

ESSEN AFFAIRS

THE MAGAZINE FROM MESSE ESSEN

MESSE
ESSEN

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THE VALUE OF COLLECTING

In search of a passion



PRECISELY PLANNED

Visiting the makers behind Messe Essen's modernisation

WELL PROTECTED

How cities can prepare for floods

PERFECTLY PLAYED

On the piano and on the stage – cultural highlights in the Ruhr district

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Oliver P. Kuhrt

Dear Readers,

When the American author John Steinbeck was asked about his passion for collecting, he gave a disarming answer: "I guess the truth is that I simply like junk." There is more than a grain of truth to his reply. After all, it takes unbridled passion, tenacity and energy

to obtain countless, particularly rare or highly expensive finds. In our cover story, collectors tell the story of their personal obsessions – and present their treasures (page 8).

Trade fairs are not just a central meeting place for collectors. Many articles in this issue reflect the fact that trade fairs are a real "people business". We meet Hans-Joachim Erbel, for example, the German head of Reed Exhibitions, the world's largest private trade fair operator (page 22), and take a look behind the scenes of Messe Essen's remodelling. Our visit to the makers behind the modernisation shows how meticulously the project is being planned over a year before the ground-breaking (page 18).

I hope you enjoy reading this issue.

Best regards,

Oliver P. Kuhrt,
CEO of Messe Essen GmbH



Discover the new ESSEN AFFAIRS, now available as an app for your tablet or iPad – with videos, image galleries and many extras.

“The sound fascinated me,” Wolfgang Huter recalls his first encounter with a Formula 1 race car from the turbo engine era. This is why he collects them. Find out more about collectors and their objects of passion from page 8.



TITLE

8 FRUITS OF PASSION

They own a lot, know everything and always want more – true collectors follow their overwhelming passion. An investigation

TRADE FAIR

16 DECEPTIVE CALM

When it comes to flood protection, most people only think of coasts. But cities are also endangered

18 ALL IN THE PLANNING

How the experts at Messe Essen and sop Architekten are meticulously preparing the fairground modernisation

22 TRYING TO FIND THE PERFECT SWING

A portrait of Hans-Joachim Erbel, head of the private trade fair organiser Reed Exhibitions in Germany

24 »THE RIGHT PLACE FOR US«

An exhibitor, an association president and a sales expert on INDIA ESSEN WELDING & CUTTING

25 REAL AND DELICIOUS

Good, healthy food is in fashion. The trade fair "Mein Wochenmarkt" takes advantage of this opportunity

26 »GAS IS THE KEY RESOURCE«

An interview with DVGW President Dietmar Bückemeyer



— Visiting the makers behind the modernisation – planners of the Messe Essen remodelling are organising right down to the day. We explain how they do this from page 18



— Epic in every respect, the concert accompanying the screening of "The Godfather" in the Grugahalle lasts 195 minutes. Find out more on pages 30 and 31

28 FULL SPEED AHEAD

In September, some 2,500 tourism experts will return to the fvw Congress and Travel Expo, being held for the first time together in Essen

30 DON CORLEONE IN CONCERT

"The Godfather" is one of the best films of all time. Now it is being screened in the Grugahalle, accompanied by a live symphony orchestra

ESSEN

34 TOP-CLASS MUSIC AND EDUCATION

The Ruhr Piano Festival is the world's most important gathering for pianists. Just as noteworthy is its commitment to musical education

36 SWEET DREAMS

A short portrait of five partner hotels of Messe Essen

38 LIKE A RETURN HOME

As the new director of Ruhrtriennale, Johan Simons is bringing high culture to industrial cathedrals

STANDARDS

3 EDITORIAL

by Oliver P. Kuhrt

5 IMPRINT

6 NEWS & SERVICE

32 CALENDAR

39 CONTEST & READER'S SURVEY

IMPRINT

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**» WITH ITS INDUSTRY EXPERTISE, OUTSTANDING CENTRAL LOCATION AND
HARMONIOUS MODERNISATION CONCEPT, WE BELIEVE MESSE ESSEN
IS THE IDEAL VENUE FOR THE FUTURE AS WELL. «**

Andreas Lücke, CEO of the Federation of the German Heating Industry (BDH)



Essen is one of the most important trade fair and congress locations in Germany. This also applies to Essen as a legal location. So it is only logical that more than 6,500 professionals will take part in major trade conferences for the legal profession in the Ruhr metropolis over the coming years.

**CONFERENCE FOR ATTORNEYS AND LEGAL ADVISORS
MEETING PLACE FOR LEGAL ISSUES**

Messe Essen will host the nationwide rendezvous for the judicial sector twice in upcoming years. From 25 to 27 May 2017, the Conference of German Lawyers will take place in the Congress Center Essen for the first time. The German Bar Association, which has organised the event, expects some 1,600 participants from the legal and judicial professions to attend, as well as political, academic and press representatives for a social, legal and professional exchange. The Conference of German Lawyers is one of the largest legal training events available. Furthermore, in 2016, the German Jurists' Conference expects about 5,000 visitors at the largest symposium in the German legal field. "Essen is one of the most important judiciary locations in Germany. Therefore, this decision not only pays tribute to the legal world, but also represents a significant enhancement of Essen as a trade fair location," says NRW Justice Minister Thomas Kutschatzy.



**RUBBER TECH EUROPE/
FUTURE TIRE CONFERENCE
REIFEN EXPANDS ITS PROGRAMME**

After a successful premiere in 2014, Messe Essen and the Chinese United Rubber Corporation (CURC) have extended the contract for Rubber Tech Europe until 2020. The trade fair for the preliminary stage of tire production will continue to take place at Messe Essen under the umbrella of Reifen, the world's leading trade fair in the sector. This enables Reifen to include the important issue of tire pre-production on a sustainable basis. It is the only global trade fair to represent the entire value chain for tires. In addition, the Future Tire Conference will be held for the first time in 2016 in parallel. "Reifen at Messe Essen is the ideal setting for the Future Tire Conference, as all the key decision-makers and experts will be in Essen for the trade fair," explained Steve Crowhurst, Publishing and Events Director for the organiser Crain Communications.





SHK/SCHWEISSEN & SCHNEIDEN

ASSOCIATIONS EXTEND THEIR PARTNERSHIP WITH MESSE ESSEN

At SHK ESSEN, sights are set firmly on continued success. Over a year before the best-visited national trade fair for plumbing, heating, air-conditioning and renewable energies celebrates its 50th anniversary, an important partner has extended its cooperation. The Federation of the German Heating Industry (BDH) will remain a cooperation partner of SHK ESSEN, at least until 2020. "With its industry expertise, outstanding central location and harmonious modernisation concept, we believe Messe Essen is the ideal venue for this key national gathering in the HVAC sector," said Andreas Lücke, CEO of BDH, after the contract signing. BDH is made up of 103 industrial companies employing some 68,600 people.

Back in November, DVS – German Association for Welding and Related Processes – had extended its contract with Messe Essen until 2033. "The early contract extension underlines the high level of industry expertise at Messe Essen," says Oliver P. Kuhrt, Managing Director of Messe Essen. "The collaboration with DVS is of great strategic importance for SCHWEISSEN & SCHNEIDEN, and we are delighted to continue this long-term partnership, which is marked by mutual trust."



640

Some 640 exhibitors from 25 countries ensured a new attendance record at this year's E-world energy & water. In addition to industry giants such as RWE, EnBW, E.ON, Bosch, Siemens, Gazprom and Vattenfall, numerous providers of special services also visited Messe Essen from 10 to 12 February 2015.



SERVICE

"How can I inform journalists and visitors about my trade fair presence?"



DANIELA MÜHLEN, Corporate Spokeswoman and Press Department Director at Messe Essen

A full exhibitor entry is the best way to be noticed by your target groups in the context of the trade fair. Complete this entry easily and at no additional cost by logging in to the password-protected exhibitor area on the Messe Essen website. Here, you can not only upload a description of your company, but also post a press release informing the public about your trade fair innovations. Together with an image, it then appears in our "Exhibitor Announcement" press service, which journalists and visitors can access online. We can also distribute a message along with a photo on our newflash. The benefit here is that trade fair visitors can find you more easily and you benefit from greater awareness.

DO YOU HAVE A QUESTION ON THIS TOPIC?
SIMPLY WRITE TO US!

daniela.muehlen @ messe-essen.de



FRUITS OF PASSION

They own a lot, know everything and always want more! True collectors really are driven by their overwhelming passion. What motivates them? And is collecting even a lucrative form of investment? Searching for clues on the occasion of four events in Messe Essen.



Those were the days:
see (and hear) Wolfgang
Huter in the Arrows
A10B on the Mugello
Racetrack.



— They have been languishing away, stored in sheds, barns and corrugated iron huts. One exhibition vehicle was completely covered in bird droppings; another was totally rusted. At first glance, the 59 cars that turned up late last year around Château Gaillard in southwest France were ready for the scrap yard. The transport operator Roger Baillon had begun gathering this unusual collection in the 1950s with the goal of opening a car museum. But Baillon ran out of money, and all the Bugattis, Rolls Royces and other luxury cars fell into an extended period of hibernation. But the end of this story is like a fairy tale. When Baillon's heirs auctioned off the collection in Paris this February, the proceeds totalled about 25 million euros. Over half of

this sum, precisely 14.2 million euros, was paid for a Ferrari 250 GT SWB California Spider built in 1966, formerly owned by the actor Alain Delon – and also in rather pitiful condition.

An extreme case, yet not atypical, as shown at Techno Classica, which will take place over the coming days at Messe Essen. It took less than three weeks after the start of registration for more than 1,250 exhibitors to book the entire exhibition in the 20 halls and four open-air exhibition grounds of Messe Essen. But the mania for collecting is not only limited to vintage cars. Take the example of SPIEL. The world's largest event for board games, which will be held in October for →



THE ROAR OF ENGINES

Four cylinders, 1.5 litres, more than 900 HP – these are the facts.

But to understand why Wolfgang Huter (photo p. 8) has lost his heart to old Formula 1 cars, you have to listen closely – to the roar that is made only by engines that were manufactured in the final phase of the turbo era. "I'm fascinated by this sound," says Huter. He has three race cars from the late 1980s: an Arrows A10B, a Benetton B189 and a Williams FW12. Huter presents them to the public at events such as ESSEN MOTOR SHOW. Otherwise, at least one car always stands ready at the Hockenheimring – but only for Huter and one employee of his motor sports agency, as both have racing experience. For the "brute force" that Huter raves about also has its pitfalls. "If the rear wheels are not properly warmed up, the car can veer off in a right angle turn." Huter's treasures are looked after by two retired BMW mechanics that helped make Nelson Piquet a world champion in 1983 as a driver for Brabham. Better safe than sorry.



HISTORY IN THE STAIRWELL

“One copy to play with is enough – why should I own two?”

This was Rudolf Rühle’s response in the mid-80s, when encountering collectors at SPIEL in Essen. Shortly afterwards, however, the 81-year-old also caught the fever and “committed the classic mistake: I collected everything. Thank goodness I realised it before the house was full.” Rühle began to specialise, using a personal strategy. “What gets me particularly excited, and where do I have the least competition?” The choice fell on board games from the GDR that reflected economic and cultural history. At any rate, finds Rühle, “You can only call yourself a true collector if you are interested in the history.” Factoring in other areas of interest such as Hamburg publishing houses, football and cycling, the Honorary President of the European Society of Game Collectors (ESG) today has 18,000 items in his collection. They are all documented on the computer, although when Rühle searches for a specific game in his home in Bonn, “even the stairwell is full”.



→ the 30th time at Messe Essen, breaks attendance records year after year. And enthusiastic collectors make up a large part of those who meet up here.

Collecting is not an exclusive phenomenon of modernity. Philosophers and psychologists have always pondered what motivates people to surround themselves with certain objects. It should come as no surprise to anyone that American psychoanalyst Werner Muensterberger pinpointed early childhood experiences as the main driving force behind collecting. “The objects which people long for are an inanimate substitute for care and protection.” Muensterberger cited a number of examples to support his thesis, and indeed many collectors have developed a craving for new finds as children. But as the psychoanalyst readily admits, the causal research is not as easy as that.

Those who ask collectors about their motives often encounter a different reason: the thirst for knowledge. This can be traced back to the humanists of the 14th to 16th centuries, and for the collector Rudolf Rühle, it also marks the crucial difference to mere consumers. “One only becomes a collector when one is also interested in the history of the objects,” says the Honorary President of the European Society of Game Collectors (ESG), which meets annually at SPIEL. Quite a few collectors are also sought-after experts in their specialist areas.

But they don’t necessarily want everyone to share in their treasures. “Those who have collected things worth seeing normally want to show them,” claims the philosopher Manfred Sommer. But what may be true for art lovers cannot be generalised. Those searching →

→ for collectors open to portraying themselves with the objects of their passion are few and far between. “No one needs to know what I have,” is the standard answer.

This reluctance does not necessarily have psychological or philosophical roots, as Daniel Hentschel knows. Hentschel is a leading international expert in the area of teddy bears. He recalls that in the 1990s, a European-wide series of robberies followed a publication about teddy bear collectors. Since then, stuffed animal enthusiasts have kept a low profile when it comes to revealing details of their collection to the public.

And something else has changed over the past few

decades. “The fields of interest have grown, and the demands are even higher,” Daniel Hentschel feels. Now more than ever, the key question is: “What is really rare?” Observing this fundamental transformation is easier, and of course, has been fuelled by the Internet. Browsing has given way to targeted research and for some collectors, the information is almost more important than the objects themselves. In turn, with increasing awareness, there are very few fortunate coincidences. So the effect is even more spectacular if a previously unknown piece suddenly turns up.

Conversely, the age of omnipresent knowledge has dashed some hopes, especially when one-of-a-kind pieces turn out to be not so unique. “What I’ve →



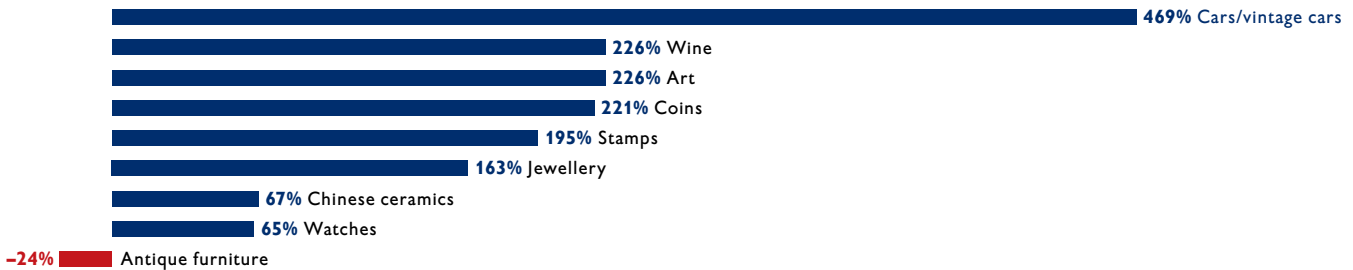
THE SCIENCE OF TEDDY BEARS

Even Daniel Hentschel has to pass on this question: whether it was actually a model PB 55 of the German company Steiff that the daughter of U.S. President “Teddy” Roosevelt somehow got a hold of in the early 20th century, giving the cuddly bear his name. Even “Mr. Teddy Bear” himself can’t answer this question with certainty. Otherwise, the 47-year-old knows everything there is to know about stuffed bears. And as the value and origin of specimens lacking a nameplate can only be estimated on the basis of expertise, long queues form at fairs such as Euro Teddy when Hentschel sets up his appraisal desk. “I treat all collectors the same and form my own opinions, independent of research literature and the stories of collectors,” says Hentschel, explaining his *modus operandi*. He has one of the most important Steiff collections, including the first verifiable Steiff bear dating back to 1894. Verifiability is important to him – a typically male trait, he says. “Women collect with passion. Men take a more sober, almost scientific view. I’m also that way,” says Hentschel, adding: “Unfortunately.”

LUXURY IS WORTH IT

Performance of collectibles 2004–2014

Source: Knight Frank Luxury Investment Index Update 2014



→ paid for my collection and what it's worth today are worlds apart," says the stamp collector Michaela Kohlhausen. Though true rarities still fetch premium prices. The Swedish Treskilling Yellow misprint was sold in 1996 for 1.8 million euros and has since changed owners twice. The purchase price was not disclosed in each case.

The fact that special showpieces have changed hands at very high prices recently is much more than just a minor point in the current collecting boom. In times of low interest rates and uncertain economic prospects, collectibles are not only a personal quirk, but a real investment alternative. This is shown by the current figures of the luxury investment index developed by →



A HEART FOR DINOSAURS

Her parents do it, grandpa does as well and also an uncle: Michaela Kohlhausen inherited a passion for stamp collecting. Even as a child in the mid-1990s, she found her speciality: "Dinosaurs were simply in back then," says the 29-year-old, recalling the time of Stephen Spielberg's "Jurassic Park". She was twelve when she organised her first exhibition, and has found international success in Brussels, Washington and St. Petersburg. Because the juries not only demand philatelic competence, but also expertise, Kohlhausen has become a dinosaur expert en passant. Her collection includes several thousand stamps, but the Freiburg-based philatelist is continually looking to expand it. "When the mail comes in at the office, I always look at the stamp first." Kohlhausen, who is also involved in the German Philatelic Youth Association, particularly enjoys "the nice contacts" at events like the Stamp Fair in Essen.





→ the consulting agency Knight Frank. In addition to vintage cars and stamps, it includes luxury goods such as Chinese ceramics, coins, antique furniture, jewellery, wine and watches. The average value of the index rose in the past decade by 182%, a value which virtually no equity fund can top. The art market index is even more favourable (+226%), not to mention vintage cars – here the index measures a whopping 469% increase in value over the past decade (see the chart on this page). Although some analysts warn of an emerging bubble, there's no end in sight to the increase in value. In February of this year, the Historic Automobile Group International (HAGI) index rose again by 3.25% compared to the previous month.

vintage cars, psychologist Muensterberger is probably right in one respect: “These objects prove to both collectors and the world that they are something special and worth their value.”

And because it is undeniable that classic cars look better than stocks, perhaps with the exception of scrap

DECEPTIVE CALM

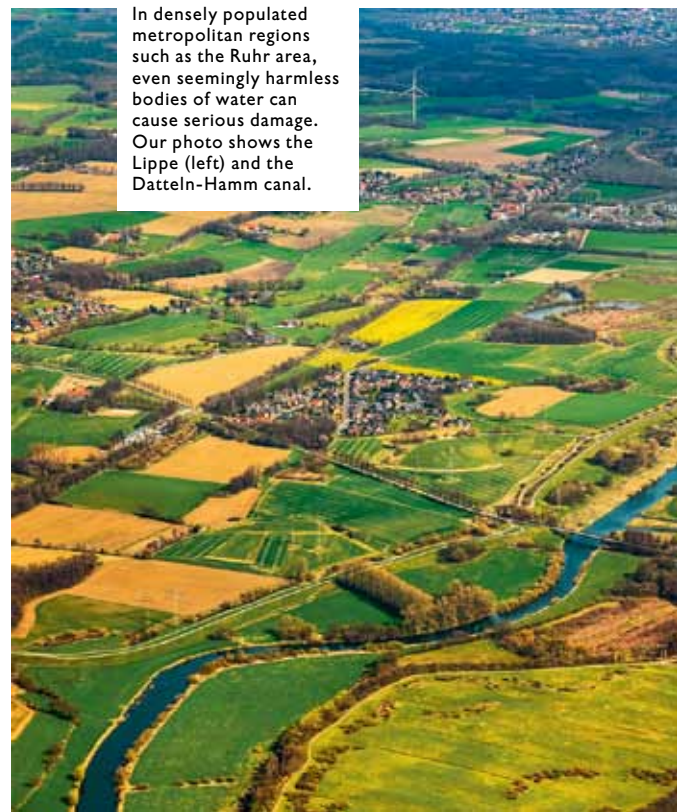
When it comes to flood protection, most people think of sea levels and coasts. However, climate change, heavy rain and asphalted metropolitan areas represent an equally threatening mixture. Experts involved in acqua alta therefore seek more education and collaboration – before the next flood arrives.

It was more than two decades ago, but Reinhard Vogt still remembers the Christmas of 1993 very well – as do many Cologne residents. The level of the Rhine, normally 3.21 metres, rose incessantly at the time, until it reached 10.63 metres on 24 December. The old town was flooded and the city suffered losses to the tune of nearly 40 million euros. “Despite the flood, we were lucky,” says Vogt, then a flood protection official – because the city had hardly prepared itself for such a catastrophe.

After the shock, everything went very quickly. Reinhard Vogt was commissioned with establishing a floodwater control centre, before being appointed as its managing director in early 1995. He had only held the position for two weeks when the Rhine flooded its banks again. This time, the peak water level was 10.69 metres, although the amount of damage this time was only 16 million euros – the result of more effective prevention. “The key here was better public education,” says Vogt, explaining

RAIN IS GETTING HEAVIER

In the Emscher-Lippe region, according to forecasts, climate change will lead to nearly twice as many incidents of heavy rainfall in upcoming decades, with precipitation levels of at least 20 litres per day.



Source: dynaklim – dr. papadakis GmbH

| | N ≥ 60 mm/d | N ≥ 50 mm/d | N ≥ 40 mm/d | N ≥ 30 mm/d | N ≥ 20 mm/d |
|-----------|-------------|-------------|-------------|-------------|-------------|
| 1991–2020 | 1 | 1,3 | 3,2 | 8,4 | 33,9 |
| 2021–2050 | 1 | 2,4 | 5,2 | 12,8 | 43,8 |
| 2051–2070 | 2 | 4,3 | 7,9 | 15,7 | 49,5 |

the formula for success that has become his trademark. The flood prevention concept Vogt designed after this flood established his reputation as the “Flood Protection Pope”. Although he retired in 2014, his advice is still very much in demand around the world – whether in El Salvador, Brazil, Thailand or China. So Vogt knows what he is talking about when he says: “The threat has grown more strongly over the past few years than the public is aware of.”

The consequences of climate change may be embedded in the public consciousness – but only in the abstract. When it comes to floods, many citizens and politicians still think of rising sea levels and heavy storms, or, at best, of large bodies of water. They should know better, particularly in North Rhine-Westphalia, where the headline “land under water” has recurred year after year. The reason is heavy rain. For instance, during a storm in Münster last July, 220 litres of water per square metre poured down on the city in 90 minutes.

Forecasts leave no doubt that similar events will occur more frequently in the future and could cause widespread damage, especially in densely populated, asphalted urban areas, where the water cannot drain away or seep into the ground. “We need to adapt →

→ our mindset and our urban spaces to this development,” says Dr. Emanuel Grün, a board member of EmscherGenossenschaft, a water management organisation, and also one of the Ruhr River managers. Flood protection here has more than a century of tradition, not least due to special challenges that are accom-

panied by coal mining. Dikes and pump stations ensure a high level of protection. Despite the efforts undertaken by EmscherGenossenschaft, Grün believes that “more can still be done”.

Often, simple measures are enough: building the football field in such a way that it can absorb water for several hours in heavy rain; raising sidewalks; slightly changing the inclination of roads. Like Vogt, Grün feels that the ongoing education of citizens and homeowners is crucial. After all, a 20-centimetre-high light well can prevent a flood in the basement.



» THE THREAT HAS GROWN MORE STRONGLY THAN THE PUBLIC IS AWARE OF «

Reinhard Vogt, “Flood Protection Pope” and Advisory Board Member of acqua alta

“We need to take a comprehensive view,” says Grün – an important keyword for acqua alta as well. The event, which was first held in November 2014 at Messe Essen, addresses the full spectrum of flood protection stakeholders, such as public authorities, municipalities, representatives from the worlds of politics and science, urban and regional planners,

architects and engineers, not to mention disaster management personnel. Secondly, the acqua alta concept closely links the areas of trade fair and conference in terms of physical proximity. When the second acqua alta gets underway from 13 to 15 January 2016, the conference and catering area will be integrated into the exhibition in Hall 10. Short pathways ensure a high flow of traffic at the stands. Finally, Infratech, a trade fair dedicated

to road construction and civil and hydraulic engineering, will run simultaneously. Conditions are thus favourable to finally give the issue of flood control the importance it deserves when it comes to sustainable

architecture and urban planning. Namely, ranked close to the top.

Closely linked: When the second acqua alta is held from 13 to 15 January 2016, the conference and catering area will also be spatially integrated into the exhibition.





Peak period: Some 30 specialists at sop Architekten are currently completing the general planning for the modernisation of Messe Essen. Every week, they meet with Messe Essen experts.

ALL IN THE PLANING

Modernising an exhibition centre during ongoing operations is a logistical challenge. For this reason, the experts at Messe Essen and sop Architekten are meticulously preparing the construction phase. ESSEN AFFAIRS met the “modernisation makers”.



There is always a special feeling when Helmut Oberholz lands at Düsseldorf Airport after a business trip. After all, the architect is jointly responsible for the self-confident aesthetics of the airport terminal. The new building for the airport's administrative offices that is about to open directly across from the terminal also bears the signature of the bureau he works for. For some time now, Oberholz has seen images of the latest major project on the way to the airport car park: the modernisation of Messe Essen.

"I always have to be careful not to stumble," Oberholz, an *sop* architect, smiles when he meets ESSEN AFFAIRS. The abbreviation "*sop*" stands for the surnames of the three partners. Jurek Meinhard Slapa, Helmut Oberholz and Zbigniew Pszczulny have known one another for more than 25 years. They already shared responsibilities as top architects at jsk Düsseldorf, and today they have a staff of nearly 70 in the North Rhine-Westphalian capital. Currently, there is intense activity on the seventh floor of their office building with ➔



“We want to send a clear signal to the market,” says Annette Heydorn, head of the construction department at Messe Essen.



→ views of the Rhine. About 30 internal and external experts are completing the general planning for the remodelled exhibition centre on Norbertstrasse – in close consultation with the client, of course.

Messe Essen and sop specialists currently meet on a weekly basis, alternately in Essen and Düsseldorf. During meetings in the Ruhr metropolis, “specific requirements are discussed with the staff and specialist departments”, says Annette Heydorn, head of the construction department created for the modernisation of Messe Essen. On the other hand, project meetings on the Rhine are characterised by “functional specifications”. They form the stable foundation for the implementation of this major project.

The building application is currently being submitted to the City of Essen. Authorisation is scheduled for August. Parallel to this, the European tender for the project’s general contractor is entering its critical phase: in May 2016, the groundbreaking ceremony will take place for the first phase of construction. “The time frame is quite ambitious, but we want to send a clear signal to the market,” says Heydorn, who has gathered lots of experience with large projects over the course



of her career, for clients such as the City of Essen. Most recently, she was construction manager for the Zollverein Coal Mine Industrial Complex, a World Heritage Site.

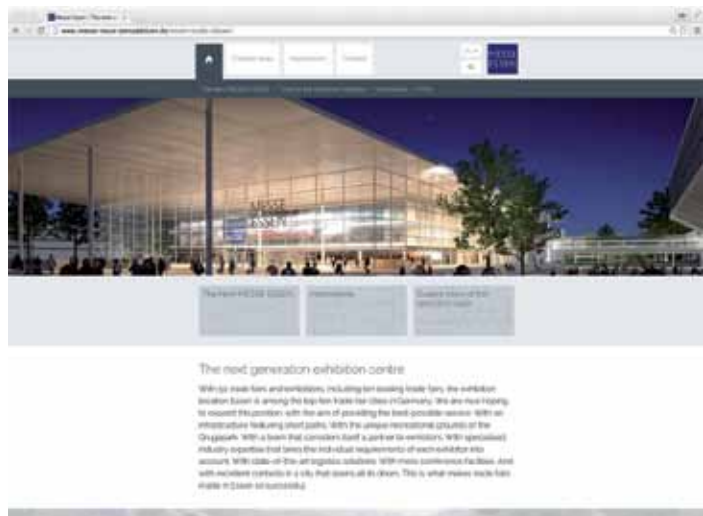
However, the time factor is crucial in other respects, as Heydorn knows: “As unrestricted trade fair operations will continue during the entire remodelling period, and we will provide the full exhibition space booked to trade fair organisers and exhibitors, the construction logistics are the most challenging factor.” The solution here lies in the meticulous preparation of every measure. A specifically designated logistics planner has developed a structure with various teams at Messe Essen. When will which material flows and personnel be needed? How will waste disposal and on-time deliveries be regulated? Based on a traffic light system that accurately determines which constellation will prevail on the fairgrounds during the conversion phase, the structure allows data to be integrated into the →

PLANNERS HAVE TAKEN EVERY INDIVIDUAL TRADE FAIR HOUR OVER THE NEXT FEW YEARS INTO ACCOUNT FOR THE CONSTRUCTION PHASE STRUCTURE.

→ trade fair logistics. For each individual event. Every day. And for every hour. In other words, it has already been defined whether, for example, on 20 April 2017 at 11.00 a.m. full construction traffic will prevail (green light), whether up to six transport operations movements per hour are possible (yellow light) or whether the colour red signals that no access is possible. “We will pay particular attention to optimal construction logistics when selecting the general contractor,” promises Heydorn. sop had been her preferred candidate since the initial competition phase. “The best design by far won out in the end,” she says. This also applies to the design functionality. From the master plan for the new exhibition halls to the exhibition station, “one could see very clearly that sop has already implemented many fairground projects”. Even in its revised version, central elements of the design concept have been retained, such as the large-scale, single-storey hall structure, clear pathways and improved logistics. “The hall structure is homogeneous and the mixture of existing and new buildings is very successful,” says Heydorn.

“But we were also able to deliver an aesthetic approach with the modified version,” adds the Essen native Helmut Oberholz, who was born in Heiligenhaus, neighboring village of Essen, started to study in Essen and has already designed the new E.ON Ruhrgas headquarters with his partners on the opposite side of Norbertstrasse.

Given the fact that Messe Essen is directly embedded in the urban environment, referencing the urban context was one of his first concerns. On the one hand, with



NEW PERSPECTIVES

All the background information and latest developments regarding the modernisation of Messe Essen can be found on a website that Messe Essen has set up for this major project. At www.trade-shows-new-perspectives.com you can see which measures are about to get underway in Norbertstrasse and how Messe Essen will look after the modernisation.



regard to the Grugapark, a stepped building design and optional daylight offer great potential for seamless integration. And then there is Messe Essen’s future calling card: the east entrance. The glazed entrance hall with its wide cantilevered roof will “give Messe Essen a new identity, a new look”, Oberholz is certain. Until then, the image of this new look is the most beautiful stumbling block for him.

TRYING TO FIND THE PERFECT SWING

Hans-Joachim Erbel could have had a long career in the automotive industry. One phone call changed everything. Today, he is CEO of Reed Exhibitions Germany, part of the world's largest private trade fair organiser. Erbel signed his employment contract at one of the most spectacular exhibitions of all: Equitana in Essen.

“Trade fairs are like millstones,” says Hans-Joachim Erbel. A comparison which does not seem particularly flattering at first, especially coming from the mouth of a trade fair organiser. But it’s worth listening further, as it quickly becomes clear what point the CEO of Reed Exhibitions Deutschland GmbH is trying to make. “As with millstones,” Erbel explains, “trade fairs take a long time to get into the swing of things. But when that happens, when millstones are well mounted and oiled, and provide momentum at the right time, everything runs like clockwork.” One notes with the added “but” that an industrial engineer is speaking. “If you generate the wrong momentum at the wrong place, the millwheel will spiral out of control – and it will be difficult to stop.”

When Erbel learned this lesson, he had followed a very different career path. Erbel earned his stripes at the AEG electricity company, before becoming responsible for corporate planning and controlling at the Daimler-Benz headquarters in 1993. In late 1995, he received a call from a recruiter. →



→ Could he imagine switching to the trade fair business? An unusual idea for a Daimler manager with little industry knowledge, except for a few car and industrial trade fairs. But Messe Frankfurt was not looking for a trade fair specialist; they needed an expert in transaction management, particularly for Brazil. Erbel accepted the offer – and went through a turbocharged learning process.

His 40 employees in Frankfurt were a “mixed crew”, which included both corporate planning and internal auditing. “This gave me the legitimacy to gain insights into the operative business,” Erbel recalls with a smile. Above all, the “best trade fair theorist in Germany” was part of the team: the late Wolfgang Bill. Bill not only came up with the “millstone axiom”, but a second tenet, which Erbel repeatedly gives to others: “Trade fairs are the only product whose quality is determined by sales. At their core, they’re all about bringing together the right exhibitors and visitors. Those who realise this also learn humility.”

Of course, this doesn’t guarantee success. Erbel has stumbled himself. The project “Messe 21”, a comprehensive digitisation strategy for all trade fairs in Frankfurt, “probably came 10 or 15 years too early” in view of the implementation possibilities at that time. However, another project turned out to be highly successful – but in a different way than he intended. Erbel tested a full trade fair service with a guest organiser. The name of the pilot partner was Reed Exhibitions. The world’s largest private trade fair operator was so impressed with Erbel’s performance that it hired him as executive director for its German subsidiary. Since 2001, Erbel has been supervising eleven trade fairs with 130 employees based in Düsseldorf. As a private-sector, “numbers-driven company”, Reed is an exception in the German trade fair landscape – though it forms partnerships with publicly owned trade fair companies.

There is virtually no other event where this plays such a key role as Equitana, Erbel feels. He has a special relationship with the world’s largest equestrian sports fair. The enthusiastic rider was

THE PERSON

The industrial engineer **Hans-Joachim Erbel** began his career at AEG and Daimler-Benz, before becoming the head of corporate development and digital media at Messe Frankfurt in 1996. From 1998 to 2001, he was managing director of Messe Frankfurt Service GmbH. Since 2001, the father of two has been CEO of Reed Exhibitions Deutschland GmbH.

THE COMPANY

With 500 events and a turnover of approximately 1.1 billion euros, **Reed Exhibitions** is the world’s largest trade fair organiser. In Germany, the British concern employs a staff of 130 and has a turnover of 50 million euros. Reed’s German portfolio currently includes eleven trade fairs. Their best-visited event is Equitana, in Essen, which welcomed 208,000 guests in March.

already well acquainted with Equitana before he changed industries, and it was in Equitana’s VIP lounge that he signed his employment contract in 2001. Equitana is also “one of the most complex events in the German trade fair sector”, because it adds the unpredictable logistical challenge of 1,000 horses. “This March, we noticed once again how experienced the team is and how vast the mutual trust is,” says the 56-year-old in praise.

So he’s all the more appreciative of Messe Essen’s modernisation. “Essen is a trade fair location with enormous charm. Its infrastructure is just as good as the big players. Thanks to many small and medium-sized companies in the B2B area, the Ruhr area offers a large reservoir, and the floor space remains interesting in terms of perspective.” This is because the trade fairs of the future will be even more focused on niche topics, Erbel feels. Otherwise, it would be hard to count on revolutions occurring. “Globalisation and digitisation will change the trade fair world. The live experience will gain in importance, but one thing will always remain true: People will come together who desire personal exchange, because they consider it more efficient.” This is Erbel’s most recent version of the second tenet. And as for the tenet on the millstone and momentum, now that his sons have left the house, Erbel has time for golf – something that can’t hurt when trying to find the perfect swing.

» THE RIGHT PLACE FOR US «

INDIA ESSEN WELDING & CUTTING was held for the sixth time in late October. After the event, ESSEN AFFAIRS asked exhibitors, partners and sales experts how worthwhile they felt the trade fair was.

Dr Roland Boecking,
CEO of DVS – the German
Association for Welding
and Related Processes



— We've had a partnership with Messe Essen for more than 60 years, and it recently paid off once again in Mumbai. Trade fairs such as INDIA ESSEN WELDING & CUTTING are important to our association – especially for knowledge transfer between manufacturers, operators and researchers. Technological progress is racing ahead. This is why “High-Performance Welding Technologies” was selected as the title of the International Welding Symposium (IWS 2k14), for which we organised two well-attended lecture sessions. Germany is India's number one trading partner in the EU. In addition, we support German companies in gaining a foothold in growth markets such as India. Upon our request, the German Federal Ministry of Economics and Energy fostered the inclusion of German companies. At the group stand “Made in Germany”, 36 exhibitors presented their goods and services – also a pleasing result.

Julia Wermter,
Coordinator
Marketing/foreign
countries at
Messe Essen



— With the change of government, India has a new spirit of optimism – which we sensed in discussions with the German Consulate and at the fair itself. A record 10,600 visitors and the exhibitors' overwhelming satisfaction also confirmed this impression. Because the related trade fairs Tube India, Metallurgy India and Messe Düsseldorf's Wire & Cable India took place at the same time, we were able to create additional synergies for our customers. Overall, INDIA ESSEN WELDING & CUTTING once again confirmed that we are offering the right event in the right market.

Reinold Algra,
Senior Sales
Executive Magnatech
International B.V.



— Magnatech, which is based in the Netherlands, is a manufacturer of specialised equipment for orbital pipe, tube, tube-sheet and pipeline welding systems. As a European company, INDIA ESSEN WELDING & CUTTING was a perfect platform for us to gain exposure to the Indian market. We expect large growth in India's economy over the next few years, thanks to investments in infrastructure such as power plants and water resources. The show was perfectly organised, and the number and quality of visitors were outstanding. Due to productive meetings with decision-makers from globally leading companies, we consider this show to have been very successful.



In the short film on the 6th INDIA ESSEN WELDING & CUTTING, you'll find a range of additional opinions from exhibitors, visitors and creators of the trade fair.



www.india-essen-welding-cutting.com



www.schweissen-schneiden.com

REAL AND DELICIOUS

Regional and seasonal products are in fashion. The trade fair “Mein Wochenmarkt” (My Weekly Market) takes advantage of this opportunity, and has gained prominent support for its second edition.



One trend is unmistakable to anyone who has recently taken a closer look at the presentation of goods while shopping in the supermarket. More and more discounters are stocking their shelves as if they were weekly markets. This is both a compliment and a challenge for mobile commerce, but Werner Schnitzler is sure of one thing: “The merchants’ bright eyes are irreplaceable.” Schnitzler has bright eyes himself. He runs a flower trade business in Düsseldorf; his great-grandparents sold flowers at markets. He is also involved in Zukunftsforum Wochenmarkt GmbH, the conceptual sponsor of an event that celebrated its premiere in 2013 at Messe Essen: “Mein Wochenmarkt” (My Weekly Market).

In 2013, over 1,700 trade visitors arrived for the only trade show nationwide for mobile commerce, with 50 exhibitors presenting their goods and services. The spectrum ranged from transport vehicles and trailers, through scales and POS systems, to packaging materials and marketing solutions. “The range corresponded precisely to the demand, and the premiere was also very useful for fostering a sense of community,” Schnitzler says.

On 30 August 2015, the second edition of “Mein Wochenmarkt” will get underway, and the number of new exhibitors is already remarkable. Messe Essen has also found another cooperation partner in the federal market merchant association Bundesverband Deutscher Schausteller und Marktkaufleute e.V. (BSM). “This is the ideal event for us and our members,” explains Werner Hammerschmidt, Managing Director of

Germany’s largest special interest group for market merchants, showmen and circuses. “It brings dealers and manufacturers together like no other platform. The specialist forum also provides important impetus for the future of mobile commerce.”

As for the future, Werner Schnitzler sees not only professional centre management but also growing awareness for the political and cultural importance of weekly markets as important tasks. One initial success is that NRW Economics Minister Garrelt Duin has become the patron of the event. “Weekly markets play a significant role in the district-wide marketing of regional products, particularly in North Rhine-Westphalian metropolitan areas. Shopping for fresh food in the open air is not only a tradition, but also a model for the future – especially in view of the trend toward consuming seasonal, regional produce,” Duin is convinced.

For Werner Schnitzler, personal contact is also one of the crucial benefits of weekly markets, of which there are currently 660 in North Rhine-Westphalia alone. “One knows the suppliers and the products,” Schnitzler also feels that the presentation must be so authentic that no supermarket will be able to reproduce it. His preference is for the products to look as though they have arrived “directly from the field”.

“The merchants’ bright eyes are irreplaceable” – as was the case with these vendors at the farmers’ market in Duisburg-Rheinhausen. The market was honoured at Messe Essen in 2013 as the most attractive weekly market in North Rhine-Westphalia.

» GAS IS THE KEY RESOURCE «

DVGW President Dietmar Bückemeyer on the future energy market, European challenges involving gas and water – and why he is particularly looking forward to this year's industry event.

ESSEN AFFAIRS: Mr Bückemeyer, what is the role of natural gas and the gas distribution system in the future energy supply?

Dietmar Bückemeyer: For the integration of renewable energies, gas is our key resource par excellence. It can be used flexibly and is safe, efficient and particularly climate-friendly. In addition, Germany has a very powerful

and secure gas infrastructure. Of all fossil fuels, natural gas has the best carbon footprint. Already today, gas and steam turbine power plants ideally complement volatile renewable energies because they are efficient and flexible. What's more, there is a lot of untapped potential when it comes to using natural gas.

What other options do you see?

Just think about the storage and transport of large amounts of energy from the surplus production of renewable electricity. If the oversupply of energy produced by renewable sources such as wind or solar power is used to produce hydrogen and oxygen, e.g. through electrolysis, the hydrogen obtained can be fed directly into the gas grid or be converted into methane in a second step.

By transforming electricity into a material energy source, i.e. in "power to gas" processes, electrical grids can be relieved, thereby slowing grid expansion. The energy is transported by gas networks, supplying about 40 million people in Germany and a variety of stationary and mobile applications.

From both a German and European perspective, the security of supply has taken on a special focus. How can this be ensured? →

"The energy revolution is probably the biggest challenge German engineering has faced in decades," says Dietmar Bückemeyer, Chief Technical Officer of Stadtwerke Essen AG and since July 2014 also President of DVGW (German Technical and Scientific Association for Gas and Water).



→ As far as Germany is concerned, with over 470,000 kilometres, we have a powerful gas pipeline and gas distribution network infrastructure, as well as sufficient storage capacities to regularly cover both annual and peak power demands. Thanks to the growing diversification of the gas supply, e.g. the emergence of alternative, partly non-European gas sources such as liquefied natural gas (LNG), biogas and biomethane, the supply is currently stable. It is further stabilised through the interaction of transport systems and

» DEPENDABILITY IS A VALUABLE ASSET «

existing underground storage facilities. This will continue over the next few years. But as you mentioned, the security of supply mainly concerns sources and routes outside of Germany. Political crises that are currently on our doorstep show that dependability in supply relationships is a valuable asset.

What other topics influence the gas industry today?

The energy revolution is probably the biggest challenge German engineering has faced in decades. In addition to technical security, the focus is on optimising the energy efficiency of individual components as well as the entire gas production and utilisation chain. However, both technical and scientific preparations for the expanded role that gas will take as an energy source must first be made in advance. Therefore, DVGW has been dealing with the topic of gas very intensely since 2009 as part of its "Gas Innovation Drive". Another issue is the L-gas/H-gas market conversion. According to the 2014 draft network development plan, the gas supply networks are to be gradually converted from 2015/2016 to high-calorific natural gas (H-gas). Due to the higher energy content of H-gas, five to six million L-gas consumer appliances must be adapted, e.g. to

avoid overloads in measured values. Incidentally, this conversion involves replacing the L-gas quantities from domestic and Dutch sources with H-gas quantities – one more reason to diversify.

What are the challenges related to water?

Currently, these are primarily at the European level. We feel the topics of hygiene and quality of drinking water should be positioned over the free movement of goods and services. Asserting the quality and supply security of drinking water as the supreme good is one of the key challenges of 2015. On the national level, it has become clear that demographic change and climate change, combined with a steady decrease in water utilisation, will be the main challenges of the future. According to projections, the German population, which is now 80.5 million, will decrease to an estimated 65 to 70 million by 2060. In some regions, the population decline will exacerbate already existing infrastructure problems related to lower water consumption. Many companies are already reacting with short- and long-term measures and plans, ranging from increased water pipe flushing and size adjustments to the dismantling of networks and systems, and even decentralised concepts for wastewater disposal.

In Essen, you'll be a dual host, as DVGW President and Stadtwerke Essen AG Chief Technical Officer...

... And that is a very special honour I'm looking forward to. We have specifically developed gat and wat as flagship events, because Essen is Europe's energy capital and because, as a native of the Ruhr region, I can assure all guests that they are very welcome here.

gat 2015
essen

wat 2015
essen

Paying a visit to Europe's energy capital: gat and wat will be held at Messe Essen from 26 to 28 October 2015.

www.gat-kongress.de

www.wat-kongress.de

FULL SPEED AHEAD

The travel industry is heading to the Ruhr. In September, some 2,500 tourism experts will come to the fvw Congress and Travel Expo, which will be held for the first time together in Essen.

Though they have passed their world-champion title in travelling on to the Chinese, the Germans' wanderlust continues unabated. According to the annual assessment of the German Travel Association (DRV) published in early March, 70.3 million Germans took a trip in 2014. They spent 69.9 billion euros on foreign travel alone, and their outlay for domestic destinations is just as high. "The market is fairly stable," says Marliese Kalthoff, Managing Director of FVW Media. There will be a diverse range of conversations when 2,500 tourism experts gather at the fvw Congress and the accompanying Travel Expo in Essen on 15 and 16 September.

With double-digit growth rates, cruises are the success story of the German tourism industry.

One important focus will be the topic of "digitisation" – the industry driver par excellence, according to Kalthoff. From online booking through new forms of

travel on intercity buses to mega-trends of the sharing economy, travel companies and agencies are being forced to adapt to changing consumer behaviour patterns and new players. This comes with growing challenges in brand positioning and customer loyalty. How does one become a trusted tour operator? What's the best way to reach customers in the age of omni-channel communication? Questions like these will be addressed by high-profile speakers, who will provide information and practical assistance to the public. As part of the Travel Expo, some 80 exhibitors will also showcase technical innovations.



"Digitisation is the principal market driver," says Marliese Kalthoff, Managing Director of FVW Media.

After twelve years in Cologne, Hall 3 at Messe Essen will host the two events for the first time in September. "We wanted to stay in the Rhine-Ruhr area, and Essen scores highly with its easy connections and pleasant exhibition facilities," says Kalthoff, explaining the choice of the new location.

"What's more, Essen and the Ruhr area have already mastered the overall cultural change that our sector is now going through, so it's a good fit." Kalthoff also promises an attractive location for the "Train Party", known to industry insiders as legendary. Where this is exactly remains a mystery until further notice.

Messe [sək'sɛs]

Decidedly promising. 85 % of all decision-makers in the German economy use trade fairs to keep themselves informed and award contracts. For young decision-makers aged up to 29, this figure even rises to 89 %. So there's no better way for medium-sized companies to ensure a successful future. Be there – with our support: www.erfolgmessen.de





DON CORLEONE IN CONCERT

“The Godfather” is one of the best and most successful films of all time.

Fans of the masterpiece can look forward to a real highlight.

**On 18 October 2015, the film will be shown in the Grugahalle in HD,
accompanied by a live symphony orchestra.**

**“The Godfather – Live in Concert” is an
exceptional event in every way.**



Do you remember? Listen to the opening theme of “The Godfather”!

Some **60 MUSICIANS** of the Czech National Symphony Orchestra will perform Nino Rota's legendary soundtrack. Conductor Justin Freer's mentor was Hollywood legend Jerry Goldsmith. "Hardly any other film score is as immediately recognisable as Nino Rota's opening theme for trumpet, and only a handful of films are so masterfully filmed as 'The Godfather'," says the conductor.

★ ★ ★

Francis Ford Coppola tells the story of the Corleone mafia clan in **175 MINUTES**. In order to give musicians a little breather, the film will be interrupted after one and a half hours for a 20-minute break. The total duration of the concert is thus 195 minutes.

★ ★ ★

Following its premiere at the Royal Albert Hall in London, "The Godfather – Live in Concert" will be performed in over **25 EUROPEAN CITIES**. During the tour, the film will be shown in the digitally remastered original English version, with subtitles in the local language.

★ ★ ★

The soundtrack won a Grammy Award and was nominated for an Oscar. In total, the three parts of "The Godfather" (1972, 1974, 1990) garnered no less than nine Oscars and were nominated **29 TIMES** for the most coveted honour in the film world.

★ ★ ★

Responses to previews of film segments were so enthusiastic that a sequel was officially approved during filming. That's why "The Godfather II" already premiered in U.S. cinemas in **1974**, despite its length of 196 minutes – and became the first sequel in film history to win an Oscar.



Audiences love the film that turned Al Pacino and Robert De Niro into stars. In an online poll conducted by the magazine Empire, **500,000 VIEWERS** gave the first part of "The Godfather" an average score of 9.2 (out of 10 possible points) – second place behind "The Shawshank Redemption". "The Godfather II" followed in third place.

★ ★ ★

"You never wanted my friendship"; "Don't tell me you're innocent. Because it insults my intelligence." In terms of classic film quotes, "The Godfather" also offers ample material. **SEVEN QUOTES** made it onto the top 100 list of the American Film Institute, including, of course: "I'll make him an offer he can't refuse." Don Corleone's announcement, spoken by Marlon Brando, was ranked No. 2 on the list. Only Clark Gable's phrase: "Frankly, my dear, I don't give a damn." from "Gone with the Wind" was more popular.

★ ★ ★

Following its premiere on 15 March 1972, "The Godfather" made 300,000 dollars on its first weekend. Including all the revivals, the film has taken in a total of **268 MILLION DOLLARS** – and was made for a budget of just 6.5 million. So it's no wonder that "The Godfather" kept the film company Paramount from going bankrupt.

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International trade fair joining, cutting, surfacing (Shanghai)

21.08.–23.08.2015**FLORATECH IPM INDIA**

International plants expo India (Bangalore)

05.10.–07.10.2015**WOP DUBAI**

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OF THE ACCREDITED
LABORATORIES WORKING
GROUP****21.09.–23.09.2015****VDW RW CONFERENCE****26./27. 09.2015****CANJAM EUROPE****01.10.2015****MEDION AG**

Annual general meeting

26./27.10.2015**69TH WASSERFACHLICHE
AUSSPRACHETAGUNG (WAT)****26.–28.10.2015****54TH GASFACHLICHE
AUSSPRACHETAGUNG (GAT)****26.–28.10.2015****GAS AND WATER TRADE FAIR**

GRUGAHALLE

23.04.2015**RWE AG**

Annual general meeting

07.05.2015**E.ON SE**

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TOP-CLASS MUSIC

The Ruhr Piano Festival is the world's most important gathering for pianists. But it is not just the artists who have made this event such an unusual phenomenon for more than a quarter of a century.

— With 86 pianists from 21 nations, 350 compositions performed, 64 concerts in 20 cities on 29 stages – in terms of numbers, the Ruhr Piano Festival is in a class of its own. Even more impressive, however, is the performance of the pianists who have celebrated

their art every year in the Ruhr area since 1989: all have earned top-class distinctions. The main focus of the 27th edition is also geographic. Under the motto “The Nordic Sound”, artists from Finland, Norway and Russia will take the spotlight from 17 April to →



Denis Matsuev is currently one of the most important Russian pianists – and will perform at the 27th Ruhr Piano Festival.



The French pianist Hélène Grimaud will receive the Festival Award this year.



Under the motto “The Nordic Sound”, five Russian artists, including Mikhail Pletnev, will show their talents.



→ 4 July. The world's most important meeting point for pianists will celebrate the 150th birthday of the Finnish composer Jean Sibelius and combine this with a tribute to the Norwegian Edvard Grieg. A further focus pays tribute to the 100th anniversary of the eccentric Russian genius Alexander Scriabin.

The high status that the Russian school of piano playing currently enjoys will be shown by five renowned pianists: Denis Matsuev, Mikhail Pletnev, Grigory Sokolov, Daniil Trifonov and Arcadi Volodos, who together with Daniel Barenboim and Marc-André Hamelin will also take part in a "Schubert summit" – performing Schubert's last piano sonata in B-flat major D. 960 and allowing an exciting comparison of interpretations. Many other contemporary master pianists also answered the 2015 invitation to perform at the world's most important piano event, including Martha Argerich, Rafał Blechacz, Lang Lang, Igor Levit and Maria João Pires. The French pianist Hélène Grimaud will receive the Ruhr Piano Festival Award this year.

"Our jazz line is something we are also very proud of," says Prof. Franz Xaver Ohnesorg, Artistic Director of the Ruhr Piano Festival. Seven concerts are scheduled, including Germany's only duo evening, with the legendary Chick Corea and Herbie Hancock. They will perform together on 11 July 2015, a week after the official end of the festival, at Philharmonie Essen.

Far from the classic venues, the Ruhr Piano Festival has attained "an absolute USP" with its education programme, as Prof. Ohnesorg points out. The desire to get the very young enthusiastic about the piano world is now a year-round offer. Based on the concept of the Little Piano School developed by piano teacher Kim Monika Wright, 300 children will take part in a



The performance by Thomas Quasthoff at Philharmonie Essen is one of the highlights of the jazz line.



The American jazz legends Herbie Hancock (photo) and Chick Corea will also perform in Essen on 11 July.

playful early musical education in 15 kindergartens in the region twice a week, developing important social and personal skills in the process.

And as if that weren't enough, an inclusive music project, in which some 200 primary and grammar school students and special-needs children spent a year with the Hungarian composer György Ligeti, recently received the 2014 Junge Ohren (Young Ears) Prize for Music Education. An inclusion project will once again take place as part of this year's Ruhr Piano Festival – featuring the music of Béla Bartók. To this end, two different performances will be held at Duisburg Gebläsehalle (former blower plant) on 25 and 26 June 2015.



Fancy a new ring tone? Exclusively for the Ruhr Piano Festival, the young pianist Tamara Stefanovich has recorded the theme from Mozart's *Duport Variations*.



SWEET DREAMS

For the second instalment in our series on Messe Essen's partner hotels, we present five establishments that score with charm and their close vicinity to the fairgrounds. And much more.



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www.atlantic-congress-hotel-messe-essen.de

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"Meet for business, connect to nature" is the motto of the five-star hotel at the city park, and anyone who has ever spent an evening on the terrace knows that the promise of idyllic nature is no exaggeration. But thanks to the nearby underground station, not only the park, but also Messe Essen is virtually next door. The team under Essen native Babette Kierchhoff, the manager here since March, pampers business travellers according to all the rules of the art: whether with fitness and wellness offers, with particularly comfortable "Sweet Sleeper" beds, or in the "Link@Sheraton" business centre in the lobby, where guests have free access to computers, including printing and Internet. A "special offer" page on the hotel website informs users about trade fair and convention deals.



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E-mail: info@hotel-arosa-essen.de

The Arosa Hotel facade, which shines in every colour of the rainbow, is known by any trade fair visitor who has spent the evening in one of the cafes or restaurants on Rüttenscheider Strasse. Ever since an extensive makeover was completed in 2011, colour has also ruled the interiors. But even more important are the intrinsic values of the establishment: cordiality, charm and helpfulness – even when it comes to packed lunches or evening activities for trade fair visitors.



HOTEL MAXIMILIANS

Manfredstraße 10, 45131 Essen
Phone: +49 201 45017-0
E-mail: maximilians@wbw-hotels.de

Stylish yet cosy, individual yet unobtrusive, quiet yet right in the thick of things. Maximilians, in trendy Rüttenscheid, offers accommodation with the utmost comfort. Sky TV, LCD flat screens and plenty of attention to detail ensure stress-free work and blissful relaxation. Free Wi-Fi is provided throughout the hotel. Parking spaces and hotel bicycles are also available.



31 ROOMS

FROM EUR 70 (WEEKENDS) AND EUR 129 FOR A SINGLE ROOM, BREAKFAST INCLUDED

YOUR PATH TO MESSE ESSEN

-  11 MIN.



HOTEL AN DER GRUGA

Eduard-Lucas-Straße 17, 45131 Essen
Phone: +49 201 84118-0
E-mail: grugahotel@wbw-hotels.de

Trade fair hotel, business hotel, leisure hotel, boutique hotel: the Hotel An der Gruga, which like Maximilians is under the direction of Mathias Weber, does not fit into any category. And this is intentional. With passion and expertise, the team ensures that everyone feels comfortable here. The Grugapark as well as well-known companies – including Messe Essen – are right on the hotel's doorstep.



40 ROOMS

FROM EUR 70 (WEEKENDS) AND EUR 129 FOR A SINGLE ROOM, BREAKFAST INCLUDED

YOUR PATH TO MESSE ESSEN

-  2 MIN.

LIKE A RETURN HOME

As the new director of Ruhrtriennale, Johan Simons will bring high culture to industrial cathedrals. This is something the Dutchman is highly familiar with. After all, he has staged culture in unusual spots more than once in his career.



Johan Simons has received numerous honours for his achievements, including the “Faust”, the famous German theatre award, in 2014, as well as Holland’s most important artistic award, the Prince Bernhard Culture Fund Prize. He will be artistic director of Ruhrtriennale until 2017.

— It looks like Noah’s Ark, but is even larger: the coal mixing hall of the former Lohberg Coal Mine Industrial Complex, in Dinslaken, is 210 metres long, 65 metres wide and half open on one side. And it is here, on the periphery of the Ruhr, that an internationally renowned director, who most recently turned the Munich Kammerspiele into what is generally considered the top German theatre, will be working over the coming years.

Johan Simons has no problem with that. Quite the contrary. In fact, for the new director of Ruhrtriennale, it will be like a return home. For starters, it has allowed the 68-year-old to come home to his family in the Netherlands. What’s more, unusual venues have already played an important role in Simons’ career. In the 1990s, when he became the artistic director of ZT Hollandia, he not only staged works in empty factory buildings, but also in scrap yards and under bridges.

The next three festival seasons also signal a return to Simons’ roots in another respect. He would like to revive the concept of “creations” that Gerard Mortier once developed as a founding director: interdisciplinary symbioses of drama, music, dance and installation that promise unique experiences in the Ruhr’s industrial cathedrals. Simons won Germany’s most prestigious theatre award, the “Faust”, last year, and is sure to create an exciting spectacle as director of Wagner’s “Rheingold” in collaboration with the Finnish techno pioneer Mika Vainio and conductor Teodor Currentzis.

Simons also hopes to cross frontiers with the motto behind the programme, “Be Embraced”. “The gesture of the embrace encompasses artistic, social and geographic facets,” says Simons. “Ruhrtriennale creates links between the residents of the Ruhr, between those working and those unemployed, between Germans, Europeans and world citizens.” In total, some 40 productions will be staged at 18 venues during Ruhrtriennale, including 17 world premieres. The first season runs from 14 August to 26 September.



Simply answer our question – and with a bit of luck, you could win one of three valuable prizes.

ALWAYS ON TIME

This exclusive, stainless steel Longhill Chronograph shines, and not just with great optics. The date, day and moon phase displays provide important information at a glance; the padded real-leather strap offers added comfort.



FOR VALUABLE NOTES



Since 1930, the name Lamy has stood for design made in Germany. We are raffling off a writing set, including a fountain pen and ballpoint pen made of stainless steel, along with a leather case from Brown Bear. Also in this set is a zippered Eurostyle A4 writing case made of nappa leather with many useful pockets – and a notepad.



PARTICIPATE AND WIN!

What is the name of the film whose soundtrack can be heard live in the Grugahalle on October 18?

- A** Gone with the Wind
- B** Casino
- C** The Godfather

From all the correct entries, we will be raffling off one Longhill Chronograph, one writing set and one hardware-purse duo. Simply send us the enclosed postcard with your answer.

Also by fax: **+49 (0)201 724 4545**

or by e-mail: **carola.may@messe-essen.de**

We also invite you to take part in our reader's survey. You may participate in the contest even if you don't complete the survey. **The entry deadline is 18 July 2015.**

WE WISH YOU THE BEST OF LUCK!

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

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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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- ☐ Casino
- ☐ The Godfather

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WE WISH YOU THE BEST OF LUCK!



READERS' SURVEY Tell us what you think!

How do you like ESSE N AFFAIRS?
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by answering the questions on the back
side – so that we can make ESSEN AFFAIRS
even better for you!

