the University Alliance Ruhr functions as a kind of model, both within and for the Ruhr area.

Since 1 January 2014, Oliver P. Kuhrt has been Chairman and CEO of Messe Essen. In an interview, the marketing expert talks about soft and hard location factors, the similarities between the hotel business and the trade fair business – and his personal capabilities as a host.

“We could definitely be much more confident”



Oliver P. Kuhrt, 50, was born in Frankfurt am Main. From 1985 to 1994, he worked in the hotel industry, most recently as Executive Director of Grand Hotel Rose Projektentwicklungs GmbH, Wiesbaden. From 1994 to 1999, he was the Divisional Director of Marketing Strategy & Services at DB Reise & Touristik, before being appointed as Managing Director of Koelnmesse Service GmbH in 2000. From 2003 to 2011, Mr Kuhrt was CEO Marketing/Sales of the Koelnmesse Group. He then became Chairman of the Management Board of VILA VITA Hotels & Touristik Group. Oliver P. Kuhrt is married and has two daughters.

ESSEN AFFAIRS: Mr Kuhrt, your professional CV has two clear focal points. For eleven years, you held executive positions in the luxury hotel business, and you were the CEO of Koelnmesse for just as long. What do the two sectors have in common?

Oliver P. Kuhrt: A lot! It's true – my career began in hotels. As a child on family trips, I dreamed of what I would later become: a hotel director, and even better, someone in charge of a hotel group. In 1979, Hans-Peter Wodarz ...

... the legendary co-initiator of haute cuisine in Germany and the driving force behind adventure gastronomy...

... relocated his restaurant “Die Ente vom Lehel” to the Nassauer Hof hotel in Wiesbaden. I was electrified. I did everything I could to get a job washing dishes there. What I was already sensing at the time was the complexity behind perfect service. This requires everyone in the front of the house and behind the scenes to work together intensively and bring in the right mentality. Serving and engaging with people are not things that all are predestined to do. These qualities are necessary in trade fair management as well. The internationality that characterises a grand hotel is also similar to a top exhibition centre. Naturally, there are no successful trade fairs without hotels – and conversely, hotels need trade fair business.

Let's stay with the service concept. What were your experiences with this at Messe Essen during the first few months?

I was very happy to see that the team perfectly mastered the tools of the trade and had a deeply felt need to serve the needs of its customers. This is also reflected in the high level of satisfaction among exhibitors and advisory boards. A sense of well-being is not only created by the exhibition grounds themselves. Good service means accompanying the customer and their

exhibits “from door to door”, if needed – along the entire organisational chain. This includes travel management, evaluation and consulting services for the next trade fair presentation. We already do a lot of this and we will add to existing offers in other areas. After all, these soft factors lead to an edge over the competition. Undeniably, we need to work on some of our hard factors.



You're alluding to the referendum in January, which stopped the modernisation plans for now by an extremely narrow majority. What is the current status here?

Let me start by saying that we must respect the outcome. Although we very much regret the outcome, our motto is now developing a more “streamlined solution” using the recognised rules of architecture to concentrate on very functional measures that promise the highest efficiency and boost profits. Many of these details will bring the customer tangible benefits. We have opened a dialogue with policymakers. The citizens will also be involved in the discussion. This is very important to me. Messe Essen must be much more strongly perceived as an integral part of the ▶



Right in the midst of the trade fair business, the interview with Oliver P. Kuhrt took place during assembly work for the Techno-Classica global trade fair.

city. This is an important condition for the successful development of the company.

What would such collaboration look like?

In Cologne, for example, we established strong networks with the supporting programme, including an arcade for the Furniture Fair and multifaceted cooperations between Photokina and downtown retailers: a person is in the exhibition world, without being at “an exhibition”. This type of thing could be a bit more difficult at security essen or SCHWEISSEN & SCHNEIDEN. But here again, we will ask ourselves more systematically what we can do to bring our topic even more strongly into the city.

“I was very happy to see that the team perfectly mastered the tools of the trade.”

What steps can Messe Essen take to continue competing successfully in the market?

The foundation is already there. We have the structures and the right people to work the market. Essen’s trade fair portfolio contains outstanding events, including some international spin-offs that shouldn’t be underestimated as marketing tools. So overall, I see good reasons for us to definitely be confident. But we should work more creatively in terms of cooperation.

An exhibition centre of our size must proactively seek thematic alliances. Why shouldn’t we also put guest events on the schedule, for example?

Mr Kuhrt, you have dedicated your entire career to the service industry. Are you a good host in your private life as well?

Four to six times a year, we invite good friends to our home for a culinary get-together, and on these evenings I would describe myself a good host. I have a passion for cooking, in fact, and even if I usually enjoy home-style cooking, I’m an haute-cuisine perfectionist on these occasions. My wife and both of my daughters already know that. That’s why they like to leave me alone in the kitchen on those days.

We read that you were still looking for a private residence in Essen. Have you found one in the meantime?

Yes, in the autumn we’re moving to southern Essen, and my wife and I are very much looking forward to it. What I said concerning the self-confidence of Messe Essen also applies to the city and the surrounding area. I consider the city of Essen and the Ruhr region to be an exciting, very vibrant region with outstanding cultural activities that are more interesting than those in Cologne in many ways. And I have to admit one thing: I dramatically underestimated the beautiful countryside. □

Treasure in the cities

Recycling was just the beginning. Future sustainability depends upon urban mining. Now a conference in Essen is exploring the possibilities of using the city as a mine for raw materials. The figures speak for themselves.



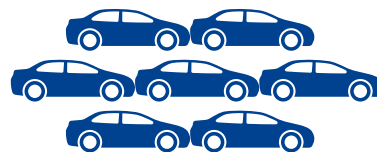
In 2007, for the first time in history, more people lived in cities than in the country. By 2050, city dwellers will account for 70 per cent of the overall population. In absolute figures, this represents a doubling of the urban population between 2007 and 2050: from 3.3 to **6.8 billion people**.

Every resident of a European metropolis consumes **400 tonnes** of material – from concrete to plastics of all kinds.



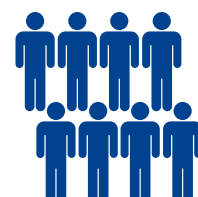
It is estimated that there are **1.5 billion tonnes** of copper ore worldwide. This amount is less than was used for construction over the past 200 years.

The amount of metal processed for a 100-square-metre living space is enough to equip **seven cars**.



Sixty different raw materials, about half of which are metals, can be found in every mobile phone. **Seventy-two million old mobile phones** are lying around in German cupboards. **Forty-one mobile phones** contain as much gold as a tonne of gold ore.

On behalf of the German Federal Ministry of Education and Research, **29 project groups** are currently investigating technologies for resource efficiency, particularly with regard to strategic metals and minerals. The r³ status seminar is part of the Urban Mining Congress that will be held on 11 and 12 June 2014 in Essen.





A trade fair with grip

Outstanding registration figures for REIFEN prove once again that Essen is – and will remain – the Mecca of the tire world. Internationality and professionalism reinforce the importance of the world's leading trade fair, which regularly receives top marks from visitors.

Three months before the start of REIFEN 2014, Annegret Appel and her colleagues already had a good reason to celebrate. At the end of February, REIFEN exhibitors had already booked as much space this time around as for the previous edition in 2012. “Outstanding registration figures, which we will use to write the next chapter of a true success story,” said the Director of Fairs and Exhibitions at Messe Essen, who like many members of her team, has been at home in the automotive industry for decades.

All the global players are in the line-up

REIFEN was established in 1960, and by the late 1970s, nearly 100 exhibitors and 6,500 professional visitors were attending. For this year's edition, from 27 to 30 May, there will be six-times as many exhibitors and three-times as many visitors. Once again this year, the quality and international nature of the industry events are particularly impressive: more than 70% of the exhibitors presenting goods and services in Essen from 27 to 30 May come from abroad, including the 20 biggest tire manufacturers, as well as the world's key rim manufacturers. “There have never been as many bookings from the car workshop sector as this year,” says Annegret Appel.

It's a similar picture on the visitor side: nearly 19,000 trade visitors from some 130 nations are expected to attend the event and will take advantage



The place to be: 20 of the biggest tire manufacturers and key industry decision-makers will be guests in Essen from 27 to 30 May 2014.



Photos (2): (c) dpa, Nicolas Bavy, Tobias Hase dpa/ibp



At home on the world stage: Luxembourg's former Prime Minister Jean-Claude Juncker (left) and Football World Champion Günter Netzer will be guest speakers at REIFEN.

of the nearby airport hub in Düsseldorf. This makes REIFEN one of the most international trade fairs in Germany. As nearly 90% of the guests are decision-makers in their respective companies, REIFEN is also the undisputed No. 1 as an order and networking platform. It's impossible to bring together supply and demand more accurately. As the "exhibition with short paths", the location in Essen also ensures a high level of time efficiency.

Focus on tire pressure

Not least for this reason, three quarters of the exhibiting companies use their tires to showcase innovation. A special focus this year is likely to be placed on solutions for tire-pressure monitoring systems (TPMS) – especially from Germany. From 1 November 2014, these will be mandatory for new cars in this country. Speaking of novelties, outstanding ones will once again be distinguished with REIFEN INNOVATION AWARDS, the most important indicator of industry innovativeness. This year, an award will also be presented for the first time in the category "Car Service".

Who will win one of the four "tire Oscars"? This will be made known at the ceremonial opening, featuring a special guest: Jean-Claude Juncker, Luxembourg's Prime Minister for 18 years and Chairman of the Euro Group from 2005 to 2013. For many observers, Juncker is "the face of conservative Europe" as the leading candidate from the European People's Party in the European elections. So it's no surprise that Juncker's lecture concerns the future of the continent: "More grip for Europe" is the title. The second prominent guest is also at home on the international stage: Football World Champion Günter Netzer will speak at the general assembly of the German Tire Retail and Vulcanisation Trade Association (BRV).

allowing the entire tire value chain to be depicted – from preliminary stages through to recycling. The higher education award "Profile 2020" promotes the successful future of the industry. The new competition invites students from a variety of disciplines to develop ideas for tomorrow's tire business.

The entire programme will certainly be evaluated with top marks once again this year. Satisfaction levels topping 90% in all categories, great praise for Messe Essen's services and a prime location – it's no wonder that more than half of the exhibitors and visitors feel either strongly or very strongly connected to Messe Essen. REIFEN is not just one of Messe Essen's most successful home-grown events. It will remain the Mecca of the tire world in the future. □

www.reifen-messe.de
www.rubbertechurope.com



Total value chain

Two premieres highlight the significance of this undisputed global fair. For the first time ever, Rubber Tech Europe will be held in parallel to REIFEN,



Simply scan the QR code
to see the official trailer
for REIFEN 2014!



Making the world safer together

For its 40th anniversary, security essen presents itself more multifaceted than ever. The global trade fair for security and fire protection will assemble more than 40 market segments this year. ESSEN AFFAIRS reports on a cross-sectoral industry par excellence – and its main event.

Every two years, Horst-Werner Feldmann has a fixed date in September. It is then that the Managing Partner of IT Astrium GmbH, which predominantly offers software solutions in the medical field, travels to security essen. “This is where everybody of rank and

name in the industry gathers,” says the businessman from Erlangen. Franco Spiller, who works at the Italian video surveillance specialist Global Proof Srl, feels the same way. “security essen has grown over the years and is now the No. 1 security trade fair in the world.”



Every fourth visitor orders directly at the fair

The exhibition started precisely 40 years ago. For its anniversary edition, the global market for security and fire protection will be presenting “more market segments than ever”, says a pleased Claus-Peter Regiani, Divisional Director of Messe Essen. For the first time ever, more than 40 market segments will be represented in Essen – from mechanical security systems to fire protection; from perimeter protection systems and video surveillance (CCTV) to terrorism prevention. ▶



Photos (2): Stadtbildstelle Essen

1974 In 1974, a trade fair on the topic of security is first held in Essen under the name “Safety”. A total of 105 exhibitors present products and services at the premiere. Over the coming years, the fair is alternately organised by Messe Essen and Koninklijke Nederlandse Jaarbeurs, in Utrecht.



1976 In 1976, the trade fair changes its name to “security”. In the following years, the exhibition takes on the rhythm it still has today. It is held every two years (on even years) at Messe Essen. In 1988, for the eighth edition in the Ruhr metropolitan region, 412 exhibitors and 21,000 visitors attend.



2000 In 2000, Federal Minister of the Interior Schily (photo, right) opens security essen with a much-publicised speech on video surveillance in public areas.



2002 In 2002, security essen uses Messe Essen's newly built hall 3 for the first time.

2003 and 2005

In 2003 and 2005, security essen presents “Security & Safety Middle East” in Abu Dhabi.

The absolute No. 1: from 23 to 26 September, more than 36,000 global security experts will meet up at Messe Essen.



2006 In 2006, 1,036 exhibitors from 48 countries and over 40,000 trade visitors from 104 countries arrive for the 32nd security essen. The highlight is the special event “TAT – Technology against Terror”, where Hochtief presents the world’s first skyscraper to be safe from both terror and collapse.

2008 In 2008, the Security Innovation Award is presented for the first time – the “Oscar of the security sector”. The importance of fire protection, on which the exhibition team had worked intensively since the late 1990s, is more visible than ever. “The world’s leading fair for security and fire prevention” has been the byline of security essen ever since, and fire protection exhibitors receive their own area in hall 12.



2009 In 2009, a spin-off is held in Moscow, SECURITY Russia.

2010 In 2010, a special exhibition for protection, security and service is held in Essen for the first time. Service providers present their products at both individual and joint stands.



2012 In 2012, security essen delves into the topic of “Security Research”. The European Commission is very prominent this year in Essen. It holds the EU Congress during the exhibition, and Antonio Tajani (photo), Vice-President of the European Commission and European Commissioner for Industry and Entrepreneurship, speaks at the opening.

Over 1,000 exhibitors and over 36,000 visitors are expected by the Essen trade fair organisers from 23 to 26 September. A closer look shows how important security essen is as a hub for international business. Every fourth visitor ordered products or services directly at the exhibition in 2012, nearly 40% planned to invest more than 250,000 euros – and 13% will even invest more than one million euros.

Many underestimate the risks

Security service providers have shown particularly strong growth. For this reason, the German Federal Association of the Security Industry (BDSW) has booked a joint stand for the first time. And it’s no paradox that IT security is also taking on a bigger role, with its own technical forum and intelligent smartphone solutions. This is because electronics, mechanical systems and services are continually converging – or at least they should be.

One factor frequently overlooked in bugging scandals, for example, are the high risks that come from insufficient access controls. Friedrich Kötter, Managing Partner of the Essen security firm Kötter Services, recently expressed his concern to FAZ: “Many SMEs still have security gaps and are just hoping that nothing will happen.” And the continually postponed opening of the new Berlin-Schönefeld airport has shown what a fundamental issue fire protection is for public buildings.

“We are working to link various specialist fields,” says Claus-Peter Regiani. This is why this industry event is so highly valued for networking opportunities and international knowledge exchange. “security essen has given us the opportunity to promote interesting dialogue with the industry,” Fabio Rodrigues, Communication Officer for the European Commission, said at the EU Congress, which took place within the framework of the 2012 exhibition.

Latest addition to the programme: Global Travel Security

Security is a “cross-sectoral industry par excellence”, something Claus-Peter Regiani will soon demonstrate to international journalists at the “Auf Schalke” arena. The security essen trade press conference is scheduled for 4 June in the 61,000-seat, multifunctional stadium. This is an ideal location, as today’s major arenas represent complex systems from a security standpoint. Locking systems, video surveillance, mechatronic access control solutions, security personnel, fire protection applications – nearly all facets of the topic converge here.



Traditionally, **security essen** has been a barometer for trends and innovations. The most recent example here is the thematic area “Global Travel Security”. “Globally operating enterprises are increasingly

“would like to communicate this variety even more strongly”. That’s why pictograms guide target groups to “their” topics via the shortest paths. But the topic of security is always worth a side glance. □



worried about employees in conflict areas,” says Claus-Peter Regiani, explaining the background of this growth segment. It is highly possible that a solution from this area will win the Security Innovation Award this year, which Messe Essen has awarded since 2008.

security essen is more multifaceted this year than ever before – and Claus-Peter Regiani and his team

www.security-essen.de



Pictograms show security essen visitors their way to individual exhibition areas.



Simply scan the QR code to see the official trailer for security essen!



On the path to the future

Regardless of whether in China, Russia or the United Arab Emirates, over the next few months, Messe Essen will open up new sales opportunities for its customers in the world's emerging markets.

Essen Welding Pavilion at Svarka

24.–27.06.2014

St. Petersburg, Russia's maritime capital of innovation, is a metropolis with enormous scientific and industrial potential. Top industrial groups in the fields of shipbuilding, mechanical engineering and transportation are based here. Fertile soil for Svarka. It has evolved over its 40-year history to become the leading industrial forum for Russia, the CIS states and the Baltic Sea region. As in 2012, Messe Essen is organising the official German pavilion for the German Federal Ministry of Economic Affairs and Technology. The German Welding Society (DVS) will once again bring in its expertise as partner to Messe Essen.

www.svarka.de

FLOWERS IPM

27.–29.08.2014

As the most established event of its kind in the country, FLOWERS IPM Moscow is a must for the "green industry" in Russia and the CIS states. The horticultural trade fair, organised by Messe Essen and the Moscow-based trade fair organiser International Exhibition Complex (IEC of AREC), attracted some 360 exhibitors from 31 countries last year – a clear indication that many international companies now see the potential of the Russian growth market.

www.ipm-moscow.com



BEIJING ESSEN WELDING & CUTTING

10.–13.06.2014

Messe Essen's most venerable foreign event will open its doors for the 19th time. BEIJING ESSEN WELDING & CUTTING has established itself behind SCHWEISSEN & SCHNEIDEN as the world's No. 2 for welding, cutting and coating technology. Nine professional organisations from three continents will be sponsors and co-sponsors at the industry gathering, which will switch to Beijing this year as scheduled. The previous edition in Shanghai set new records: 945 companies from 28 countries presented their products and services to 24,824 trade visitors on over 96,000 square metres of exhibition space.

www.beijing-essen-welding-cutting.com

REIFEN CHINA

03.–05.12.2014

In 2007, REIFEN CHINA celebrated its premiere as a joint project of Messe Essen and the China United Rubber Corporation, quickly becoming a must-attend event for the entire tire industry. More than 120 exhibitors and 15,343 visitors came to the Shanghai New International Expo Center for the seventh edition in late 2013. And all signs point to further growth, as China is becoming increasingly mobile. By mid-2012, 114 million cars and 103 million motorcycles had been registered in China.

www.reifen-china.com

IPM DUBAI / WOP DUBAI

09.–11.11.2014

After the global financial crisis, the United Arab Emirates have long been back on track, leading to multi-billion-euro investments – be it for EXPO 2020, in Dubai, or the 2022 Football World Cup, in Qatar. Benefiting from a strong tailwind, the IPM / WOP exhibition duo will get underway in the capital of the United Arab Emirates. IPM Dubai hopes to expand on its position as the most important horticulture fair in the Gulf region; WOP Dubai has already established itself as a trendsetter for temperature-sensitive goods. Thanks in part to pronounced synergy effects, the duo grew by 13 per cent in 2013 in terms of exhibition space.

www.ipm-dubai.com
www.wop-dubai.com

FLORATECH IPM India

22.–24.08.2014

The Indian government calls floriculture a “sunrise industry”. There's no question that in this huge country, horticulture is one of the most important agricultural sectors – particularly in the state of Karnataka. For the first time, Messe Essen, together with the Media Today Group, the largest media and publishing group in India, will show the full range of contemporary horticulture and floriculture in the state capital, Bangalore. FLORATECH IPM India, the latest spin-off of the world's leading trade fair IPM ESSEN, will celebrate its premiere from 22 to 24 August 2014.

www.ipm-india.com

INDIA ESSEN WELDING & CUTTING

28.–30.10.2014

As No. 1 on the Indian market, INDIA ESSEN WELDING & CUTTING enjoys an outstanding reputation among exhibitors and visitors. At the sixth edition in October 2014, Messe Essen once again cooperated with Messe Düsseldorf and was supported by honorary sponsors, the German Welding Society (DVS) and the Indian Welding Society (IWS). Once again this year, three parallel, thematically related exhibitions are being planned to complement the comprehensive welding offers of INDIA ESSEN WELDING & CUTTING and foster synergy effects. A new record of 13,000 trade visitors is expected.

www.india-essen-welding-cutting.com



Photos (D): Michael Lübke

It may sound like science fiction, but gradually robots are moving into our hospital operating rooms. Rainer Kimmig, Director of the University Women's Hospital in Essen, explains why exchange is important at conferences – and why surgeons will still be needed.

ESSEN AFFAIRS: Dr Kimmig, how do you explain to your patients that a robot is assisting you with the surgery?

Dr Klaus Rainer Kimmig: Actually, that isn't difficult. The programme was launched in 2010, and in the meantime, patients are asking for this type of operation. We have a convincing argument when I can tell patients that this operation is no different than a laparoscopy, except that I control the instruments on a console. The robot simply brings my eyes and hands to patients' stomachs. It quickly becomes obvious to



Since 2001, **Dr Klaus Rainer Kimmig** has held the Chair of Gynaecology and Obstetrics at the University of Essen and is also the Director of the University Women's Hospital in Essen, one of twelve top oncological centres in Germany. In addition, he is Vice President of the European Society of Gynaecological Oncology (ESGO) and currently a visiting professor at Nanjing University in China. The 54-year-old is the designated conference president of the 6th Annual SERGS Meeting on Robotic Gynaecological Surgery, which will be held from 22 to 24 May in the Congress Center Essen.

them that it is advantageous if I can move freely and see without restrictions. Studies have demonstrated a number of further advantages: the patients bleed very little, have less pain and are back on their feet much faster.

But don't people worry the robot could get out of control?

No, because the system is designed in such a way that the robot can't carry out any steps independently. On the contrary, if I remove my head from the viewing window, for example, the robot immediately freezes its movements.

What exactly can the robot do that you can't?

The camera allows three-dimensional views in stereo, similar to the human eye, but also provides perspectives that were formerly unthinkable. I have seven degrees of freedom when it comes to moving instruments; this offers even more flexibility than my own arms. In addition, I can work much more precisely with these devices. I can adjust the desired amplification in such a way that a movement of one centimetre on the joystick corresponds to a movement of one millimetre with the robot. As these devices have become more sophisticated, surgery has become much more precise. The robot only responds to the movements that I stipulate, filtering out any fine shakes or jitters. This technology is also a giant step forward for training and documentation. For instance, I was recently asked to conduct highly specialised operations in Moscow, which shall be transmitted live to a conference in St. Petersburg.

Speaking of conferences, the Annual SERGS Meeting on Robotic Gynaecological Surgery, where you are the acting conference president, is only taking place for the sixth time.

Things are much more advanced in the USA. There, the technology has already been introduced across the country – even though it was originally developed in Germany. We have seen a significant increase in robot technology in Europe over the past few years, but in the German-speaking region, the University

Hospital in Essen is the only clinic which accompanies the initial training of the new centres in a structured program. Incidentally, during my own training, I was amazed at how intuitive the technology is to operate. You can move as you wish, and the instruments translate these actions precisely. Nevertheless, this technology represents uncharted waters for many colleagues.

Given this situation, how important is the conference in Essen?

It is vital that we exchange views and give one another advice. It's impossible to do that through documents or videos. And the programme has taken this into account. In the preliminary and follow-up workshops held at the University Hospital, we're allowing newcomers to gain insights into the technology. The subjects at the Congress Center all follow a particular sequence. Each topic is divided into benign and malignant illnesses, and gets underway with a lecture on the state of the art. In the end, the question is always asked: What is the best way to treat patients? So it's not about presenting the robot as a new panacea. The conference is designed to show the status of surgical medicine in gynaecology today – and attract as many colleagues as possible who until now have only worked in a minimally invasive manner. We are expecting at least 300 participants from all over Europe.

Because the technology is so advanced, do you consider it desirable, or at least conceivable, that robots will take over surgeons' jobs in the future? Neither. Of course, anything is possible, but the human anatomy is so varied and diseases so different that it would be unthinkable, at least from today's perspective. Ultimately, surgery not only requires mechanical skills, but also the art of doing the right thing and responding to situations that are different than expected. Technology can be incredibly useful, but it doesn't replace the human brain – nor can it replace experience. The main factor in an operation has been, and always will be, the surgeon. □



Operation by joystick:
The da Vinci surgical robot has been in use since 2010 at the University Hospital Essen.

The long goodbye

How can a nuclear power plant be dismantled? ICOND is dedicated to this complex task. For the first time, the international conference will be held in the “energy metropolis”, Essen.

A popular fallacy is that in 2022, Germany will end its chapter of nuclear energy. Actually, this year only marks a milestone on the way to phasing out nuclear power. After the reactors are shut down, decades will pass until the decommissioning is complete. “Including the required approval phase, a direct dismantling normally takes 20 to 30 years,” explains Dr John Kettler, Managing Director of the Aachen Institute for Nuclear Training (AiNT). The institute, a spin-off of RWTH Aachen, will organise the International Conference on Nuclear Decommissioning (ICOND) and cooperate with TÜV Rheinland for the event. The third ICOND is slated to take place from 28 to 30 October 2014 – for the first time in the Congress Center Essen.

A billion euros per power plant

Decommissioning a nuclear power plant is expensive. “A billion euros per power plant is standard – not including disposal costs,” explains John Kettler. The complexity is not only a result of purely technical challenges, as John Kettler explains: “The technologies involved are already well established. What makes decommissioning such a long and expensive process is the complex authorisation procedures. These are only issued individually for each phase.” That’s why ICOND has devoted itself to the overlying issues. The central question here is: “How can we improve the decommissioning strategies and project management so that we can save time and money?”

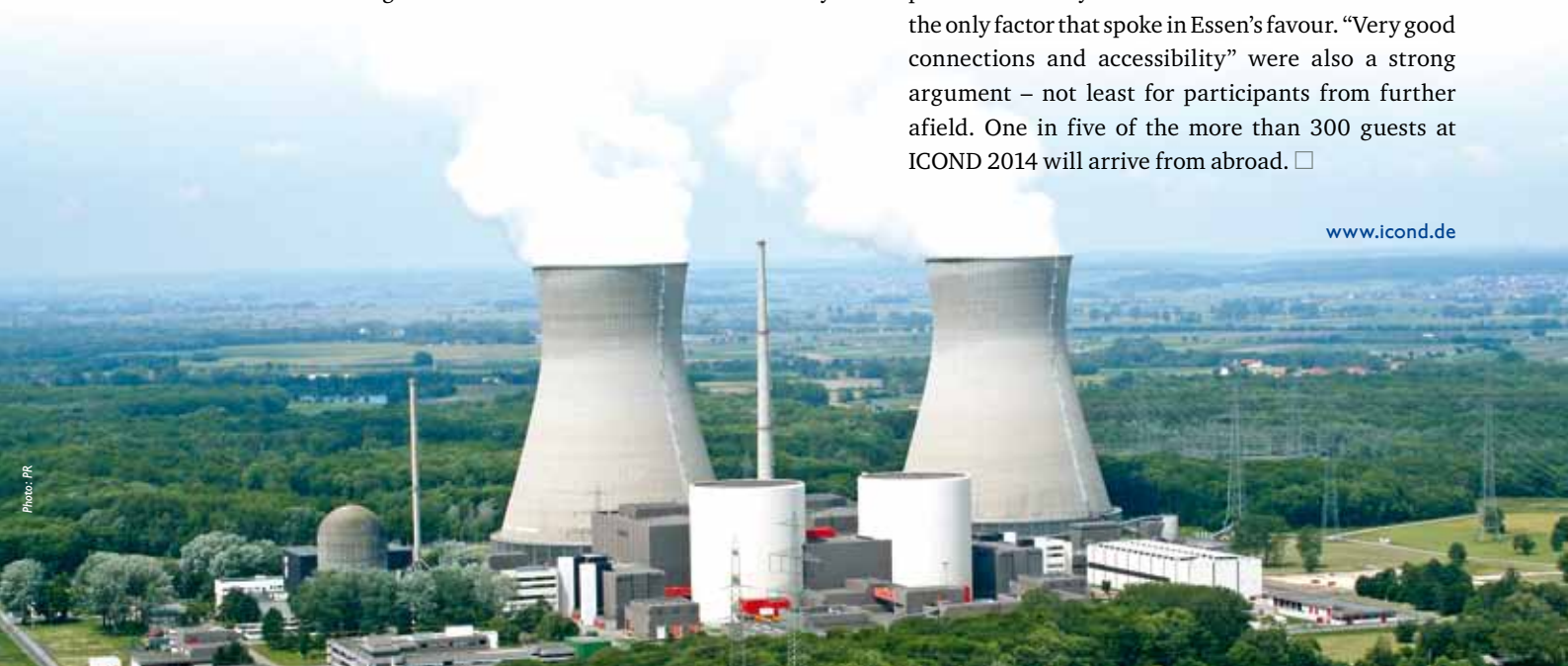
So it’s no wonder that ICOND participants hold high hierarchical posts in their respective firms. They are often top experts and decision-makers from political and government sectors, public utility companies and the nuclear industry. One topic will address concerns about the loss of expertise in Germany. Social hostility and the politically initiated energy transition make recruiting young talent more difficult. “However, the developmental head start gained by companies specialising in decommissioning and disposal can only be retained and marketed internationally with competent employees,” John Kettler specifies.

A business segment with global potential

Decommissioning brings opportunities for a new engineering segment developed in Germany, “similar to the situation that sprang up during the phasing out of mining”. After all, 31 different countries currently operate 437 nuclear power plants around the world. Hundreds of these will reach the end of their service life in the near future. “Countries such as China and Russia are currently more focused on nuclear construction and operation,” explains John Kettler in the run-up to the premiere in Essen.

For the expert, the decision to hold the exhibition in the “Energy Capital of Europe”, after previously being held in Cologne and Aachen, was “obvious” for many of the experts, “as many potential participants are already located in Essen”. But this was not the only factor that spoke in Essen’s favour. “Very good connections and accessibility” were also a strong argument – not least for participants from further afield. One in five of the more than 300 guests at ICOND 2014 will arrive from abroad. □

www.icond.de





Copacabana on the Ruhr

During the World Cup in Brazil, the Grugahalle will once again be transformed into an XXL living room for football fans.

Music, beach bar, samba dancers: when the three-time world champion Germany faces Portugal on 16 June 2014, in its 100th World Cup final round match, South American flair will not only light up the Arena Fonte Nova, in Salvador. The Grugahalle will also feature a touch of Brazil, and perhaps even more. To celebrate the World Cup, the Grugahalle will once again be transformed into an XXL living room for football fans.

With this support Siepmann and his team will be able to surprise guests at all seven matches (hopefully there will be this many matches for the German team) with an entertaining supporting programme. Typical football decorations and a beer garden are already being planned, as well as the main component – an oversized screen. □

www.11freunde-diebar.de

Space for up to 6,300 spectators

The “11-FreundeArena” team will continue a success story that started with the 2010 World Cup – and has brought in a full house for every match so far, with the exception of one. As an indoor football temple for the matches of the German national team, the Grugahalle will once again be offering space for up to 6,300 visitors this summer. “It’s difficult to imagine a World Cup without our XXL living room,” says

organiser Thomas Siepmann, Managing Director of the TAS Emotional Marketing GmbH communications agency and founder of the football pub “11 Freunde – Die Bar”. “It’s especially nice that we could gain a new main sponsor with SchauinslandReisen.”



King football reigns here: Event organiser Thomas Siepmann (left) feels right at home in the Grugahalle XXL living room – and the fans obviously do, too.



2014 EVENTS

MESSE	CONGRESS	GRUGA
ESSEN	CENTER	HALLE
Place of Events	ESSEN	Place of Events

TRADE FAIRS IN ESSEN

06.–10.05.2014
METPACK*

International trade fair for metal packaging

08.–10.05.2014
INTERNATIONAL STAMP FAIR

The world of philately

09.–11.05.2014
BABYWELT

The expo that's all about your child

27.–30.05.2014
REIFEN*

No. 1 in tires and more

27.–30.05.2014
RUBBERTECH EUROPE*

1st international trade fair for tire manufacturing experts

11./12.06.2014
URBAN MINING*

The city as a mine for raw materials

18.09.2014
LOCATIONS

The trade fair for unusual venues and event services

23.–26.09.2014
SECURITY ESSEN*

Global market for security and fire protection

11./12.10.2014
EURO TEDDY

International teddy bear and stuffed animal exhibition

16.–19.10.2014
SPIEL

International gaming days with Comic Action

24./25.10.2014
AZUBI- & STUDIENTAGE

The trade fair for apprenticeships and studies

08.–16.11.2014
MODE HEIM HANDWERK

Living more beautifully

08./09.11.2014
SCHULFORUM

The entire school landscape at a glance

13.–16.11.2014
NRW – VOM GUTEN DAS BESTE

The exhibition of the NRW food industry

14.–16.11.2014
GESUND.LEBEN

The health fair for the Ruhr region

11.–13.11.2014
GEO-T EXPO*

International geothermal industrial fair & congress

18./19.11.2014
ACQUA ALTA*

Congress with accompanying exhibition for flood prevention, climate change and catastrophe management

18.–20.11.2014
50TH INTERNATIONAL TRAINING FIRM EXHIBITION

Gaining practical experience

29.11.–07.12.2014
ESSEN MOTOR SHOW

For drivers and dreams

TRADE FAIRS ABROAD

21.–23.05.2014
ITSC

International thermal spray conference & exposition (Barcelona)

10.–13.06.2014
BEIJING ESSEN WELDING & CUTTING

International trade fair joining, cutting, surfacing (Beijing)

24.–27.06.2014
ESSEN WELDING PAVILION AT SVARKA

International welding exhibition (St. Petersburg)

22.–24.08.2014
FLORATECH IPM INDIA

International plants expo India (Bangalore)

27.–29.08.2014
FLOWERS IPM

International plants expo Russia (Moscow)

28.–30.10.2014
INDIA ESSEN WELDING & CUTTING

International trade fair joining, cutting, surfacing (Mumbai)

09.–11.11.2014
WOP DUBAI

International perishables expo Middle East (Dubai)

09.–11.11.2014
IPM DUBAI

International plants expo Middle East (Dubai)

03.–05.12.2014
REIFEN CHINA

Asian Essen tire show (Shanghai)

CONGRESS CENTER ESSEN

13.05.2014
NORDWEST HANDEL AG

Annual general meeting

22.–24.05.2014
SOCIETY OF EUROPEAN ROBOTIC GYNAECOLOGICAL SURGERY
6th Annual SERGS Meetings on Robotic Gynaecological Surgery

23./24.05.2014
GERMAN IMPLANTOLOGY SOCIETY
13th annual conference of the NRW regional association of DGI e.V.

05.06.2014
GRADUATE JOB FAIR RUHR DISTRICT

20./21.06.2014
UPDATE HAEMATOLOGY/ONCOLOGY

02.10.2014

MEDION AG
Annual general meeting

28.–30.10.2014
INTERNATIONAL CONFERENCE ON NUCLEAR DECOMMISSIONING (ICOND)

GRUGAHALLE

07.05.2014
HOCHTIEF AG
Annual general meeting

14.05.2014
STAFF MEETING OF THE CITY OF ESSEN

20.05.2014
EVONIK AG
Annual general meeting

30.05.2014
BÜLENT CEYLAN
"Haardrock"

31.05.2014
"RUSSIA'N'ROCKS" 2014

01.06.2014
BELLAMY BROTHERS & TOM ASTOR
Country rock live

From 16.06.2014
"11 FREUNDE – THE WORLD CUP ARENA"

11.–20.07.2014
43RD SUMMER FESTIVAL AT THE GRUGAHALLE

27.08.2014
SASCHA GRAMMEL
No clue!

27.09.2014
SUBERG'S OVER-30S PARTY
More than a party

30.10.2014
KITA ZWECKVERBAND
Employee meeting

02.11.2014
CD AND RECORD EXCHANGE
In the foyer

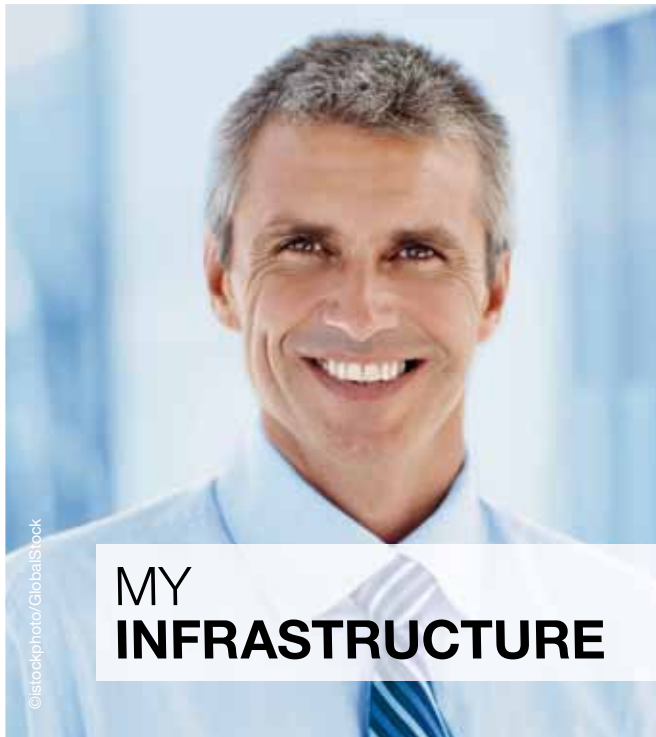
15.11.2014
KONCERT GWIAZD
Stars in Koncert 2014

19.11.2014
ANNUAL LOTTERY
PS Sparen

22.11.2014
NOWEDA E.G.
Festive evening

05.12.2014
INA MÜLLER
"48"

13.12.2014
WISE GUYS
Roller Coaster Tour 2014



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Turning Vision into Value.



"A wonderful job": Matthias Peiniger in the GOP auditorium located in Essen's northern city.

The love is increasing all the time

Matthias Peiniger was already well acquainted with diversity as a hotel manager. But as general manager of the GOP Varieté Theatre, he enjoys the unique excitement of a total work of art.

Actually, Matthias Peiniger and his wife had planned a different outcome when they relocated to Duisburg back in 2003. Having moved around professionally for years, the 62-year-old was looking forward to catching his breath. "I was just about to hang the last pictures on the wall when the phone rang" – and the Variété adventure got underway. But first things first.

From the "Atlantic" to "wu wei"

The fact that Matthias Peiniger is a "Hamburg boy" is obvious, even today. He trained as a chef in his hometown, "because a job counsellor told me it would be a useful foundation for a career in the restaurant business". His actual years of learning the trade would come later. In the legendary Hotel Atlantic, Peiniger went on to have a storybook career. At the tender age of 23, he managed the 35-member, multi-

cultural stewarding department responsible for the material flow in the hotel. "Of course, such a thing isn't possible without talent, but careers are often just a matter of luck and being in the right place at the right time."

Afterwards, the Kempinski Group entrusted him with managing a 450-seat restaurant in Cologne. He went on to manage a series of first-class hotels for Maritim and other hotel chains, most recently on the Baltic Sea. However, after more than 30 years, the Peinigers had had enough of moving around the country. "The parents of my wife lived in Duisburg, and she wanted to be close to them – so I followed her lead," recalls Peiniger. His former impatience had given way to equanimity. The Chinese "wu wei" philosophy, in contrast to the Western idea of hyperactivity, was helpful in teaching him this lesson. In Peiniger's

The crème de la crème of the world-famous circus school in the Ukrainian capital of Kiev includes 17 dancers who turn a young man's head in "Lipstick". The show can be seen in Essen from 14 May to 6 July 2014.

words: "Fate has something in store for you, and only if you let it take its course will you also reap the rewards. So it's important to wait and see what happens."

The rebirth of an art form

It didn't take too long for fate to take its course. It announced itself by phone. Peiniger's former assistant manager Werner Buss, meanwhile (and still) artistic director of the GOP Varieté Theatre, had heard about Peiniger's move to the Ruhr area. In 2003, he asked him if he could imagine becoming the head of GOP Essen.

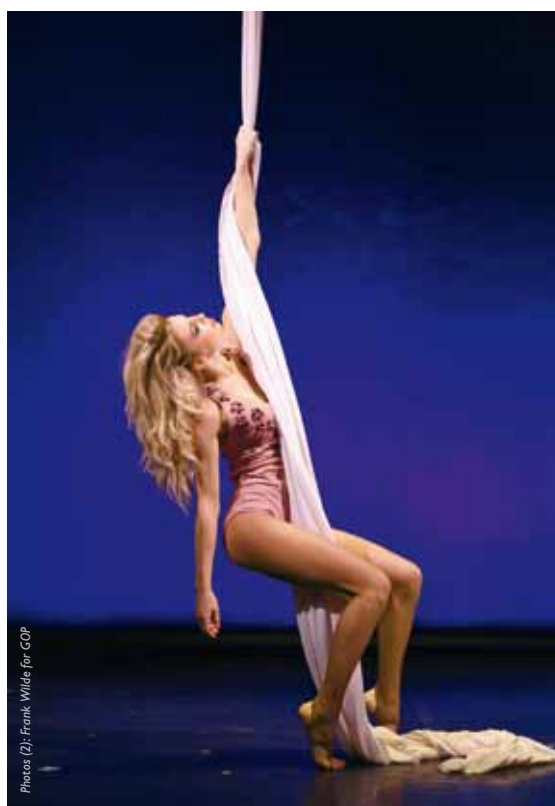
The rebirth of vaudeville, a nearly forgotten art form, was already in full swing back then. One of the hotbeds was Hanover, where in 1992 the Grote family reopened the Georgspalast Theatre (GOP for short), where Zarah Leander and Josephine Baker had once headlined. Today, this acronym stands for the largest variety show enterprise in Europe. It runs six locations in Germany, and the Essen GOP can already look back on a 25-year history.

No one had to explain the magic of vaudeville to Matthias Peiniger, with its mix of acrobatics, spectacle, dance and music. He had regularly visited performances in Hanover at the invitation of Werner Buss. What makes it so fascinating? "Just look at how boring TV is," answers Peiniger. "And the more sterile the entertainment is, the more fascinating it is to experience real people on stage." Whether the fascination still holds for him? "No," he says, adding: "It has become even more intense. This is a wonderful job. We offer people a break from the worries of everyday life – and get applause for it every night."

World-class sense of well-being

One can imagine an evening at GOP as a total work of art, a celebration of the senses. "Our guests should feel perfectly at ease as soon as the doors open," explains Peiniger. This includes the culinary experience. Two chefs ensure that the food served in the theatre is good enough for any high-end restaurant. Something just as important to the head of the 40-member team is that "the service doesn't come straight out of a textbook. Instead, it needs to be warm and cheerful."

And then there's the main attraction: eight events each week for up to 350 spectators, presented by



Photos (2): Frank Wilde for GOP



Watch film impressions of
GOP – simply scan the
QR code!

world-class artists whose nationalities span the globe, from Canada to Korea. The GOP network makes it all possible. Normally the artists receive one-year contracts and change locations at two-month intervals.

In Essen, they are housed above the boss on the fourth floor of the theatre. This daily contact with the artists is another reason why Peiniger is fascinated with his job. "They are wonderful people and have all passed through a valley of tears to develop outstanding skills." Learning humility in life is something Mathias Peiniger appreciates in people – and not just in artists. □

Pushing the boundaries

Ruhrtriennale is the festival event of the season. This year, it will be held from 15 August to 28 September, and there is a focus on premieres which push boundaries like never before. ESSEN AFFAIRS presents the highlights of more than 150 events.

Neither

In 1976, when composer Morton Feldman and author Samuel Beckett met in Berlin, they were both quick to agree: they disliked opera! Feldman wasn't exactly sure what he wanted from Beckett. While still waiting for Beckett's text, he began composing, and ultimately received a brief letter from Beckett with a ten-line text, an abstract construction of 87 words entitled "Neither". The result is a fascinating, musical enigma.

Photo: Stephan Gloger for Ruhrtriennale



De Materie

This year's Ruhrtriennale will open with one of the great, extraordinary musical theatre works of the 20th century. In "De Materie",



Dutch composer Louis Andriessen (photo) has enriched traditional models of opera with a wealth of possibilities covering drama-turgy, libretto and musical

form. After its 1989 premiere in

Amsterdam, this opera was never staged again. The power plant in the Duisburg-Nord Landscape Park offers a perfect setting for this monumental work.

Photo: Francesca Pacella



Here you get acoustic impressions from "Neither" (left) and "De Materie" (right).

Surrogate Cities Ruhr

"Surrogate Cities Ruhr" conceptualises the many cities of the Ruhr region as a polycentric metropolis.

The interaction between the city and its residents seems to break out of a purely musical sphere.

The French choreographer Mathilde Monnier investigated the dance repertoire of 140 actors in the region – children, adolescents and young and older adults – juxtaposing it with Heiner Goebbels' seven-part composition for two solo voices and orchestra.

An Attitude to Work

The title must first be understood technically: over the past three years, Antje Ehmann and Harun Farocki travelled to 15 international metropolitan cities, where they produced over 400 short films with local video artists and filmmakers. The subject:

a single-shot episode on the theme "work". Together, the filmmakers define work as an individual action in the midst of collective constraints. In this way, "An Attitude to Work" is a surprising mix of social history, global encyclopaedia and compact reading of reality at the same time.



Photo: Cristóbal Silva-Avelina



River of Fundament

“An artist’s river journey into a writer’s world” – this is how the Wall Street Journal described Matthew Barney’s latest total work of art. Egyptian mythology meets Norman Mailer’s last novel, “Ancient Evenings”. Against the backdrop of American industrial landscapes, a car becomes the main character. This virtuoso, much-discussed work can only be seen in Munich and in the Essen Lichtburg on its guest stop in Germany.

20 Pianos

20 pianos, 20 stories: the electronic musician and producer Matthew Herbert photographed unique pianos around the world, sampled their sound and recorded the stories of their origins. Improvisations are played on some, while new compositions are played on others. Additionally, pieces from the repertoire of each piano can be heard as part of the German premiere in Essen’s PACT Zollverein. An evening which could be described as a performance, a concert and an evocation of the past.

Melt

“Melt” is an interactive installation whose kinetic surface reacts to the movements of visitors. In the Duisburg-Nord Landscape Park, the Brazilian artist duo cantoni crescenti is exhibiting a 70-metre-long walk-in installation under one of the abandoned blast furnaces. With its mirrored surface, the art piece reflects the impressive industrial architecture of the former steel works with ever-changing forms. Depending on the visitor’s chosen path, tread pressure and body weight, the individual plates tilt, setting the entire structure in motion.



Photo: Courtesy of Johnny Green and Tate Modern

Untitled (2000)

In 2000, Tino Sehgal (photo) danced his “Museum of Dance” himself. Now, 14 years later, the bodies of three dancers meet the dance history of the 20th century in the post-industrial locations of the Ruhr region, including the Zollverein Coal Mine Industrial Complex. What can society learn from its choreographers? How do we respond to their world of thought? These are the questions behind the performance of this German choreographer, who has had major solo exhibitions in the Guggenheim Museum in New York, the Tate Modern London and Documenta (13).

Have a good trip!

The railway's monopoly on long-distance transport ended in 2013 in Germany. Since then, new long-distance coach lines have sprung up across the country. They promise stress-free, convenient and economical travel. An overview.



Foto: PR

City2City

The German subsidiary of the English bus company National Express has set high targets. "The largest network of national long-distance coach lines" will be expanded. Currently, the fleet of Mercedes Tourismo buses travels between 16 German cities. The service on board is in line with the high standard: free Wi-Fi and power sockets at the seats as well as a comfortable seating distance.

Destinations to and from Essen: 6

Example: Frankfurt Airport–Essen (3x daily, 3 hours 45 minutes, €14.70)

www.city2city.de

FlixBus

FlixBus users have already compensated for 300 tons of CO₂ during the first quarter of 2014, according to the company. They paid the voluntary environmental allowance, thereby offsetting their trip's climate impact through an international climate protection project. According to FlixBus, tickets are about 70 per cent cheaper on average than those from Deutsche Bahn.

Destinations to and from Essen: 14

Example: Hamburg–Essen (2x daily, 5 hours 50 minutes, starting from, €13)

www.flixbus.de



Photo: PR

MeinFernbus.de

The market leader welcomed its three-millionth passenger in late January. The green fleet currently has 151 coaches, and 48 partners operate 135 stops. No other bus company currently has such an extensive route network. Another expansion has already been announced.

Destinations to and from Essen: 63

Example: Berlin–Essen (3x daily, 6 hours 45 minutes, from, €22)

www.meinfernbus.de



Photo: Merano Brandt

ADAC Postbus

In Germany, the combined Post-ADAC fleet has been rolling for six months. The focus is on safety: all the coaches used have state-of-the-art safety technology and are "only driven by experienced and specially trained" bus drivers. The tagline: Not necessarily the cheapest, but probably the best offer.

Destinations to and from Essen: 20

Example: München–Essen (3x daily, 9 hours to 9 hours 45 minutes, from €30)

www.adac-postbus.de



Photo: Anke Luckmann

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



Photos: Samsonite, PR



1st prize

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Karstadt in Essen has over 100 years of retail experience. **With Karstadt Essen Limbecker Platz, you can win a Samsonite trolley from the new LITE-LOCKED series in the colour "off-white", worth 449 euros.** Thanks to the combination of Curv® material and the three-point locking system, ease has never been more secure. And security has never been easier. The Spinner 75 is 50 x 75 x 30 cm in size, can hold a volume of nearly 90 litres and weighs 3.6 kg.

2nd prize

A visit to the GOP Varieté Theatre Essen is an experience for all the senses. Top artists from around the world create great shows, and high-quality cuisine provides the perfect flavour. **We are raffling off GOP Varieté tickets including a three-course menu for two people (valid until 31 October 2014).**



3rd prize

After acclaimed performances in New York, Rio de Janeiro and London, "SHREK – The Musical" is certain to conquer the hearts of German audiences this autumn. From 19 October 2014 to 4 January 2015, Mehr! Entertainment will present the German-language premiere of SHREK – The Musical at the Capitol Theatre Düsseldorf. **We're raffling off two tickets to this multi-award-winning show.** When mentioning the PIN 21876, our readers receive a discount of 10%. Tickets available on +49 (0)211 7344-0; further information at www.shrek-das-musical.de.

Participate and win!

When did security essen take place for the first time?

- a) 1954
- b) 1974
- c) 2004

We will be raffling off a Samsonite trolley, a voucher for two to the GOP Varieté Theatre Essen and two tickets to "SHREK – The Musical" 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 30 June 2014.

We wish you the best of luck!

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... 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

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