

ESSEN AFFAIRS

THE MAGAZINE FROM MESSE ESSEN

MESSE
ESSEN

ISSUE 2.2015

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WELCOME

The latest impressions of the
new Messe Essen

THE WORLD PLAYS IN ESSEN

All on board: how SPIEL
delights its visitors

A WHIFF OF ADVENTURE

The best of both worlds: what experts
expect from the holiday season in 2016

HIGH TECH AT HOME

Power plant in the basement:
innovations in the plumbing, heating
and air-conditioning sector

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Oliver P. Kuhrt

Dear Reader,

Every other year, the construction industry in western Germany and the bordering regions looks towards Essen. This will be the case once again in 2016 when firstly DEUBAUKOM and then SHK ESSEN will be on the trade fair calendar. We shine a light on the most important trends in the heating, plumbing and air-conditioning industry for you in this issue (starting on page 8).

In our portrait of Ernst Uhing, president of Architektenkammer Nordrhein-Westfalen (starting on page 16), we highlight the issues that are keeping

the chamber of architects occupied – particularly in view of the latest social developments. And in this issue of ESSEN AFFAIRS, we finally provide you with some impressions of how the new Messe Essen will look. The ground-breaking ceremony for the biggest renovation project in the company's history will be held in May 2016. We are looking forward to it!

For most visitors, the gates to the exhibition halls are less interesting from an architectural perspective. For others, they are the gateway to another world. At no other event is this quite as evident as during SPIEL. Year after year, we, too, never fail to be fascinated by the colourful diversity and the enthusiasm of the fans. At the same time, the world's most important show for board games is also the key B2B event in a booming industry. Our report from this year's SPIEL (starting on page 18) provides an insight into the atmosphere at this unique event.

We hope you enjoy reading this issue.

Yours,

Oliver P. Kuhrt,
Managing Director of Messe Essen GmbH



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



From functional room to elegant living space: nowadays bathrooms have to meet the highest standards in relation to design and comfort. Discover further trends in the plumbing, heating and air-conditioning sector starting on page 8

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High tech is increasingly also being taken as a given in the home. A number of leading innovators in the plumbing, heating and air-conditioning sector come from North Rhine-Westphalia. A look ahead to SHK ESSEN, which is celebrating its 50th anniversary in 2016



— “Come and play!” In October, 162,000 visitors heeded the motto of SPIEL. Read the report on a show of superlatives starting on page 18 – and on our app

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» OUR DEBUT IN ESSEN WAS A SUCCESS, NOT LEAST OWING TO THE HIGH STANDARDS OF THE MODERN FACILITIES IN THE EXHIBITION AND CONGRESS HALLS. « Marliese Kalthoff, managing director, fvw Medien



Around 2,200 top-class representatives from the tourism and mobility industry attended the fvw congress at the new venue in Essen.

FVW CONGRESS / TRAVEL EXPO THE WHO'S WHO OF THE TOURISM INDUSTRY

With no fewer than 2,200 top-class visitors, 80 exhibitors and an impressive congress programme, the fvw congress, one of the travel industry's most important gatherings, celebrated its premiere on 15 and 16 September at the Congress Center Essen. "Our debut in Essen was a success, not least owing to the high standards of the modern facilities in the exhibition and congress halls," says Marliese Kalthoff, managing director of fvw Medien, offering a satisfying summary before adding: "Top speakers such as Deutsche Bahn chief Rüdiger Grube, Ryanair CEO Michael O'Leary and Air Berlin CEO Stefan Pichler provided insights into their corporate strategy before a who's who of the tourism and mobility industry. And people were able to take a look into the future at the Travel Expo: the real driver of the industry is technology."

Preparations for the next fvw congress on 6 and 7 September 2016 are already under way. "With the Travel Expo, in particular, we would like to grow and bring the start-up scene to the Ruhr metropolitan region in the coming year," explains Marliese Kalthoff.

EUROPEAN GREEN CAPITAL A MODEL OF URBAN LIVING

Essen will be the European Green Capital in 2017. In the final in Bristol, European Green Capital in 2015, the Ruhr metropolis convinced the jury of the European Commission with its concept, seeing off competition from the cities of Nijmegen, 's-Hertogenbosch and Umea. With the overall evaluation of the technical jury alone, the city of Essen took first place with its 264-page bid.

Since 2010, the European Commission has been awarding the title of "European Green Capital" to European cities that have clearly achieved high environmental standards and continue to pursue ambitious aims for further improving environmental protection and sustainable development. The winning city assumes a pioneering role and acts as a model for environmentally aware urban living. It is supported in its efforts by the European networks and EU funding. After Hamburg in 2011, Essen is Germany's second European Green Capital.



Distinguished: Essen has been awarded the title of European Green Capital 2017 thanks to the high environmental standards it has achieved and its ongoing ambitious aims.



They are looking forward to the first hortivation show by IPM ESSEN (from left): Carina Gnodtke, alias "Grace", from the Dümmen Orange Group; Sonja Dümmen, marketing manager of the Dümmen Orange Group; Eva Kähler-Theuerkauf, president of Landesverband Gartenbau Rheinland e.V. and member of the IPM advisory board; Jan Roelofs, president of the Association of the German Flower Wholesale and Import Trade; Oliver P. Kuhrt, Managing Director of Messe Essen.

HORTIVATION BY IPM ESSEN

AN ADDITION TO THE GREEN FAMILY

Top chefs, fashion designers and modern urban gardeners are pioneers when it comes to establishing trends. In keeping with this, IPM ESSEN, the world's leading horticultural show, has come up with a concept that is unique on the market. It looks at the bigger picture in the green sector and reconceives sales promotion activities. "The aim of hortivation is to bring gardeners, retailers and consumers closer together. It showcases how the green sector can learn from trends such as communication, fashion, cooking and life-style, and directly benefit from them. The hortivation show held in early summer is an additional information event specialising in marketing and thus perfectly complements the IPM ESSEN show held at the beginning of the year," explains Oliver P. Kuhrt, Managing Director of Messe Essen GmbH. The new show's partners are the horticultural associations of the Rhineland and Westfalen-Lippe and the Association of the German Flower Wholesale and Import Trade. The first show will be held between 13 and 15 June 2016 at the Kalkar trade fair grounds – parallel to the Flower Trials® and in the immediate vicinity of the producing horticultural farms.

485,000,000

Chinese tire manufacturers had production capacity for 485 million car tires in 2014. There were a further 129 million radial tires for trucks. According to estimates, capacity is spread across 280 to 350 companies, many of whom were among the exhibitors at REIFEN China, which was held between 11 and 13 November in Shanghai.



SERVICE

**I am planning an event in Essen –
how can you help me?**



WOLFGANG BOROWSKI
manager of the Congress Center
Essen / Grugahalle

For events in the Grugahalle and Congress Center Essen, we offer you the entire portfolio of a full service provider, if required. We devise your event and produce an animation beforehand to show you exactly what you will get from us. Our specialists take care of all the technical planning, draw up a security concept, help you to obtain the necessary licences from the authorities, and remain on hand to assist you throughout the event and coordinate proceedings. This organisation from one single supplier guarantees short communication channels and transparency as well as saving both time and resources. It also preserves the environment thanks to optimal logistics.

**DO YOU HAVE ANY QUESTIONS?
THEN WHY NOT WRITE TO US!**

WITH EFFICIENCY IN MIND

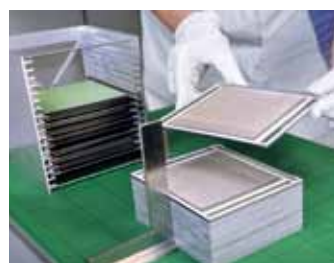
High tech is increasingly also being taken as a given in the home – from the generating plant in the basement and elaborate materials in the bathroom to intelligent ventilation technology. Manufacturers from North Rhine-Westphalia are among the leading innovators here. A look ahead to SHK ESSEN, which is celebrating its 50th anniversary next spring.

Since fuel cells generate power and heat with efficiency levels of over 90 per cent and less than 50 per cent greenhouse gas emissions, they are regarded as the “future of cogeneration”. Tests on prototypes from manufacturers such as Vaillant are already going well. Industrialisation is the next step.

JUST 680,000 OF THE APPROXIMATELY 20 MILLION HEATERS IN GERMANY WERE NEWLY INSTALLED IN 2014. ONE IN TWO HEATERS IS MORE THAN 20 YEARS OLD.

Source: Techem

— The French science fiction author Jules Verne was certain when he wrote in 1870 that “water will be the coal of the future” before going on to say: “The energy of tomorrow is water broken down into hydrogen and oxygen using electricity. These elements will secure the earth’s power supply for an indefinite period.”



During production, several fuel cells are connected after one another to form a stack. Pictured here are the stacks produced for Vaillant by the Fraunhofer Institute for Ceramic Technologies and Systems (IKTS) in Dresden.

The principle of the fuel cell to which Verne was referring had even been discovered four decades previously. Yet the “tomorrow” in which he believed was a long time in coming. Although fuel cells powered NASA’s moon missions in the 1960s, everything went quiet around the technology afterwards. Soon, however, it could really experience something like a market breakthrough – this time in basement boiler rooms.

“Fuel cells are a key technology for ensuring maximum efficiency and environmental protection,” says →



→ Daniel Küser from the German manufacturer Vaillant. The traditional family-run business from Remscheid, 50 kilometres south of Essen, is one of the market leaders in all matters related to heaters. At German and European level, a total of 180 test systems are now in operation as part of the Callux and ene.field research projects. The tests, which are set to run until the middle of next year or August 2017, are going according to plan says Küser. “The technological feasibility is proven, as is the suitability for everyday use. The next step involves industrialisation.”

The fuel cell was the top technological topic of conversation at SHK ESSEN in 2014. The reason why

experts consider it to be “the future of cogeneration” is relatively easy to explain: with efficiency levels of over 90 per cent and less than 50 per cent greenhouse gas emissions, power and heat can be simultaneously generated for the home. Compared to conventional cogeneration, the fuel cell is thus once again more efficient. “In addition, it doesn’t need a combustion engine and has no hydraulic parts, which makes it even more robust,” explains Küser. What’s more, the mini generating plant operates silently.

Yet although cogeneration plants have been used for a long time in industrial application areas, the technology has not yet gained widespread acceptance in →

EACH PERSON LIVING IN GERMANY CONSUMES AROUND 121 LITRES OF DRINKING WATER DAILY – MOSTLY IN THE BATHROOM. ABOUT 33 LITRES OF WATER ARE FLUSHED DOWN THE TOILET; 43 LITRES ARE USED FOR BODY CARE.

Source: BDEW – German Association of Energy and Water Industries



→ Europe. A total of 7,000 plants have been built here since 2011, while in Japan, for instance, 36,000 plants are in operation. Besides the relatively high acquisition costs and difficult market conditions, Küser takes the view that the confusing subsidy arrangements are also responsible: “It could be easier to get an overview from the consumer’s perspective.”

Having unveiled the sixth test generation of its fuel cell heaters in spring, Vaillant itself is one step closer to commercialisation: apart from the storage element, the entire technology is incorporated in a floor-mounted appliance based on a number of standard components.

Efficiency and sustainability are also major trends in the bathroom across the entire life cycle of the product – from eco-friendly production to recycling. “Particularly when dealing with architects and planners, it is becoming ever-more important for us to point out the environmental protection aspect,” notes Sven Rensinghoff, sales manager at Bette. The specialist in bathtubs, shower trays and washbasins has been using the natural materials glass, water and steel for more than 60 years.

In Rensinghoff’s eyes, the combination of steel and enamel is “simply made for the bathroom, because it is easy to keep clean, hygienic and extremely hard- →

From functional room to living space, nowadays bathrooms have to meet the highest standards in relation to design and comfort. The German manufacturer Bette uses the natural materials glass, water and steel.



FORTY PER CENT OF THE ENERGY CONSUMED IN EUROPE IS ATTRIBUTABLE TO BUILDINGS. JUST FIVE PER CENT OF OFFICE BUILDINGS MEET THE LATEST ENERGY-EFFICIENCY STANDARDS.

Source: Green Paper on Energy Efficiency published by the EU Commission

→ wearing". The manufacturer from the Westphalian town of Delbrück has also long since mastered the aesthetic challenges associated with working with its preferred materials. Bette supplies its products in all colours and shapes, free-standing and flush with the floor, and is now a real specialist in moulding technology and material science. "We want to satisfy our customers' aesthetic requirements in our own way," says Rensinghoff. He is certain that expectations and standards in relation to design and comfort will continue to rise. "Where the bathroom is concerned, we are already seeing a significant shift from functional room to living space."

The German air-conditioning specialist Trox has installed 3,200 induction units in the ceilings of the new headquarters of the Norwegian oil and gas company Statoil. The units air-condition and ventilate the offices. The air and water system is part of the reason that the building's primary energy consumption figure is only around 100 kWh per square metre.





➔ However, as the quality of buildings improves, so does the complexity of the systems within them. The best example of this can be seen in the unintended consequences of the ever-better insulation of buildings as governed in Germany by regulations such as the Energy Saving Ordinance (Energieeinsparverordnung or EnEV). After all, the better a building is insulated, the less it is able to breathe. One of the problems increasingly seen in modernised older buildings is mould infestation.

And Hans-Peter Sproten, chief executive of Fachverband Sanitär Heizung Klima NRW – an association representing the interests of the plumbing, heating

and air-conditioning industry – fears that “this is just the tip of the iceberg, because mould is not the only component that has a negative impact on air hygiene”. Nowadays it is “incredibly difficult to supply a building with fresh air and extract used air”. Ventilation systems are therefore “indispensable”. The good news is that there are suitable solutions for both old and new buildings. “And they are generally easier to install than you would imagine.”

“Without ventilation systems it is almost impossible to build properties in line with current standards,” believes Sven Burghardt, divisional manager of sales in Germany at Trox GmbH. And because this isn’t ➔

The building housing the Statoil headquarters in the bay of Oslo was completed in 2012. It received an award at the World Architecture Festival in Singapore during the construction phase.

» A UNIQUE FORMAT «

Clear organisation, best location: Joachim Stücke, chairman of the SHK ESSEN advisory board, on the success factors associated with the industry gathering.

ESSEN AFFAIRS: Efficiency in all its facets is the key issue in the heating, plumbing and air-conditioning industry. How efficient is SHK ESSEN?

JOACHIM STÜCKE: All the different trades are gathered under one roof here – and more importantly, the right people come thanks to the clear organisation as a trade fair. Accordingly, they experience hardly any wastage here. All of these things make SHK ESSEN a unique format.



Joachim Stücke has been managing director of Stuttgart-based Hansa Armaturen GmbH since 2008. With around 600 employees worldwide, Hansa is among the top three manufacturers of sanitary fittings in Germany and Austria.



What role does the location of Messe Essen play?

This is also a major success factor, and I say that not as the chairman of the advisory board, but as a manager. One look at the map is enough to see that the geographical location of Messe Essen is ideal. The impending modernisation programme makes the location even more attractive, while also giving SHK ESSEN a clear perspective.

Where is there still potential for SHK?

We were just talking about the location. This is also ideal for reaching out to the Benelux countries, especially the Netherlands. In addition, SHK ESSEN also provides the ideal opportunity to make it even clearer that our industry works in a number of areas that will have an important role to play in future, and therefore offers highly attractive careers. There are already useful initiatives in both areas. We should continue to develop them.

→ yet compulsory in Germany, there is a great deal of catching-up to do compared to the Scandinavian countries and Switzerland. Based in Neukirchen-Vluyn, 40 kilometres west of Essen, Trox entered the housing sector four years ago. Until then, Trox systems were almost exclusively used in non-residential buildings such as offices, museums, exhibition halls, hospitals and laboratories.

Accordingly, the systems used are just as different. Whether a central or peripheral installation, air- or water-cooled, the key is to ensure that the air always gets to where it is needed with minimal loss of energy. The larger the building volume, the greater the potential for savings. And there is certainly room for improvement here, as the example of Manhattan shows. Of the 64 skyscrapers taller than 200 metres currently in New York, 24 are more than 40 years old.



Established for 50 years | SHK ESSEN is the most highly attended national trade fair for the plumbing, heating, air-conditioning and renewable energy industry.

In even-numbered years, it is the industry's top trade fair for unveiling market-ready product innovations.

SHK ESSEN has been a firmly established fixture since 1966. As a solution-based information platform, it reflects current practice within the sector and provides an opportunity for tradesmen, retailers, planners, architects and operators to network with the industry. SHK ESSEN anniversary trade fair will be held between 9 and 12 March 2016.



ON THE APP AND APP IN ESSEN

E-world energy & water continues to grow – and is increasingly attracting start-ups to Essen alongside global players. In 2016, the first awards will be presented for the best energy apps.

E-world energy & water continues to enjoy top priority status among the managers in Europe's energy and water industry. By mid-September, more than 70 per cent of the exhibition space for the industry's summit gathering at Messe Essen from 16 till 18 February 2016 had already been allocated. Besides global players such as RWE, Vattenfall, EnBW, Shell, Wingas, Bosch and Siemens, particularly striking is the increasing number of young, innovative companies that are showing an interest in the leading fair, which is organised by the con|energy agency in conjunction with Messe Essen.

E-world 2016 will focus on innovative solutions for future energy supply – from generation, transport and storage to trading, efficiency and green technology. The fair will step up its activities especially in the areas of storage, decentralised systems and energy services. "We are very pleased with the steadily growing popularity. It is clear confirmation of our desire to consolidate E-world's prominent position," says Stefanie Hamm, managing director of E-world GmbH.

When it comes to young, innovative companies, E-world 2016 will chalk up a new record in terms of attendance with 26 exhibitors. Businesses operating in the area of online trading and energy management are new additions, for instance. For Claus-Peter Regiani, managing director of E-world GmbH, it represents a logical development: "E-world is Europe's number one



The last E-world energy & water event attracted 24,000 visitors from 80 countries.


The Energy App Award, presented for the first time in 2016, recognises particularly useful and innovative apps and new app ideas in three categories.



industry gathering and thus the perfect setting for start-ups and newcomers to present themselves to potential business partners."

The subject of smart energy will be one of the main talking points at E-world 2016. Besides the intelligent management of power grids, meters and building technology, there is an increasing focus on apps used for mobile data acquisition or maintenance tasks. Accordingly, E-world is presenting the "Energy App Award" in three categories for the first time.

The E-world congress will be dedicated to the challenges facing the energy industry, the latest developments in sales and trading, and current legal issues. Over three days, experts will share their knowledge in conferences, seminars and workshops. The key challenges and opportunities for the energy industry will be discussed with new and established partners in around 25 conferences.

A full-page photograph of Ernst Uhing, a middle-aged man with glasses and a mustache, wearing a grey suit, white shirt, and dark tie. He is standing in an office environment, leaning his right arm on a large architectural model of a building. The background is slightly blurred, showing other architectural models and office equipment.

Ernst Uhing has been president of the Chamber of Architects of North Rhine-Westphalia since 2013. The trained draughtsman and engineer is employed full-time as the chief technical officer of Hagener Gemeinnützige Wohnungsgesellschaft, a housing company that currently has over 5,100 homes.

GETTING INVOLVED IS WORTHWHILE

Ernst Uhing is a man of clinical analysis and clear words. The president of the Chamber of Architects of North Rhine-Westphalia (AKNW) also demonstrates this when it comes to the subject that is currently occupying the minds of the general public like no other.

— If a quality feature of a building is how quickly one understands its function and the intentions of the builder, then the Haus der Architekten in Düsseldorf's MedienHafen quarter must count as an exceedingly successful example. It is situated in the immediate vicinity of the Westdeutscher Rundfunk building and within walking distance of the parliament of Germany's largest state. And anyone entering the freely accessible

building on this particular morning will first see a display announcing two training seminars. After that, an exhibition featuring the German post-war architect Paul Schneider-Esleben can be seen. It thus becomes clear within one minute that the builder – the Chamber of Architects of North Rhine-Westphalia (AKNW) – operates in a sphere that serves the public, the world of politics and its 31,000 members. →

→ The master of the house is also “very happy” with the building. Since November 2013, Ernst Uhing has been president of what is by far the biggest German architects’ chamber, with which he has been involved for three decades. “I grew up in an era when people’s thoughts and actions were political,” says the 59-year-old, who is chief technical officer of the housing company Hagener Gemeinnützige Wohnungsgesellschaft. In Hagen, a city with 190,000 residents situated on the eastern edge of the Ruhr region, he is specifically confronted with the major issues of the profession, such as how to deal with demographic change or build within existing structures.

The subject of migration, which is currently occupying the minds of the German general public like no other, is certainly not new territory for Uhing and the AKNW. “But unlike before, we are now finding a sympathetic ear everywhere.” It will become apparent here that Ernst Uhing is a fan of clinical analysis and clear words. He is of the opinion that an imminent solution to the lack of affordable housing (the Pestel Institute recently cited the need for 400,000 new homes a year by 2020) is the primary goal: “It takes time, money and investors.”

Beyond the current crisis, politicians and society must both ensure that the most diverse groups of people can afford to live in the German Federal Republic’s urban areas, whether refugees, students, young families with low net household incomes or older people with small pensions. For Ernst Uhing, the task of architects and town planners begins with a stark analysis of the reality: “It’s about taking on the task as it is and not how you would prefer it to be.” Then it is possible to find solutions that are convincing from a social, design-based and economic perspective in equal measure.

Uhing’s formative experience of chamber-related politics that “getting involved is worthwhile” has most recently been seen in the struggle for a fee structure for architects and engineers (known in German as the Honorarordnung für Architekten und Ingenieure, or HOAI). The majority of German politicians are now backing this unique EU-wide regulation, which is being eyed critically by

the EU Commission due to perceived discrimination against foreign architects in particular. Uhing, on the other hand, points to studies which show that there is no such link, although there are probably many European neighbours who would welcome similar regulation. At the same time, it’s about more than just protecting the profession’s interests. “Only those who earn a decent minimum living wage can guarantee quality consciousness and consumer protection.”

In their professional field, the German architects were shaped in another way than their colleagues in Europe. While architects in France concentrate on planning and designing, German architects are trained to be generalists who can preside over all building phases and aspects. At the same time, Uhing sees on an almost daily basis how much more complex the profession has become, be it in conversation with a colleague who is predominately working on school building projects, be it during the planning phase of a living concept for dementia sufferers and their relatives, or be it in the task of drawing up a spatial security concept for a bank.

“Architects receive the best training to allow them to coordinate complex projects such as these,” says Ernst Uhing, but this is also accompanied by a permanent commitment to “lifelong learning more than others”. To this end, the chamber organises 350 seminars every year in the Haus der Architekten and 100 further events elsewhere.

Incidentally, the biggest AKNW event is held in Essen. Every two years, architects come in droves to the international steel construction congress, organised as part of the DEUBAUKOM show. The organisers have now had to limit the number of delegates to 1,500. Ernst Uhing is a member of the DEUBAUKOM advisory panel, but that is not the only reason he is keeping a close eye on the modernisation of Messe Essen. “Overall, things are progressing very positively,” he says. And those who know that Ernst Uhing is not exactly prone to uncontrolled outbursts of emotion will especially appreciate such a compliment.



The construction trade fair for western Germany and the Benelux countries |

The attractions at the forthcoming **DEUBAUKOM** event (13–16 January 2016) include a 100-square-metre show home in hall 3. Entitled “Demography goes green”, it will showcase energy-efficient solutions and building design suitable for all generations. The integrated Infratech and **DCONex** trade fairs and the **acqua alta** event, which focuses on flood protection – all of which will be held between 13 and 15 January – will generate useful synergies for both exhibitors and visitors.



» THE WORLD PLAYS IN ESSEN «

The board game is booming – as is its most important event:
This year's SPIEL is glowing with superlatives. Even more impressive
than the numbers is the atmosphere in the exhibition halls.
Here is a look back at a unique event.



— The time is 11.05 a.m. as Dominique Metzler opens a “show of superlatives” and the first superlative is sitting right in front of her. The Hall Europa is filled with hundreds of journalists. Media representatives from North America to Japan have come to the Congress Center West at Messe Essen one day before the official opening of SPIEL ’15 to get themselves in the mood for the coming days by hearing from the managing director of Friedhelm Merz Verlag.

Dominique Metzler initially hands over to Oliver P. Kuhrt, the managing director of Messe Essen, who offers his thanks for the decades of trust. “And we wish to continue to repay this trust with excellent service, with our location in Germany’s most populated metropolitan region and soon with one of the most modern infrastructures on the exhibition centre landscape,” promises Kuhrt. “We will remain here for a long time to come,” says Metzler in return – and, it should be added, continue to grow here.

»THE ENTHUSIASM IS HUGE«

This year SPIEL ’15 also occupied hall 7 for the first time, bringing the total exhibition area to 63,000 square metres – an increase of nine per cent. A similar level of growth was recorded among the 910 exhibitors, 58 per cent of whom came from abroad. No fewer than 35 exhibitors registered from Poland alone. “There is a huge amount of enthusiasm there,” says Hermann Hutter. The chairman of Interessengemeinschaft Spieleverlage e.V. – an association representing the interests of companies in the game industry – presented pleasing figures for the German market: an 8.4 per cent increase in sales of games and puzzles, even 12.6 per cent for family games, which tend to cost more. “The industry is showing just how vital it is,” says a delighted Hutter. Dominique Metzler then focused on the rapid globalisation of the once typically German board game,



which is reflected in the number of registrations for the show. “The world is playing and it is playing in Essen!”

It is difficult to say exactly how many world premieres could be seen in Essen this year. Conservative estimates put the figure at more than 1,100 – this, too, is a record. The amount of delight expressed by Daniele Tascini and Simone Luciani may also be record-breaking. The Voyages of Marco Polo is the name of the Italian authors’ latest coproduction – and the tactical game is the winner of the German Game Prize 2015. The prize, which is awarded in four categories on the evening →

The mastermind behind SPIEL: Dominique Metzler, managing director of Friedhelm Merz Verlag, was delighted with the 162,000 visitors and 910 exhibitors – two new record figures in the history of the show.

→ before the show, is especially valuable, because it is the public that chooses the winners. And the same public flocked to the exhibition halls the following day. Queues formed long before the doors officially opened. Once they did open, the first wave of visitors headed towards the objects of their curiosity. Small, but very much in demand, was the stand run by Friedemann Friese, founder of the company 2F Spiele, who was unmistakable with his dyed green hair.

The game manufacturer: Horst Walz is the managing partner of Ludo Fact GmbH. The Augsburg-based company produces 70,000 board games a year. For Walz, SPIEL is also “incredibly important” as a B2B meeting place.

Friese is the man behind 504, one of the most remarkable new products of the year: in a box no bigger than a shoebox is a game concept that can be played in 504 different ways. Friese explained that he worked on the

idea for three and a half years and designed a computer simulation for it.

The result is a “work of art”, says Scott Alden. His voice carries some weight. That’s because Alden is the co-founder of BoardGameGeek (BGG). The Dallas-based website is probably the world’s biggest games database and has more than one million members. BGG travelled to Essen with eleven employees. Over a period of five days they conducted interviews with authors on their stand from 10 a.m. in the morning until shortly after the show closed. Three cameras recorded the interviews, producing no less than 150 films that fans from all over the world could follow via live streaming. In addition, Scott Alden, the master of the technology, subsequently edits every interview for the archives. On one particular morning, “just” 1,600 viewers followed events live online – even though it was the middle of the night in the USA.

» SPIEL HAS AN INCREDIBLE SPIRIT «

SPIEL is logistically even more complex for Ludo Fact. The company from Augsburg produces 70,000 games and puzzles daily on behalf of 200 game publishers around the world. In the run-up to this year’s SPIEL it had to ensure that 120 new products were ready in time. Employees dispatched eight fully loaded lorries to the Ruhr region, distributed the games to the various stands in the exhibition halls and left their telephone numbers in case an exhibitor ran out of certain games. Smaller game publishers count firmly on direct sales and nothing would be worse than not being able to meet demand. In such cases, Ludo Fact delivers replenishments overnight.

“SPIEL is hugely important to us – and it has an incredible spirit,” says managing partner Horst Walz. The company boss always takes newly appointed →



Films, images, background stories: ESSEN AFFAIRS as an app

Download the ESSEN AFFAIRS app to watch a film about SPIEL '15 and see other images from the show. The app is available for both Android tablets and iPads.



→ managers to Essen “so that they can get an idea of the industry and its charm”.

»THE PEOPLE HERE ARE MORE OPEN«

The charm and flair have delighted Michael Hopf, sales manager of Haba, for many years. “The people here are more open than elsewhere and there is more excitement,” he enthuses while standing on the 300-square-metre Haba stand. It is easier to describe the commercial value of SPIEL. “Not one of the 20 to 30 other shows that I visit enjoys a comparable media response,” says Hopf, full of praise for the “press professionals” around Dominique Metzler. The event also plays a key role as a test lab for Haba. The entire game editorial team travel to Essen and watch very carefully to see which games go down well among the clientele in a live situation – and which do not.

It was very different in 1986 when Haba, then still purely a toy manufacturer, sent Hopf alone to Essen to present the company’s first game, Orchard. Friedhelm Merz, the creator of the game, had organised a press conference and Bild, Germany’s biggest tabloid newspaper, actually put the Orchard game on page one. The game is now the company’s classic. More than two and a half million have been sold all over the world and it has been translated into ten languages.

A little more prolific is another success story made in Germany. Taking into consideration all the expansions, The Settlers of Catan has sold 22 million games in the last 20 years. Now the inventor Klaus Teuber has brought the “Catan” chapter to an end: “The subject has been exhausted.” The latest chapter is entitled Tumult Royal and is the first collaboration between Teuber and his son Benjamin. On the last day of the show, however, the Teubers invited visitors to take their seats at the table for another game of “Catan” – or more precisely,



a 500-metre-long row of tables, which completely filled exhibition hall 4. A total of 1,040 players from more than 25 nations, including former international football player Jens Nowotny, played the “BIG Game” with the Teubers and set a new world record.

It was the penultimate superlative of SPIEL '15. The final report provides the last of all. No fewer than 162,000 fans, licensees and buyers attended this year’s SPIEL – more than ever before. The world really did come out to play in Essen.

The sales professional: For Michael Hopf, the sales manager at Haba, the show has been an unmissable event and the source of much delight for 30 years. The entire game editorial team travel to Essen with Hopf and watch very carefully to see which games go down well with the public in a live situation.



More than 500 exhibitors and 340,000 visitors are expected to attend the ESSEN MOTOR SHOW from 28 November until 6 December. The preview day is 27 November.

THE HORSEPOWER SPECTACLE

No automobile show is quite as close to the hearts of fans as the ESSEN MOTOR SHOW. The new project manager, Ralf Sawatzki, continues to be committed to creating unique experiences with his team.

— In the weeks leading up to the event, Ralf Sawatzki betrays no sign of the hard work involved in preparing a show in 17 halls with more than 500 exhibitors and about 300,000 guests expected. The 34-year-old is cheerful and beaming as he talks about his task, which could be described as the dream job with no exaggeration. After all, what could be nicer for a motor sport fan, who regularly attends 24-hour races and the DTM in his free time, than sitting in the cockpit of Europe's leading show for sports vehicles?

“But it is no one-man show,” stresses the new project manager of the ESSEN MOTOR SHOW. Sawatzki took over the position in July and – together with Vivien Haar and Katharina Thol – is now preparing for the 48th year of the event. It is very familiar terrain for Sawatzki: from 1999 to 2010 he was a member of the ESSEN MOTOR SHOW team and was also involved in the successful relaunch, among other things. Following a pit stop at an international exhibition stand constructor he returned in 2014. It is clear that he is an absolute trade fair professional who is well acquainted with the industry and the secrets of the success of the ESSEN MOTOR SHOW. “It is not just a show, but a unique experience!”

The team has once again been working flat out to offer visitors this very experience and put together a unique, fascinating and diverse automotive package. A growing number of manufacturers have found in Essen the ideal platform for presenting production sports vehicles: Skoda, Peugeot and Ford, Citroën Racing, DS Automobiles Motorsport and Lexus Racing. The Mercedes Fan-World will once again be present as well with a large exhibition stand. And the major players in the tyre industry, such as Continental, Toyo and Hankook, are also exhibiting at the show.

This year's supporting shows trace the journey from the past to the future: on the occasion of the release of

Spectre, several models will be shown with which fans are familiar from the James Bond blockbusters. Another exhibition is dedicated to the 65th anniversary of the Formula One World Championship, while yet another showcases exciting concept vehicles. Also celebrating an anniversary this year is the campaign “tune it! safe!”, an initiative launched by the German Federal Ministry of Transport and the German Association of Automobile Tuners (Verband der Automobil Tuner e.V., or VDAT). A tuned police vehicle symbolically represents the aim of clamping down on illegal and unsafe tuning – the latest vehicle will be unveiled at Messe Essen. As a long-standing partner of the ESSEN MOTOR SHOW, the VDAT will also be in the Tuning Salon. The ADAC is the conceptual sponsor of the show.

One feature that especially strikes a chord with visitors is the tuningXperience, so it is only logical that it has been further enhanced: 150 of the most beautiful privately owned vehicles from all over Europe can be admired from 28 November until 6 December. The DMAX Motorsport Arena in Hall 7 is the place to be for live action and goosebumps moments. This represents just a fraction of a show programme that is truly deserving of the name ...



THE ESSEN MOTOR SHOW DIGITAL

The **ESSEN MOTOR SHOW app** is ideal for those wishing to keep on top of the action in the exhibition halls. Small beacons will be positioned in the halls, allowing users of the app to stay up to date with all the highlights via Bluetooth. **Facebook** also underlines the importance of the ESSEN MOTOR SHOW to members of the motor sport community. More than 136,000 fans share their passion here and enjoy taking part in the exclusive prize draws.



A strong team: Project manager Ralf Sawatzki, Katharina Thol and Vivien Haar (left to right) are getting the ESSEN MOTOR SHOW up and running.

A LITTLE ADVENTURE

Mountain tours with electric motors, tents with a touch of luxury, special guided trips: holiday trends in 2016 combine the best of both worlds. A foretaste of developments that Reise + Camping and Fahrrad Essen will also help to shape.

Reach the top with no sweat: electrically powered mountain bikes

The e-bike continues to win over new fans and find new uses. The latest big thing is electrically powered mountain bikes. They promise freedom and adventure while the motor ensures that riders don't sweat profusely when cycling uphill, or a tour can be attempted which would otherwise be unthinkable with muscle power alone.



In this video produced by Bosch, you can accompany mountain bike champions on a dynamic tour and experience the route from the rider's perspective – uphill and downhill

"E-mountain biking could establish itself as the light version of motocross," believes Michael Bollschweiler, chief editor of BVA Bike Media. However, it is still unclear how many buyers would really want to ride off-road and the extent to which the hype will turn into a long-term trend. In view of the many sub-categories and different concepts, Bollschweiler definitely recommends "buying from a specialist retailer where you can take a test ride and get expert advice".

Glamping – a heavenly bed under the heavens



Either individually and close to nature or with the same level of comfort as at home, for a long time, this was also the hard and fast rule of camping. Until "glamping" arrived. The glamorous version of camping makes the impossible possible: sleep under the heavens in a heavenly four-poster bed or relax in the bathtub while camping. "We are being overtaken by the trend in a positive way," reports Klaus Schneider, managing director at the market leader Vacanceselect Reisen GmbH. When the company launched its glamping collection in 2008 there were three tents to choose from. Now there are 1,100 different accommodation options throughout Europe – from the simple safari tent to the multi-storey lodge. One week costs between 300 and 1,000 euros. Holidaymakers only need to sort out their own meals.

Relaxing on the doorstep – Germany remains popular



After five overnight stay records in succession and the best half-yearly camping figures for 23 years, German tourism will probably continue to record a stable high in 2016 – and not just among German guests. Between 2009 and 2014, international overnight stays also rose by 38 per cent. “Major cities and metropolitan regions are

especially attracting guests from abroad. They opt for city tours and round trips particularly often. The Germans frequently head for the south of the country and the coast,” says Sarah Lopau from the German Tourism Association.

Among the pioneering options on offer are “original and individual forms of accommodation such as treehouses, barrel-shaped lodges on campsites and floating holiday homes”. German holidays could remain popular in future with a range of digital services, regional specialties and tailored breaks for various target groups.

Digital mobility – the motorhome is getting connected

One of the megatrends of mobility has also arrived in the camping industry. “The connected motorhome is no longer a utopian dream, but a reality,” says Kai Feyerabend, head of the Motor Presse publishing house in Stuttgart. The publishing house itself, for instance, offers a digital camping pitch radar which helps users to find information on 6,000 pitches throughout Europe. The heating specialists Alde and Truma have also developed solutions that are just as practical: thanks to an app and a control unit installed in the vehicle, the heating, electricity, gas and temperature can be remotely controlled by smartphone. The motorhome manufacturer Knaus has recently even unveiled a completely connected motorhome – as a concept vehicle for now. A standardised system still needs to be found before it achieves its breakthrough to series production. “One app for all functions – it is going to take a little while longer, but it will happen,” believes Feyerabend. Despite all the digitalisation “motorhomes and caravans will still be controllable via conventional means in future”.

Anything but ordinary – special trips

Mass tourism has reached all four corners of the earth – but has it really? A growing number of holidaymakers wish to take time out beyond the standard destinations found in brochures. “There is a growing trend for individual trips,” says a delighted Gabi Knöpges, office manager at ITR Afrika, a company that specialises in tailored expeditions around southern Africa. Proprietor Andreas Hack has recently been on a photo safari in western South Africa – it was his 60th trip to the region! All of this experience literally pays off for the customers. “As we only work with small lodges, our trips are even more favourably priced,”

explains office manager Knöpges. More ideas of this kind can be seen at the forthcoming Reise + Camping show, which is dedicating a specific exhibition area to the subject of “special international trips” for the first time.



Photo safari in South Africa – there is a trend for special international trips like this.



So far and yet so near | From 24 until 28 February 2016, it's all about travelling, camping and cycling once again at Messe Essen. Over 1,000 exhibitors from more than 20 countries are expected to attend **Reise + Camping**, the biggest holiday show in North Rhine-Westphalia. In addition, on the opening day the industry also gathers for the 5th European **Camping Congress** at hall 5. **Fahrrad Essen**, the most important cycle show in the biggest German state of all, will be held at the same time from 25 until 28 February.



» ALWAYS A PLEASURE «

As a business platform and family meeting place, IPM ESSEN is the global horticultural show. Three protagonists reveal what they are looking forward to most at the next event – and what visitors can expect.

Dieter Overath,
executive chairman of
Fairtrade Deutschland



— We would like to give the industry and retailers a better understanding of the subject and effects of fair trade and the growing desire among customers for such products. Our main concern is to ensure that trade is conducted with the stakeholders in these countries according to fair rules, and that the employees on the plantations have safe living and working conditions. This is the only way in which trade can function in the long term. We are delighted that Messe Essen is backing this issue and providing a special area for it. At IPM ESSEN, we will be presenting our “classics” – the successful Fairtrade cut flowers – reflecting on our experiences of the first season with Fairtrade poinsettias and introducing a new product: Fairtrade geraniums.

Eva Kähler-Theuerkauf,
president of Landes-
verband Gartenbau
Rheinland e.V.
15. April – 10. July 2016



— As the proprietor of a potted plant nursery, only at IPM ESSEN can I find all the latest horticultural product innovations in one place as well as production technology and fixtures and fittings for the business. This year the focus is on sustainability. Besides the production process in the nursery, the areas of energy, water and logistics are also of relevance here. As association president, for me IPM ESSEN is also the annual “meeting place for the gardening family” – our global network gathers in the Ruhr region. One particular highlight for me personally is when innovative plant breeders encounter consumer trends and lifestyle in Essen. The industry likes to pick up on these influences in order to continue to delight buyers of flowers and plants.

Stuart Booker,
association manager
at the British Commercial
Horticultural
Association
(CHA)



— CHA welcomes the largest UK presence yet at IPM 2016, with a number of exciting new initiatives and activities set to be launched to further enhance the exposure and profile of the British group stands. As the world's leading show in the green sector, many UK companies use IPM as the international platform to unveil their latest innovations, new varieties and product launches. New for 2016, CHA will be introducing an Innovation Zone and Product Showcase feature where international visitors can see the “Best of British”. We also welcome visitors to join us for our popular networking reception. From new plant varieties and concepts, to speciality fertilisers, to Point of Sale materials and everything in between, experts will be on hand to answer any enquiries.



All things green | With exhibition space covering 110,000 square metres, **IPM ESSEN** – which is being held from 26 till 29 January 2016 – will once again fill the entire Messe Essen grounds. Great Britain is the partner country of the international horticultural forum, which is being organised in cooperation with INDEGA – a business association representing the interests of German horticultural companies – and Verlag Eugen Ulmer. Besides the showcase for new products and the

Show Your Colours Award, a third global award will be presented by the International Association of Horticultural Producers (AIPH) at the next **IPM ESSEN** for the first time: the “Grower of the Year Award”.



Ruhr Piano Festival

The world's best pianists give wings to the new European Metropolis

15. April – 10. July 2016

Info | Ticket: 01806 - 500 80 3* | www.klavierfestival.de *(0,20 €/Min)

Monty **Alexander** | Martha **Argerich** & Daniel **Barenboim** | Hélène **Grimaud** |
Evgeny **Kissin** | Lang **Lang** | Maria João **Pires** | Mitsuko **Uchida** | Andrés
Schiff | Krystian **Zimerman** and many others



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Media partner
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BRIGHT AND OPEN

More light, a clear structure and high functionality: the current impressions of the new Messe Essen show ever more clearly what exhibitors and visitors can look forward to.





The 2,000-square-metre foyer is not just a real eye-catcher, from the seating to the large cloakroom and central information point, it satisfies all the requirements of a modern entrance hall.



What is happening when? The video shows you all the measures and rebuilding phases in detail.



Urban flair in a uniquely green setting: the future eastern entrance to the exhibition halls with the Grugahalle and the entrance to the Grugapark

POOLED POWER

More efficient, a greater focus on sales and even closer to the customer – Messe Essen is ensuring that it is fit for the future with a new organisational structure and five strong units.

Management

OLIVER P. KUHRT



Marketing

SABINA GROSSKREUZ



Sales

FRANK MERTZ



“There will be an even clearer focus on the strategic direction of our trade fairs in future. We will achieve this by ensuring that marketing employees devote more time and effort to managing and developing our trade fair brands. In doing so, we will especially concentrate on current market demands and customer needs and organise our trade fair concepts accordingly, creating the best conditions for our customers’ trade fair success.”

“The region, our city and Messe Essen all have a great deal to offer. Our aim is to ensure that both existing customers and those who wish to become customers know, use and appreciate the range of services. As such, in the new business unit we coordinate all sales activities related to our own events and those of our guest organisers. Depending on the aims of an event, we thus focus on making sure that the presentation and location are both right, regardless of whether it is held in the exhibition halls, CCE or Grugahalle. We therefore offer exhibitors and organisers complete solutions and service packages tailored to their individual aims and needs.”

Two things particularly catch the eye when looking at the new Messe Essen organigram: instead of three business units and three central units, responsibilities are now spread across five pillars. Most striking of all, Messe Essen has set up a sales unit for the first time. “We want to go on the offensive and promote Essen as a location. To this end, we will ramp up sales efforts,” says managing director Oliver P. Kuhrt explaining the reorganisation, which is part of the effi-

ency programme agreed at the end of 2014. “In addition, this operative structure allows the employees in each of the units to concentrate on their core business. However, the efficiency programme will not lead to any compromise in terms of quality or the scope of our services – in fact, the opposite is true.” Five unit managers explain what characterises the newly set up units and how customers and partners will benefit.

Communication and advertising

DANIELA MÜHLEN



“Spread news, place your messages, tell stories: We can now fulfil these tasks even more effectively. The press and digital media units are merging and providing opinion leaders with integrated content – in classic, digital and social media. The advertising team, which has been expanded, is in addition responsible for the presentation of all trade fair brands. Protocol and supporting programmes are also being strengthened to create the right set-up for high-ranking visitors and ceremonial activities on official occasions.”

Finance and administration

AXEL SCHMITZ



“We can achieve the aim of tightening up internal processes, avoiding duplicate work and using synergies by taking all administrative activities out of the operative units and managing them centrally. This allows us to pool invoice management, for instance, and improve the areas responsible for human resources and legal matters.”

Technology

RAINER PALAPIES



“Trade fairs and conferences are high-tech events these days. Under the new structure, all professionals work together on an organisational level – from estate management to event technology. The focus is on optimising logistical processes by centralising them in the technology unit – from planning the logistics of setting up events to establishing a professional parking management concept. The reorganisation of the technology unit thus creates the ideal foundation for making optimal use of modern exhibition halls, providing modern technical service and offering professional technical sales support.”

» THE ILLNESS HAS AN IMAGE PROBLEM «

Under the direction of Professor Hans Peter Dimai, the Graz-based physician, the Osteology Congress 2016 wants to highlight the relevance of the underestimated common disease osteoporosis.



Professor Hans Peter Dimai

is vice rector of academic study and teaching, endocrinologist and expert in bone diseases at the Medical University of Graz. He is president of the Austrian Society for Bone and Mineral Research and a full member of the scientific advisory board of the International Osteoporosis Foundation. Professor Dimai is one of two presidents of the Osteology congress in Essen.

ESSEN AFFAIRS: Professor Dimai, according to the World Health Organisation (WHO) osteoporosis is among the ten most common diseases in the world. In Germany alone, at least six million people suffer from osteoporosis, although the number is probably higher, because the disease often remains undetected. Does osteoporosis have an awareness problem?

Hans Peter Dimai: I rather suspect that it has an image problem. For one thing, a stereotypical picture has established itself in the minds of many people: the dowager's hump of post-war women, the result of a disease that went untreated for a long time. And who wishes to be identified the "woman with the dowager's hump"? For another thing, the disease progresses stealthily and is invisible for a long time. As such, it remains all too often the case that osteoporosis is only diagnosed after the first very painful bone fracture. And even then the therapy is not always adequate.

How can the congress help to highlight the relevance of the condition?

The diversity of the issues addressed is important – and the newly acquired insights that can be implemented and used. A perfect example of this is nutrition to maintain healthy bones. If it is made clear to specialists that lifestyle can contribute to bone health then they can use these insights, internalise the relevance and pass it on to their patients.

Are there any special features on the programme for 2016?

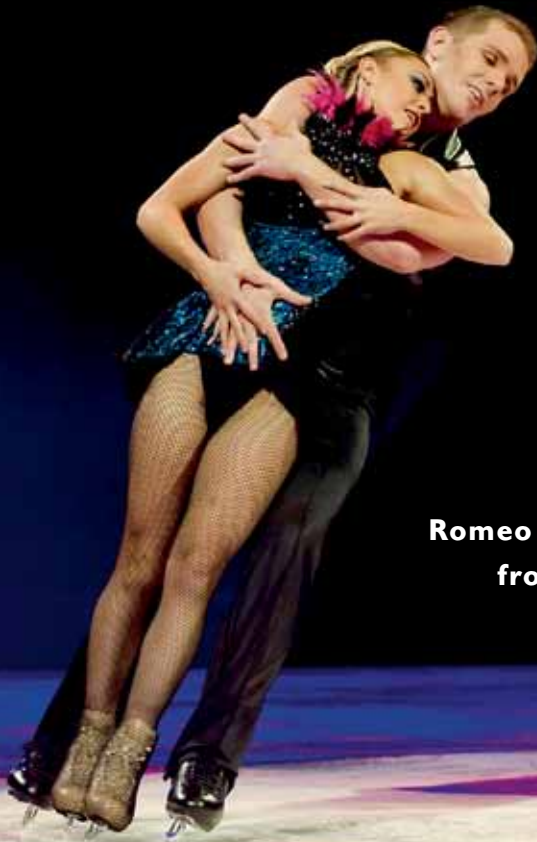
One exciting new element is the highlight session. For the first time at an osteology congress the most prominent scientific papers are briefly presented in condensed form at the beginning as part of this pilot project. This allows delegates to get an idea of what is on offer and decide which sessions they definitely wish to attend.



From 3 till 5 March 2016, the Congress Center Essen will welcome around 1,000 medical and scientific specialists and 300 representatives from the pharmaceutical and medico-technical industry.

How did the congress come to be held in Essen?

As the European Capital of Culture 2010 and the Green Capital 2017, Essen is a very diverse and attractive city. Furthermore, it is the location of the headquarters of OSTAK Osteologie Akademie GmbH, the subsidiary and service company of the DVO, which uses its interdisciplinary board of experts to promote the osteological network in Germany, Austria and Switzerland, and has organised the congress since 2012. Essen is also home to a medical faculty with outstanding research potential at the University of Duisburg-Essen. And I was also able to see for myself that the Congress Center Essen is perfect for this congress in terms of its size, layout and location – and it is also highly modern and stylish. I am certain that we will host a fantastic congress here.



A BIG SHOW

Romeo and Juliet on ice: “Believe”, the new production from Holiday on Ice, features strong emotions and a star-studded cast.

— You don't have to be a fan of figure skating to recall this scene from the Winter Olympic Games in Sarajevo in 1984: the free dance section for pairs, the first notes of Maurice Ravel's Boléro can be heard, and then Jayne Torvill and Christopher Dean start dancing. Or should that be “start performing magic”? The pair received the highest score of 6.0 from all the judges for the celebrated performance – a triumph that remains unique to this day.

Christopher Dean is now bringing his expertise to the stage of the world's greatest ice show – as director and choreographer of the new Holiday on Ice production “Believe”. It tells a modern version of the Romeo and Juliet story, but, unlike Shakespeare's tale, it has a happy ending. Innovative light and sound effects, live singing and 36 world-class figure skaters and artists promise a fabulous experience. A total of five performances of “Believe” will be given in the Grugahalle from 31 December 2015 until 3 January 2016.

The voice of the narrator should be familiar to many spectators: it is that of Sylvie Meis, who is now almost as well known as a TV presenter in Germany as she is in her homeland of the Netherlands. Incidentally, Sylvie Meis even took to the ice herself in the run-up to the show to make a video recording.



Innovative effects, live singing and no fewer than 36 world-class artists promise fabulous moments in the Grugahalle.



www.holidayonice.com

The Dutch TV presenter Sylvie Meis can be heard as the narrator. British figure skating legend Christopher Dean is choreographing and directing the show.

MESSE
ESSENCONGRESS
CENTER
ESSENGRUGA
HALLE

EVENTS UNTIL APRIL 2016

TRADE FAIRS IN ESSEN

28.11.–06.12.2015
ESSEN MOTOR SHOWFor drivers and dreams
(preview day: 27.11.2015)**09.01./10.01.2016**
HOCHZEITSMESSE

The wedding fair with sales and advice

13.01.–16.01.2016
DEUBAUKOM*The show for architecture, real estate
and industrial building**13.01.–15.01.2016**
DCONEX*Show + congress for hazardous
substances management and remediation
of contaminated sites**13.01.–15.01.2016**
INFRATECH*

Your meeting place for infrastructure

13.01.–15.01.2016
ACQUA ALTA*Trade fair and congress for flood
protection, climatic consequences and
disaster management**26.01.–29.01.2016**
IPM ESSEN*

The world's leading horticultural show

05.02.–07.02.2016
HAUS GARTEN GENUSS

The spring show for the whole family

16.02.–18.02.2016
E-WORLD ENERGY & WATER*

International trade fair and congress

24.02.–28.02.2016
REISE + CAMPINGInternational travel and tourism show
for camping and caravanning**25.02.–28.02.2016**
FAHRRAD ESSENThe show for bikes, cycling, accessories
and bike tourism**09.03.–12.03.2016**
SHK ESSEN*Trade fair for sanitation, heating,
air-conditioning and renewable energies**16.03./17.03.2016**
ALL ABOUT AUTOMATION*

Regional trade fair for industrial automation

06.04.–10.04.2016
TECHNO-CLASSICA ESSENWorld show for vintage, classic and prestige
automobiles and motor sport**April 2016**
BABYWELT

The show with everything for your child

TRADE FAIRS ABROAD

11.05.–13.05.2016
HORTIFLOREXPO IPM BEIJING

International plants expo Asia (Beijing)

17.05.–20.05.2016
ESSEN WELDING PAVILION AT SVARKA

International welding exhibition (St. Petersburg)

CONGRESS CENTER ESSEN

13.01.2016
INTERNATIONAL ARCHITECTURE
CONGRESS**24.02.2016**
EUROPEAN CAMPING
CONGRESS ESSEN
International congress and exhibition
for the camping industry**03.03.–05.03.2016**
OSTEOLOGY CONGRESS 2016

GRUGAHALLE

21.11.2015
NOWEDA E.G.
Festive evening**28.11.2015**
OVER-30S PARTY
"More than a party"**05.12.2015**
GLAMOTION 2015**17.12.2015**
RED BULL SOUNDCLASH
Sido vs. Haftbefehl**19.12.2015**
WISE GUYS
Album tour 2015/2016**31.12.2015–03.01.2016**
HOLIDAY ON ICE
The new show "Believe"**08.01.2016**
LUKE MOCKRIDGE
"I'm lucky, I'm Luke"**22.01.2016**
DEICHMANN SE
Collection presentation**28.01.2016**
DEICHKIND
"Niveau weshalb warum"**05.02.2016**
42ND ESSENER VOLKSKARNEVAL
Fancy dress and gala event**14.02.2016**
DER DENNIS
"Leider nein! Leider gar nicht!"**18.02.2016**
MARTIN RÜTTER
"nachSITzen"**24.02.2016**
GENO BANK
Representatives' meeting**26.02.2016**
DIETER NUHR
"Nur Nuhr"**01.03/02.03.2016**
RWE AG
Delegates' meeting**03.03.2016**
HELGE SCHNEIDER
"LASS KnaCKEN OPPA!"**07.03.2016**
ROMEO & JULIA
Live 3D musical**13.03.2016**
CONNI – THE MUSICAL!**16.03.2016**
STADT ESSEN
Staff meeting**19.03.2016**
EHRlich BROTHERS
"Magie – Träume erleben"**21.03.2016**
SPARKASSE ESSEN
175 years of "PS-Sparen"**02.04.2016**
CINDY AUS MARZAHN
"Ick kann ooch anders!"**20.04.2016**
RWE AG
Annual general meeting**29.04.2016**
MARIO BARTH
"Männer sind bekloppt, aber sexy!"

Simply answer the question and with a little luck you could win one of three high-quality prizes.

ENERGY FOR EVERY DAY

Artist Günter Steinmann has created a dialogue of abstract forms for Messe Essen. The sculpture is entitled "Energy" and has graced the east entrance of Messe Essen since January 2008. The valuable acrylic sculpture will also turn heads in the office or at home. The production run of this collector's item is strictly limited.



PERFECT TRAVELS



With a 28-litre capacity, the Messe Essen edition four-wheel trolley is the ideal companion for business trips and wash bag. We are also giving away a cashmere scarf for the gentleman.



ENTER AND WIN!

What anniversary is SHK ESSEN celebrating in 2016?

- A 100 years**
- B 50 years**
- C 10 yearse**

All the correct entries will be entered into the draw for a chance to win an "Energy" sculpture, a trolley with gentlemen's scarf and wash bag, a Pokket Mouse/Podium USB hub set, document folder and writing instrument case with fountain pen and ballpoint pen. Simply send us the attached postcard with the answer.

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

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

We also invite you to complete our reader survey. It is not compulsory for entering the competition.

Closing date for entries: 30 April 2016

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.

STYLISH AND FUNCTIONAL



Businesswomen can cut a good figure on the move with the award-winning Pokket Mouse and the Podium USB hub (incl. cable) in white. We are also giving away a document folder and a writing instrument case from Brown Bear (both leather) together with a fountain pen and ballpoint pen.



WELL BEDDED

**These establishments have what trade fair guests want – part three
of our series looking at Messe Essen partner hotels.**



InterCityHotel
ESSEN

INTERCITYHOTEL ESSEN

Hachestrasse 10, 45127 Essen
Telephone: +49 (0)201 821 841-0
Email: essen@intercityhotel.de

As a first-class business hotel situated close to the main train station, the InterCityHotel Essen offers its guests a number of free amenities in addition to its comfortably appointed rooms, including Sky Sport and Bundesliga channels and use of public transport. Above all else, however, the establishment, which is part of the Steigenberger Hotel Group, remains committed to the idea that “the customer is king!”

www.intercityhotel.com/Essen



167 ROOMS

PRICES START AT
90 EUROS PER NIGHT,
PLUS 13 EUROS FOR THE
BREAKFAST BUFFET

YOUR JOURNEY TO MESSE ESSEN

 11 MIN.

 12 MIN.



BILDUNGSHOTEL

Blücherstrasse 1, 45141 Essen
Telephone: +49 (0)201 3204-243
Email: bildungshotel@bfz-essen.de

Training providers work side by side with start-up businesses and medium-sized companies in the Bildungspark. Located at the heart of it all – with good public transport links – is the Bildungshotel, managed by Bfz-Essen GmbH. Guests can expect perfect conditions for combining living and learning thanks to attractive rates, event rooms for up to 150 people and free Wi-Fi in every room. Last, but by no means least, the breakfast is delicious.

www.bildungshotel-essen.de



248 ROOMS

PRICES START AT
49.90 EUROS (SINGLE
ROOM) OR 69.90 EUROS
(DOUBLE ROOM),
BREAKFAST 9 EUROS

YOUR JOURNEY TO MESSE ESSEN

 10 MIN.

 20 MIN.



Photo: Norbert Zingel

WEBERS – DAS HOTEL IM RUHRTURM

Huttrupstrasse 60, 45138 Essen,
Telephone: +49 (0)201 170033-00
Email: info@webershotel.de

“The secret of happiness is not in doing what one likes, but in liking what one does” – these words of wisdom from the Scottish poet J.M. Barrie are embraced by Stefan Weber – third-generation hotelier – and his employees. As a privately run business and conference hotel in Essen, it promises its guests a calm contrast to the bustling business life in the Ruhr metropolis – and does so in the midst of a location

that is one of the region’s most familiar landmarks. That’s because the Ruhrturm served as the headquarters of Ruhrgas AG for a number of decades. Nowadays, seasonal products are served in the EssART restaurant and guests can spend the evening relaxing in the RuhrLounge.



129 ROOMS

PRICES START AT
69 EUROS (WEEKEND)
OR 79 EUROS,
PLUS BREAKFAST

YOUR JOURNEY TO MESSE ESSEN



7 MIN.



15 MIN.

WELCOME HOTEL ESSEN

Schützenbahn 58, 45127 Essen
Telephone: +49 (0)201 1779-0
Email: info.ess@welcome-hotels.com

From the hotel’s own underground car park to the garden terrace with seating for 40 people, discerning travellers and trade fair visitors staying at the WELCOME HOTEL ESSEN can look forward everything they could possibly wish for from a four-star establishment: rooms in five different categories (some of which are designed for allergy sufferers and disabled guests) completely barrier-free access, Wi-Fi, event rooms, restaurant and bar. What’s more, the establishment is especially proud of its extremely courteous service and well-trained staff.



WELCOME HOTEL
ESSEN *****

176 ROOMS

PRICES START AT 54 EUROS

YOUR JOURNEY TO MESSE ESSEN



8 MIN.



25 MIN.



» BIGGER THAN JUST A BANGER «

Fast food with soul: Henning Prinz and his colleagues are searching for the most cult snack bars in the region.



ESSEN AFFAIRS: Mr Prinz, the Ruhr region is considered the home of the chip shop. Truth or cliché?

Henning Prinz: Truth! There are an estimated 2,000 chip shops in the region and this is probably the only place where every city district has its own. This is originally due to the working-class character of the Ruhr region, but a growing number of gourmets and even top chefs are now discovering the charm of the *Currywurst* (curried sausage). Even at weddings it is increasingly being served as a midnight snack.

Your Pommesführer RUHR book (RUHR chip shop guide) not only features the best, but also the most cult snack bars in the region. How do you define cult?

A key criterion for us is an establishment that has been around for decades, which generally applies to the owner-managed businesses. But cult tends to be a feeling. A good chip shop is definitely about more than just *Currywurst* and chips.

What else is important then?

When I go to “Curry-Heini” in Waltrop, for instance, and the boss is standing behind the counter, I will more than likely be greeted with a loud and very affectionate “How’s it going, you muppet?” He’s a real entertainer, and just as entertaining is the mix of patrons: rich and poor and multicultural. This leads to a unique conversation culture.

But the taste must also play a role. What makes a good *Currywurst*?

Naturally that is also very subjective, but as a general rule the sauce is the most important thing, followed by the sausage. When it comes to the sauce there are big differences between the bland convenience products and finely seasoned creations. Personally I like it spicier. As far as the sausage is concerned there are two or three flagship products in the Ruhr region, led of course by the *Echte* (real thing) produced by the Dönninghaus butcher’s shop in Bochum. Herbert Grönemeyer celebrated this sausage in a song more than 30 years ago – and it remains one of the few sausages that can be distinguished.



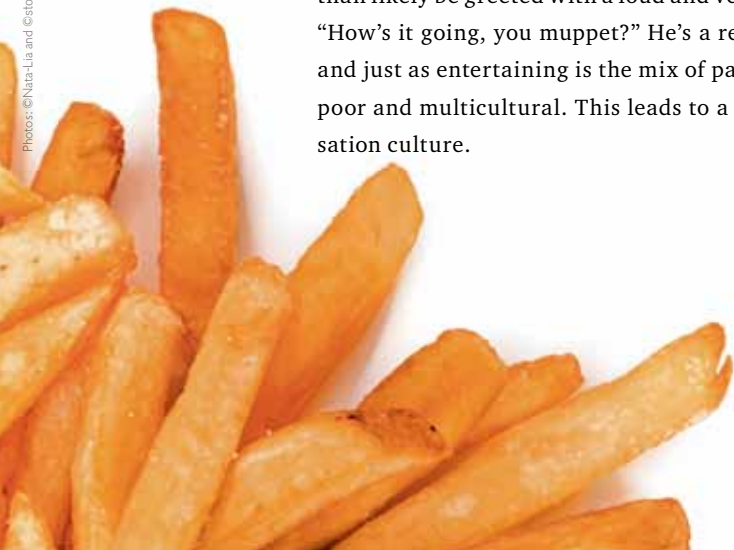
Further tips can be found in the book *Pommesführer RUHR*, recently published by Klartext Verlag (4th edition, approx. 130 pages, 9.95 euros).

THE BEST SNACK BARS IN ESSEN

Two chip shops in Essen appear quite high up on Henning Prinz’s list of favourites: **Zum Xaver** (Gemarkenstrasse 44, 45147 Essen-Holsterhausen) has been awarded five out of five chips in the latest chip shop guide. “Cult, class – and so small that the patrons sometimes have to queue out of the door,” says Henning Prinz judging the location that has been around since 1959, making it the second-oldest chip shop in Germany.



The **City Grill** (Kupferdreherstrasse 157, 45257 Essen) will turn 50 this year. The former ship’s cook Horst Nieding founded the fast-food establishment and to this day the master butcher and his family continue to spoil their patrons with products from their own butcher’s shop. The former NRW First Minister Johannes Rau was a regular customer. Top chef Nelson Müller from Essen likes to pop in these days.



THE RIGHT LOCATION ESSEN



- You want to establish your company in Essen, one of Germany's most successful business locations?
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- You are planning restructuring measures?
- You are looking for corporate networks and contacts to science and research?

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Lindenallee 55
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CONFERENCES AND
CONVENTIONS

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

... **the contents / the topics?**

☐ excellent ☐ good ☐ satisfactory ☐ poor

... **the optics / the layout?**

☐ excellent ☐ good ☐ satisfactory ☐ poor

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

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

How long do you spend reading an issue?

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

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PARTICIPATE AND WIN!

What anniversary is SHK ESSEN celebrating in 2016?

- ☐ 100 years
- ☐ 50 years
- ☐ 10 years

From all the correct entries, we will be raffling off an “Energy” sculpture, a trolley with gentlemen’s scarf and wash bag, a Pokket Mouse/Podium USB hub set, document folder and writing instrument case with fountain pen and ballpoint pen.

The entry deadline is 30 April 2016.

WE WISH YOU THE BEST OF LUCK!



READERS' SURVEY Tell us what you think!

How do you like ESSEN AFFAIRS?

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

