

# LEIPZIGER.MESSE

## magazine

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2014

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# Points of view

## Advantages of an integrated exhibition organiser: more than the sum of its parts



As we see it, exhibition companies need to offer more these days than simply sell floor space, electricity points and water access. A systematic shift in perspective is required.

We look at our events from our customers' point of view. That is the only way we can meet our exhibitors' high expectations and aspirations. We configure a total product, using flexible building blocks – from the

basic event concept to stand design, catering and hospitality services. It is in the creative and intelligent combination of individual services, tailored exactly to the requirements of our target groups, that the added value lies. In addition, we see ourselves as partners with particular expertise in developing forward-looking, future-proof event formats. And it is not only in Leipzig that we provide this diversity of services for trade fairs,

congresses and events. We deploy our expertise at other national and international locations, too.

As trade-fair and exhibition organisers, we steep ourselves ever more deeply in our exhibitors' thinking processes. We look at a prospective show in the same way that a marketing or communications department would. If requested, we are happy to take on an agency and consulting role – coordinated by a suitably well-qualified contact person with knowledge and experience of the sector. That ensures that everything runs smoothly, so that our customers can concentrate on their core business.

  
**Martin Buhl-Wagner**  
*President & Chief Executive Officer*

## Sustainability as company policy

Honesty is what counts in the long run. When we talk about "sustainability", we have to mean what we say. Paying lip service soon loses its charm as time goes by. We ask independent experts to analyse strengths and weaknesses. As a result, we signed up for the international Green Globe seal, which has to be renewed every two years. We were the first major German trade-fair company to put sustainability on their agenda and to have consistently followed through with it. And we have now successfully passed the third audit. It sharpens our eyes to company procedures that are not simply about protecting the environment. Sustainable development is about ecological, social and economic realities, all at the same time.

One broadly held definition goes back to the "Brundtland Report" for the United Nations in 1987. This deliberately includes responsibility for future generations. When all is said and done, the roots of the notion of sustainability lie here in Saxony, where, some 300 years ago, the then Inspector of Mines, Hans Carl von Carlowitz, coined the phrase "sustain-

able use". In recent times, sustainable company management has become an ever increasing issue for our sector. This was made clear, for example, in the study "Conferences and congresses of the future", published by the GCB German Convention Bureau e.V. The majority of those polled assume that "sustainability continues to be relevant, even, indeed, crucial to survival."

  
**Markus Geisenberger**  
*Managing Director*

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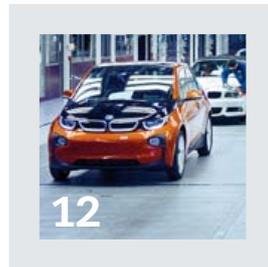
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# Event as strategy

Public fairs strengthen direct awareness. Events create a setting with emotional appeal for brands and products, encouraging positive attitudes

Meeples meeting in Leipzig. The "modell-hobby-spiel" show sent 99 metal figures from the classic board game "Carcassonne" on a world tour with two games publishers. Their mission: as many as possible were to find their way back to the City of Trade Fairs by the start of Europe's largest show for model making, model railways, creative design and games in October 2013. Equipped with a code, the little figures became "Travel Bugs" – highly desirable objects for modern treasure seekers called "Geocachers". Using GPS tracking, the geocachers got the meeples to wander from hiding place to hiding place (the 'caches') for six months. The figures turned up in Ecuador, the USA, the South of France,

Great Britain, China ... In all, the meeples travelled 361,500 kilometres. 14 of them returned in time to meet up at the Leipzig Fair and Exhibition Centre. Visitors to 'modell-hobby-spiel' were able to follow the progress of the others on a map. The promotion was accompanied by extensive communication activity on the part of the Leipzig Exhibition Centre and the exhibitors involved – helped by the viral effect of numerous comments in the international geocaching communities. With highly effective promotions like this, public shows are increasingly defining themselves as forms of free-time entertainment and extending their target groups. For

manufacturers, the added value lies in the broader emotional appeal to customers. Events that are organised alongside a show like this have the potential to significantly enhance the efficacy of an exhibition display. According to forecasts in the study "Event-Klima 2012", commissioned by a working group of the German Association for Direct Business Communications (Forum Marketing-Eventagenturen (FME) im FAMAB Verband Direkte Wirtschaftskommunikation e.V.), budgets for such purposes are set to rise from € 0.53 billion in 2013 to € 0.62 billion in 2014.



Exciting experience – test drive on the off-road circuit at AMI

## Discover it! Try it! Enjoy it!

Temporary worlds of experience and lots of services related to the products on display – that is where public fairs see their competitive advantage these days. They are now competing with countless other event formats, such as "Brand Lands", with hands-on experience of the products, as well as constantly available online channels. That is why events are used to bring additional expressive power to trade fairs and exhibitions. The Leipzig Book Fair is brought alive by the "Leipzig liest" reading festival, with events in a hundred different places all over the city. The water sports show, Beach and Boat, organises some fast-moving competitions in the 550-square-metre indoor pool, and invites visitors to take part in diving and surfing taster sessions. At many of the public events, the number of accompanying events is growing year on year, because more and more exhibitors are coming to recognise their ability to make an impression. "The 'modell-hobby-spiel' show,

for example, offers some 1,000 hands-on and participatory events – and the trend is upwards," says Project Director Annette Schmeier. That corresponds to what the visitors want from the show; according to the visitor poll for modell-hobby-spiel, getting stimulus and ideas for their hobby rates as "important" or "very important" for 70 percent of all visitors.

## Entertainment is brand communication

Fun behind the wheel – pure and simple – is what is at the heart of AMI Auto Mobil International – from the "driving school", for children of 3 upwards, the parking competition and off-road circuit, to a unique offer of a test drive, the like of which you can find nowhere else in Europe. At the last AMI in 2012 alone, the "test drivers" took their place in the driving seat some 16,500 times to try out the latest SUVs, convertibles, compact cars, coupés and electric vehicles on the roads around Leipzig," reports Project Director Matthias Kober. 21 exhibitors made available 214 vehicles for

Perfectly staged –  
Fashion show launches  
the DESIGNERS' OPEN  
in the Leipzig Fair and  
Exhibition Centre



Spectacular stunts  
in the large indoor pool at Beach & Boat 2013



this – over 100 different models. The visitors love it. In 2014 they awarded it their best score of 1.4 on a 6 point scale. But there is still a long way to go before the events portfolio of AMI is exhausted. The Exhibition Centre is deliberately setting ever greater store by its ability to entertain. Products are positioned and staged as part of an overall quality of life. "We serve diverse interest groups and are also attracting some that expect more than a mere display of horse power," explains Matthias Kober. This corresponds to the wishes of the exhibitors. "More and more companies are seeking to create a context that speaks to the senses. We are noticing that the events are becoming more and more closely integrated into the overall exhibition presence and the management of the brand." People, he says, are putting greater value on direct personal connection with the car and an appealing image. Noisy animations are increasingly being avoided. In a nutshell: events bring life to the exhibition business – around 80 percent of AMI exhibitors confirm it. They attribute to the complementary programme in 2012 "helpful support that increases the show's appeal".

### Events face demographic change

Changes in society, such as shifts in demography, are sending us back to the drawing board with our models for public exhibitions, at the same time as opening up new opportunities. Visitor groupings are already thought to be shifting "from younger (up to 30) and middle-aged target groups (31–50) to the over 50s,"

as is confirmed by the B2C trend study "Prospects, potential and positioning of public fairs and exhibitions", conducted by the Faculty of Marketing Management at the HHL Leipzig Graduate School of Management. This trend is likely to strengthen by 2020. The Leipzig Fair and Exhibition Centre is reacting to this with a variety of strategies, all of which are based on the notion of events as essential marketing components. From 2014 onwards, the Manga-Comic Convention will be held with a view to appealing more specifically to the up-coming generations and to acquiring them as the public of tomorrow.

This independent event, linked to the Leipzig Book Fair, will attract fans with high-profile celebrities, Japanese culture and workshops. Traditional consumer fairs such as HAUS-GARTEN-FREIZEIT enhance their appeal for the whole family with an all-day programme of stage events. For "whilst public fairs no longer enjoy any real increase in their appeal because of direct sales, things look very different when it comes to the experiences to be had and those elements designed to promote a sense of well-being," suggests the investigation into B2C trends published by the Association of the German Trade Fair Industry (AUMA). According to their findings, these exhibition formats may well have an advantageous role to play as platforms for personal contacts and experiences.

Magnet for the public  
of tomorrow – the Manga-Comic  
Convention 2014



www.leipziger-messe.com

Parties for exhibitors and congress participants – an important element in event scenarios

# The business party: atmosphere counts!

Good spirits at the OTWorld trade-fair party



International VDIK evening in the imposing Great Glass Hall (Photo: VDIK)



On the catwalk at AMI; VIP-evening for Mercedes-Benz Leipzig Site (Photo: Mercedes-Benz Leipzig Site)

Even when it's really about having fun, there are hidden commercial calculations behind every trade-fair and congress party. The event brings together entertainment and business in an agreeable manner. Participants appreciate the feeling of relaxing informally with like-minded people. Often the evening is firmly integrated into the overall scenario for the event – as an ice-breaker, a local celebration, a cultural highlight or a crowning finale. Two factors crucially determine success: an atmospheric location and a buffet.

The party for young publishing houses has, since 2008, been held in some exciting places and has gone from a former Ballroom to the Old Post Office and the sometime Rural District Office. It is the "local get-together" for the Leipzig Book Fair and, in recent times, 23 publishing houses have issued invitations every year. It is important for the venue to be easily accessible, for up to 1700 people to be able to dance on two floors; important, too, that there is room to chat and to discuss business – and that the creative spirit of the independent publishers is given easy access."

**Irina Kramp,**  
owner of the booking agency 'voneinander hören'

"The trade-fair party is one of the highlights of "therapie Leipzig". It is particularly easy to establish and consolidate contacts there. The Leipzig Exhibition Centre has always been very successful in creating an unusual environment – be it in the historical ambience of the Moritzbastei or in the Variété. There is always an agreeable balance between opportunities for discussion, stage show and music. We're looking forward to the next party already!"

**Thomas Lampart,**  
Executive Officer,  
HUR Deutschland GmbH

"In its capacity as steering organisation for AMI, the VDIK has been inviting leading figures from the automotive sector to its international evening in the Great Glass Hall since 1991. The 600 or so guests greatly appreciate that, after brief words of welcome by Federal and State Ministers, the sector's biggest event of the year offers a platform for informal discussions, with an outstanding international buffet and without interruption from a stage show."

**Volker Lange,**  
President, Association of International Motor Vehicle Manufacturers (VDIK)

"The AMI VIP evening is a firm fixture in our calendar, a date that our customers traditionally keep free. We welcome around 600 guests – Mercedes-Benz customers and the city's VIPs. The exhibition stand is remodelled to create some fascinating effects and lend a very special ambience to the evening. Centre stage is the presentation of the product, liberally supported by the entertainment highlight and good food. In the event, the GL was unveiled at the customers' evening celebration in advance of its German launch."

**Alexander Tomescheit,**  
Director,  
Mercedes-Benz, Leipzig

"The IDT congress party is a highlight of the Leipzig Veterinary Congress and the Moritzbastei cultural centre, with its unique atmosphere, provides an outstanding venue. The cellar vault affords quiet corners with a bar ambience for relaxed discussions and a variety of rooms for live music and dancing. Everyone can find their "own" ambience – this is undoubtedly what makes the party such a success. So it is always fully booked, everyone raves about it and demand vastly outstrips the available supply of tickets."

**Dr. Gert Barysch,**  
CEO, IDT Biologika GmbH

# The perfect outfit for trade show events

**The music plays – and plays its part. Exhibitors set store by an appeal to visitors' emotions**

The appearance of Wolfgang Joop on the medi GmbH stand at ORTHOPÄDIE + REHATECHNIK 2012 in Leipzig was a real attention-grabber and a magnet for visitors. Joop had designed some compression stockings for the medical aids manufacturer and he presented them in person. The unusual and surprising combination of high fashion and healthcare created quite a stir, both at the trade fair and in the media. Celebrities like the famous designer are a guarantee of public attention.

In order to distinguish themselves from the crowd at trade fairs, companies are relying more and more on modern architectural design and the latest technology. Potential customers, as well as existing business partners, are invited not only to come and look;

instead, they meet specially invited guests, are involved in interactive scenarios or are subject to the emotional appeal of artists and performers appearing on the stand.

For the timing and logistics of events like these, many companies turn to the experienced trade-fair service provider FAIRNET GmbH, a subsidiary of Leipziger Messe. It was the Leipzig team who designed and created the exhibition stand for Renolit at the Nuremberg window show; they coordinated the appearance of the artists/performers that had been engaged, and, with the help of the relevant staff, organised fresh food on several occasions throughout the day. They also arranged a party with live music on the stand of plastics recyclers EREMA, at the K Trade Fair in Dusseldorf. Customers and visitors were treated to

several hours of musical entertainment and gastronomic pleasures. With a combination of stage show and music the technology company IVT Installations- und Verbindungstechnik GmbH & Co. KG managed to create the relaxed and cosy atmosphere of a café-lounge on their stand at ISH in Hanover. Appropriately, they also served espressos and coffee – the perfect environment for successful discussions.

www.fairnet.de/en



Party on their stand for the plastics recycling company EREMA at 'K' in Dusseldorf, staged with the help of FAIRNET

## The setting makes all the difference

**The Leipzig Fair and Exhibition Centre offers flexible room layouts and bespoke services for company events**

When the SPD invites its membership to the regular Federal Party Convention, the delegates expect a perfectly organised event. Political conferences like this are in the media spotlight. After the party had celebrated its 150<sup>th</sup> anniversary in 2013, they also arranged to hold their Federal Party Convention the following November in the place where it was born. And the SPD found the backdrop it was looking for to host the meeting of some 1,500 delegates and 600 press representatives in the impressive surroundings of the Leipzig Fair and Exhibition Centre's Great Glass Hall. And there are numerous companies who take advantage of the flexible rooming arrangements, with

lecture theatres, meeting rooms and open hall space, together with the bespoke service provision to host their own events here: Porsche Automobil Holding SE, for their Annual General Meeting; German Railways, for a staff event; BMW, for workshops; the German Postbank for their General Assembly; SAP, for their Automotive Forum; Volkswagen, for main-dealer induction in their new models. And year after year, Obstand Dürrewitzschen AG holds its shareholders meeting in the Leipzig Congress Center.

www.leipzig-gastveranstaltungen.de

In autumn 2013, the SPD organised its regular Federal Party Convention at the Leipzig Exhibition Centre



# Plenty to experience in HALLE:EINS

Leipziger Messe sets new standards for event formats



Live in HALLE:EINS – Great shows like the TV hit “Wetten, dass...?”



Major sporting events – World boxing champion Robert Stieglitz in the ring against Isaac Ekpo



Flying fists, feisty footwork and an enthusiastic audience: in October 2013, boxing champion Robert Stieglitz successfully defended his super middleweight world title in HALLE:EINS. Thousands of visitors were there to witness his triumph in what is one of Germany's truly unique venues. The tiered seating created a kind of Colosseum around the boxing ring. As a result, HALLE:EINS has set new standards of flexibility in event halls.

With around 20,000 square metres of floor space, the hall can accommodate every kind of event format for up to 15,000 visitors. Broad stage and show sets for TV productions can be built here as easily as circus and concert arenas or, indeed, con-

ference rooms. The size of the hall and its unlimited design possibilities make it possible to create generous backstage and production areas, as well as the stage and auditorium itself, not to mention additional space for sponsors' presentations.

Thanks to its unique construction system, there are hardly any limits to the extent and arrangement of the seating. The tiers of seats were developed specially for HALLE:EINS by Slovene specialists, Elan Inventa, and represent one of the most flexible systems in the world. Twelve free-standing blocks, each with 360 upholstered seats, can be freely moved round, combined at will and extended at any time – depending on the format and the size of the event. That way, there are no empty rows of seats at smaller productions, whilst

for major events, several thousand visitors can find a seat. One thing is certain: in the biggest event location in Central Germany, every member of the audience gets the best possible view of what is happening.

Events can be easily reached by bus, tram or by car, and there are parking spaces close to the Hall. Organisers benefit from all the advantages of the Exhibition Centre, the direct motorway link, a hall that can be accessed at ground level, the modern technical infrastructure and the services provided by the Leipziger Messe Group, which cover everything from arranging and equipping the hall to the catering.

www.halle-eins.de



# Want more?

## Events at the Leipzig Exhibition Centre – hands-on welcome!

At the Leipzig Fair and Exhibition Centre, visitors get to experience some unusual events – sometimes even working up a sweat themselves – as, for instance, at Central Germany's largest zumba party in 2013, which took place on the eve of the European Dance Championships in the Great Glass Hall. Before the professionals swept across the floor in their tussle for the medals, dance enthusiasts joined in with this trendy workout routine from South America beneath the domed ceiling.

Racing pulses – this time just from watching – are also guaranteed by the Kings of Xtreme. The show is one of only a few indoor events for motocross and BMX bikes and draws an enthusiastic public to HALLE:EINS year after year. With the TV lighting and the high roof, motocross enthusiasts have the best possible conditions and the perfect setting in which to showcase their bikes, as they hurtle through the air and perform breathtaking dashes through walls of fire. It is well worth looking upwards every year in October, too, when Exhibition Hall 5 is home to "modell-hobby-spiel", which, with its 5,000 square metres, houses the largest indoor flying space in Germany. Along with the action-packed product presentations, the highlights include night-flight demonstrations and aero musicals, where model aircraft loop the loop and pirouette in time to the music. Visitors always look forward to the grace and elegance of the displays at PARTNER PFERD, when the Leipzig Fair and Exhibition Centre is host to one of the biggest events on the indoor riding calendar and HALLE:EINS is turned into a huge indoor manege. Visitors can not only watch



Kings of Xtreme in HALLE:EINS –  
Freestyle-Motocross Show enjoys cult status

the competition between the world's best for the titles in horse vaulting, show jumping and four-in-hand racing, they will also find, just a few paces further on, all the new products and services relating to horses and horse ownership.

There was a captivating atmosphere, too, at the opening in 2013 of the DESIGNERS' OPEN design festival. A delighted audience witnessed the premiere of the DANCE THE WALK fashion show in the Great Glass Hall and took advantage of the preview to scour the exhibition for some really exclusive items before the official opening.

One of the largest and most complex events the Exhibition Centre has seen since its opening in 1996 was WorldSkills Leipzig in 2013. More than 200,000 visitors came to the world-skills championships and enjoyed the entertaining mix of observation and hands-on participation.

www.leipziger-messe.com

PARTNER PFERD –  
one of the largest  
indoor riding events



Fashion show  
at the DESIGNERS' OPEN



# Sensibly sustainable: taking the long-view in business

Concern for tomorrow now a duty not a luxury

Sustainability has long been held to be just a fashionable word, then it moved up to being an optional trendy extra. There were many who saw the hype surrounding sustainability management as a temporary phenomenon, often used as a fig leaf for empty promises. But with time, sustainability has increasingly come to be part of our everyday lives.

## Dealing in three dimensions

"Sustainable concepts take account of the ecological, social and economic dimensions all at once. Protection of the environment, fairness and just treatment across the generations are all bound up with an intelligent approach to business," emphasises Markus Geisenberger, Managing Director of Leipziger Messe GmbH. "Such strategies become established in the everyday running of the business and shift from giving a competitive advantage to being an imperative." And this is just as true of the congress and event sector. According to the "Meeting- & Event-Barometer Deutschland 2013" the number of providers in the sector with sustainability-management systems rose from 37.7 percent in 2012 to 39.7 percent in 2013. At the same time, almost one in every two organisers (44.1 percent) prefers providers with accredited sustainability-management systems. Last year, this figure was still just 33.3 percent, according to a study for the European Association of Event Centres (EVVC), the German Convention Bureau e.V. (GCB) and the German Tourist Board e.V. (DZT) (Situation as of 2013)

## Sustainably committed

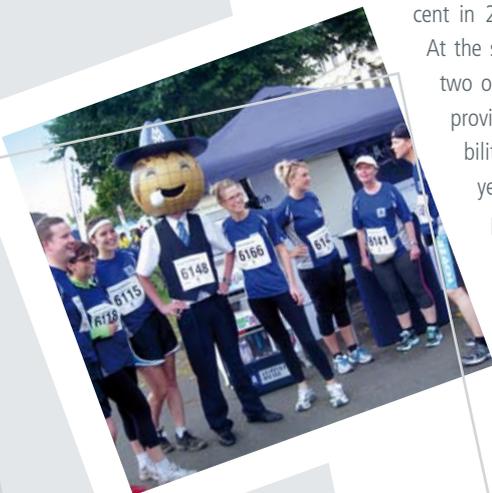
"Since 2009, the Leipzig Fair and Exhibition Centre has subjected itself to regular accreditation according to the Green Globe standard," explains Markus Geisenberger. Because it is done from an objective, external standpoint, such a process is a valuable auditing instrument." In addition, Leipziger Messe's subsidiary, FAIRNET, submitted itself for specific certification for the "Sustainable Company powered by FAMAB" seal. This designation – developed by FAMAB, the German Association of Direct Business Communication – identifies sustainable commercial practices in the field of live communication. In addition, the Leipzig Fair and Exhibition Centre, together with the Leipzig Congress Center (CCL), has signed up to the "fairpflichtet" code of sustainable practice in the German-speaking event sector. The CCL received special recognition with the Meeting Experts Green Award 2013 in the "Sustainable Events" category. The award for the ICCA Green Traffic Project, completed in 2011, was presented at the 50<sup>th</sup> World Congress of the International Congress & Convention Association (ICCA).

## Socially engaged

As a partner of Joblinge gAG Leipzig, Leipziger Messe also offers support for young people trying to get a foot on the career ladder. The not-for-profit initiative JOBLINGE is committed to helping unemployed young people with limited qualifications.

As one of the first signatories to the City of Leipzig's communal declaration in support of working parents, "Kinder und Familien willkommen!", Leipziger Messe makes every effort to create family-friendly conditions for its staff, including flexitime, various models for part-time working and reserved places in children's day-care centres. Additionally, the company is keen to take on responsibilities with respect to the health of its employees with

By environmentally-friendly hybrid bus direct to the Exhibition Centre



Motivation through sport – participants in the company run

Sustainability  
as a concept –  
profusion of green  
and direct links to  
local transport



offers of health days and mini-marathons. Moreover, Leipziger Messe also supports the "V Factor" initiative organised by businesses in Central Germany, which seeks to foster and develop practical ways of bringing about sustainable and responsible corporate behaviours.

### Directly experienced

For exhibitors and visitors to the Leipzig Fair and Exhibition Centre, sustainability is also part of their direct experience: four-compartment bins in the halls and exhibition areas make it easy to sort the waste quickly. As it is, the Exhibition Centre produces around 800 tonnes of waste a year. Its disposal in the recommended manner has, since 2011, been optimised through the use of a complex waste-management process. A thorough-going recycling policy applies equally to the little things; thus, the identity tags – the plastic sleeves for the trade-visitor passes – are all collected at the exits and re-used. Our catering subsidiary, 'fairgourmet', when buying bread, fish and meat, gives preference to produce from within a radius of approximately 150 kilometres. Fairer trade is another important factor; only fair-trade coffee is served at the Exhibition Centre.

### Free transport with the admission ticket

The Exhibition Centre enjoys excellent links with the local public transport network. One of the bonuses for exhibitors and visitors to many of the trade fairs and congresses is that they can use their ticket to travel to and from the Exhibition Centre on local public transport, free of charge. That reduces CO<sub>2</sub> emissions and Leipziger Messe has consciously taken the decision to continue to provide this combined ticket in the future.

### Heat and power produced on site

As from 2014, the basic requirements for heat and power at the Leipzig Fair and Exhibition Centre will be covered by their own dedicated co-generation unit. The advantages include fuel savings, lower CO<sub>2</sub> emissions and reduced pollution. "We shall be putting around a million euros into the project," emphasises Markus Geisenberger. In times of increasing energy prices, this is seen as a sensible economic investment – and entirely in line with the German Heat and Power Co-generation Act. This aims at increasing the amount of electricity generated in combined heat and power units in Germany to 25 percent by 2020.

▣ [www.leipziger-messe.com/Company/Sustainability](http://www.leipziger-messe.com/Company/Sustainability)



Leipziger Messe is the first exhibition company in Germany to be awarded the Green Globe Seal and favours fair-trade products



# Pioneers of e-mobility

In Leipzig and all over Saxony, visions of mobility become reality

In the rush hour, electric vehicles glide almost noiselessly through the city. When the battery runs out, the car is charged at the next street light. On the streets of the future, the internal combustion engine will be obsolescent, transport systems will be optimally networked – creating less noise and less pollution.

## Practical trials in Leipzig

In both Leipzig and Saxony as a whole, the agenda for the personal transport of tomorrow is already being set today. The Independent State of Saxony has, since 2009, been one of the eight exemplar regions for electric vehicles in Germany. Another milestone was the launch of the showcase "Bayern-Sachsen ELEKTROMOBILITÄT VERBINDET" ("Bavaria-Saxony UNITED BY E-

MOBILITY) at the European forum on "new mobility" at the Leipzig Exhibition Centre in 2012. The scheme is one of four initiatives, which the German Federal Government is sponsoring to the tune of 180 million euros. The street lamps, for instance, will be turned into e-fuel stations on two stretches of streets in Leipzig's inner city. For the

"E-Skorpion" project, electric buses will "top up" during their journeys at overhead cables. And, in 2014, the A9, between Leipzig and Munich, will be equipped with

rapid charging stations at spacings of no more than 90 kilometres on the "express refuelling freeway" for electric vehicles. In Markkleeberg, near Leipzig, battery-operated buses are to take S-Bahn passengers from the station to their homes as part of the "eBus Butterfly" project. Notification of the grant was formally handed down by the Federal Minister of Transport during the OECD's International Transport Forums (ITF) at the Leipzig Fair and Exhibition Centre.

## Leipziger Messe drives innovation

"The pioneers of electric vehicles for personal transport all meet up at the Leipzig Exhibition Centre," stresses Martin Buhl-Wagner, President & Chief Executive Officer of Leipziger Messe GmbH. "Not only are concepts for the future discussed and pioneering developments presented by members of the scientific and business communities, they are also introduced to a broad section of the public to try them out." That is why vehicles with alternative power units were sent out for test drives some 4,500 times at AMI Auto Mobil International 2012. And electric vehicles again played an important part at AMI 2014, too. "Moreover, the Leipzig Exhibition Centre

will soon have two e-fuelling stations and thus be part of what is becoming a very real electromobility network in Saxony," insists the Exhibition Centre's boss.

## Powerful partners

Automotive innovations become reality in the works of BMW and Porsche just down the road from the Leipzig Exhibition Centre. And it is here that BMW manufactures the brand-new, thoroughbred BMW i3 – nicknamed the "Stromer" (electric car) – and the plug-in hybrid sports car, the BMW i8. For this, the company has developed the Leipzig works to function as their centre of expertise for electric vehicles. "Just like Porsche, BMW is a strong partner, whose expertise in the sector enriches us," explains Martin Buhl-Wagner. At the Porsche works in Leipzig, it is the Panamera S E hybrid that rolls from the production lines – the world's first luxury-class plug-in hybrid. By September 2015, these sporty four-seaters will be in use as shuttles – for, amongst other things, three of Leipzig's top hotels – in a collaborative research project.

- www.new-mobility-leipzig.com
- www.ami-leipzig.com
- www.internationaltransportforum.org



Innovation comes as standard – Production of the BMW i3 at the Leipzig works – Finish (Photo: BMW Group)

The Panamera S E hybrid in use at Leipzig's top hotels – Jörg Müller, Director of the Fürstenhof Hotel, and Andreas Hachmeister, Director of The Westin Leipzig (from left)



# When niches become markets

**Leipziger Messe invests in areas with potential**

Everyone and everything starts small – and events are no exception. Some 300 participants came to the first World Congress for regenerative medicine in 2003. The Fraunhofer Institute for Cell Therapy and Immunology in Leipzig, in collaboration with the Leipzig Congress Center, put together an idea which they had shared with each other and have continued to develop over the years. With, in the end, more than 1,000 participants from 40 countries, the congress is now considered to be a world leader.

In 2014, "vetexpo" will be held for the second time as an independent event under its own name and will take place concurrently with the Leipzig Veterinary Congress in Exhibition Hall 2. Because of its growing popularity, it has been extended and developed into a fully-fledged trade show. With, at the last count, 4,000 participants, the congress is now one of the most numerous attended and thematically varied profes-

sional development events for veterinary medicine in the German-speaking world.

With the extension of the lakeland landscape around Leipzig, the region is increasingly dedicated to water tourism and water sports. The Beach & Boat show brings together everything relating to water sports. The Lakeland Congress, which is linked to it, is the sector rendezvous for everyone working in the fields of tourism and commerce.

Following the increasing popularity of the Manga section at the Leipzig Book Fair over the past few years, the first Manga-Comic Convention will be held in the spring of 2014. Anime, Manga, Comic and Cosplay, together with relevant costumes and drawing accessories, will thus get their own dedicated event, linked to the Leipzig Book Fair.

*Pioneers of progress – best possible conditions for the world's leading congress on regenerative medicine*



*With round-the-clock care, our four-legged friends feel at home in Leipzig's Exhibition Centre*



## Fairs with pedigree

**Four-legged friends enjoy special service**

them to enjoy a pleasant visit to the show, too.

'Agra' is the only show for domestic livestock in the East of Germany. Last time,

it welcomed 970 exhibitors from eleven countries and 47,000 visitors. Every two years, some 1,200 farm animals are shown in skills trials and breeders' competitions – from milkers to merino sheep and beef cattle. So that the animals get the best possible care, farm staff and assistants are permitted to stay in the halls overnight and vets are on hand at all

times. The logistical planning for transporting the animals and their feed to the show is a central part of the preparations.

Star performers, who are recognisable by their habitual barking or purring, are equally well catered for in the air-conditioned exhibition halls. Some 6,000 dogs and 300 cats are shown at 'Hund & Katz'. Hundreds of breeders can park their campervans close to the halls. With visitor numbers soaring to 37,000 visitors last year, 'Hund & Katz' has proved to be a huge visitor magnet.

Before the grand entrance to the arena, they pass once more through the cow wash. The shed where they are fed, milked and where they sleep is in Hall 4. All paths are covered with anti-slip mats, so that not a single hoof loses its footing. At shows like 'agra', 'PARTNER PFERD' and 'Hund & Katz', the animals are at the centre of concern. We want

# The way to a man's success lies through his stomach!

Visitors always enjoy looking back on well-organised catering and delicious food



The speaker's rhetoric can be brilliant, the topic fascinating – yet still the audience fail to concentrate if they are hungry or thirsty. Coffee breaks, time for a snack or a hot lunch are not things that can be omitted, whether at scientific conferences or at political party conventions. If it is visitor satisfaction that matters, then careful planning of the catering is one of the keys to success.

"There's nothing worse than waiting for coffee that isn't there yet," established the philosopher Immanuel Kant. Experienced caterers not only have their eye on how many visitors need

to be served what, they also know exactly how the event will play. When and how many people will emerge from which room. Where the serving table and the coffee tables have to stand. When the next session begins and whether that leaves time to move the furniture round. The logistics have to add up – whether there are 100 or 3,000 people who all want to be served quickly and at the same time.

At the Leipzig Exhibition Centre, organisers have the benefit of working closely with Leipziger Messe's subsidiary companies. Colleagues from our catering subsidiary 'fairgourmet' are always involved at an early stage in the preparations for a confer-

ence in the Leipzig Congress Center (CCL). The customer's wishes – anything from high-end catering to a themed buffet – are communicated directly. Thanks to a flexible spatial concept, as many as 7,000 congress delegates can take lunch together. Exhibition Hall 2 has, on occasion, already been transformed into a comfortable dining hall precisely for this purpose. "A well-organised break and something nice to eat raise motivation levels," says Detlef Knaack, Executive Managing Director of fairgourmet. "That pleases the organisers and is a measure of our success."

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



## Service with a feel-good guarantee

### Leipziger Messe wins hearts and minds with bespoke solutions



Appropriate setting – festivities at the award ceremony for the 'Leipzig Book Fair Prize'

All services from a one-stop shop – it is with this concept that the Leipziger Messe Group won the day when it tendered for the hospitality services contract for WorldSkills Leipzig. More than 3,500 international guests came to the skilled trades World Championships. 40 different packages were created to look after them – including hotel reservations, transport and catering, as well as organised excursions, guided tours and evening events. The Leipzig Exhibition Centre provides services tailor-made to the needs of exhibitors, too. FAIRNET, for instance, were partners of the Book Fair, created displays ranging from four-square-metre standard-issue booths to joint stands and highlights such as the 1000-square-metre Audiobook Forum for the German TV channel ARD. It is particularly for the smaller and medium-sized pub-

lishing houses that the solutions for individually branded display stands, which have been specially developed by FAIRNET themselves, come into their own. As experienced service-providers, they have also been given the responsibility for arranging the festivities to accompany the award ceremony for the "Leipzig Book Fair Prize" – from the construction of the stage to the choreography.

Going well beyond simply hiring them the space, Leipziger Messe works closely with its customers to further develop the event concept. We are, for instance, reworking the use of floor space for the agricultural trade fair "agra" with the organisers, so as to be able to create an extended display area for large agricultural machinery outside in 2015.

[www.leipziger-messe.com/Company](http://www.leipziger-messe.com/Company)

# Close to our customers, close to their markets

## Leipzig goes global

Trade fairs and congresses on our own turf are Leipziger Messe's core business. But there are also some very positive effects to be gained at headquarters by taking our integrated service provision for trade shows and exhibitions to other locations. Accordingly, with "denkmal Moscow", Leipziger Messe organises the only trade fair in Russia for museum technologies and the conservation and restoration of old buildings. It is an offshoot of "denkmal" in Leipzig and the content been adapted to meet the specific needs of the Russian market. There is, therefore, a greater focus on the conversion of historic buildings to modern standards and new uses.

"Forest Fire Fighting and Protection Siberia", held for the first time in November 2013 in the Siberian town of Novosibirsk is Russia's first trade fair relating to combating forest fires. The show is run independently by Leipziger Messe International (LMI) and is sponsored by the Ministry of Emergencies, the Federal Forestry Commission and the Russian Government. The UN also invited delegates to attend an international congress, organised at the same time.

With the continuation of the CosmeticBusiness trade show in Munich in 2013, Leipziger Messe acted for the first time as a guest organiser at another event location in Germany. The entire organisation was transferred to Munich, from acquisition, communication and project man-

agement to the exhibition and event services. Hence, FAIRNET took care of the infrastructure for the stands at CosmeticBusiness and completed around 80 projects for a total of 220 exhibition stands.

Since the World Congress of the International Society for Prosthetics and Orthotics (ISPO) 2010 in Leipzig, the Association and the Leipziger Messe Group have worked more closely together. As a result, the ISPO World Congress in the Indian city of Hyderabad was also organised jointly by them. The 2010 conference of the ISPO took place in parallel to the leading world trade fair, ORTHOPÄDIE + REHA-TECHNIK. The project team responsible for medical fairs signed up and looked after the exhibitors and sponsors for the accompanying exhibition in India in 2013, too. LMI coordinated the construction of the stands and other services for all the exhibitors. Leipziger Messe subsidiary, FAIRNET GmbH, created the presentations for two international market leaders. The collaboration between the ISPO and Leipziger Messe will continue for the 2015 World Congress in France. The World Congress will then take place on a two-yearly cycle, alternating with OTWorld in Leipzig (formerly ORTHOPÄDIE + REHA-TECHNIK).

www.lm-international.com  
www.cosmetic-business.com

Restoration experts demonstrate their skills at 'denkmal Moscow'



# Services

## Leipziger Messe

### Group:

All services from a single source



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# Destination with magnetic appeal

**International faith communities value Leipzig as a conference venue**



Developing potential together – at the concert of the Willow Creek Congress

Visitors raise their arms in excitement, no-one can bear to remain seated any longer. Cheering noisily, they express agreement with the speaker on the stage. Later in the programme, a band plays, the text is projected onto a screen and people join in – just as noisily. These shared experiences and discussions that reach out beyond one's own faith lie at the very heart of the Willow Creek Congresses. Several thousand members of the church take part. Under the title "Middle Ground – Encouragement. Inspiration. Direction", the Willow Creek Leaders' Conference will be hosted for the first time in the Leipzig Congress Center (CCL).

Thousands of people walking in a peaceful procession with candles in their hands – these images of the Monday Demonstrations in 1989 have travelled all round the world. "If there is a city anywhere, where a spiritual movement has written history, then it is Leipzig," says Ronald Kötteritzsch, Marketing Director at the CCL. That history is a unique monument to the city and makes it an exciting destination for a large number of faith communities. Many of them have already found exactly the right conditions in which to hold their event. As long ago as 1997, the German Protestant Church Convention was held at the Leipzig Fair and Exhibition Centre. That year, almost 100,000 visitors came to Leipzig.

In 2007, the Church Leaders' Congress was held in the CCL and welcomed some 3,500 delegates. Every two years, the event gives those with responsibility in their church the opportunity to discuss the dissemination of values and their relevance for everyday life. Along with lectures and discussion groups, the programme also includes prayers and concerts. The congress was once again held in the CCL in 2013.



Delegates from all corners of God's earth came to the Baptist Youth World Conference in the CCL

In 2008, more than 6,000 young people from around 90 countries came to the Baptist Youth World Conference in the CCL. With the slogan "Dive deeper", they spent their time discussing experiences of faith and issues of life. The history of Leipzig played a part in their choice of venue too. "Leipzig won the bid to host the conference in competition with major world cities," remembers André Kaldenhoff, Director of Congresses at Leipziger Messe GmbH.

www.ccl-leipzig.com

# Ambassadors of science

In its bid to host high-calibre congresses, the CCL is working successfully with well-respected Leipzig researchers

More than 2,000 microbiologists attended the Congress of the Federation of European Microbiological Societies (FEMS) in the Leipzig Congress Center (CCL). The scientists came from all over Europe – and included the Nobel Prize Winner for Medicine, Prof. Harald zur Hausen and Prof. Anne Glover, Chief Scientific Advisor to the European Union. They were responding to the invitation of Dr. Hauke Harms, Director of the Department of Environmental Biology at Leipzig's Helmholtz Centre for Environmental Research (UFZ). As a result of the joint efforts of Leipzig scientists and the CCL, the international conference was successfully brought to Germany for the first time.

Dr. Harms describes the collaborative effort as a synergy: "It consists in the combination of the scientific credibility of the UFZ and the CCL's very considerable experience and expertise with respect to the needs and interests of scientific organisations." The CCL has worked together on other conference bids with well-respected scientists who acted as ambassadors for their subjects and for the venue. "Congresses like the FEMS show just how much the involvement of local scientific icons contributes to the success of conference bids," says André Kaldenhoff, Director of the Congress Center at Leipziger Messe GmbH. And there are synergies that extend over and beyond the successful bidding

process. "The congress is an excellent way of publicising Leipzig as a centre of scientific research and of getting my institution and the organisers known," says Dr. Harms with reference to the FEMS.

The Congress of the European Society for Clinical Nutrition and Metabolism was also brought to Leipzig in 2013.

"Such a congress is very unusual for an academic teaching hospital," suggests Dr. (med.) Arved Weimann. In his capacity as President of the Conference, Dr. Weimann, a senior clinician at the Clinic for General and Abdominal Surgery in Leipzig's St. Georg Hospital, welcomed some 2,500 doctors from various specialisms, nutritional scientists, dieticians and pharmacists from 82 nations. Looking back at the conference, he speaks of high levels of satisfaction amongst participants – the programme, the Congress Center and Leipzig as a venue all met with appreciation. Dr. Weimann took the opportunity to show his international colleagues, how Leipzig – the City of Trade Fairs – has changed since 1989. For the nutritionists had last attended a conference here in 1988. The congress bore the title "Tearing down barriers – nutrition brings people together".

[www.ccl-leipzig.com](http://www.ccl-leipzig.com)

## GCB

Meetings made in Germany

German Convention Bureau

## Where the future is already a reality

The international conference for vascular surgeons, the "Leipzig Interventional Course" (LINC), which is held every year in the CCL, has been included in the German Convention Bureau's study "Conferences and congresses of the future" as an example of best practice for the congresses of tomorrow. "Predictions made by experts in the sector with regard to conferences in the future have already become a reality at the LINC congress," the study maintains. That aptly describes, for instance, the level of technical sophistication of the congress – operations from all over the world are transmitted live during the event.

Patrons of success –  
Dr. (med.) Arved Weimann, Dr. Hauke Harms



LINC Congress – live stream direct from the operating theatre



# Globally Yours

## Turkish Airlines and Leipziger Messe – a powerful partnership

Turkish Airlines have been flying to Leipzig/Halle Airport out of Istanbul since May 2012. Together with Martin Buhl-Wagner, President & Chief Executive Officer of Leipziger Messe and Markus Kopp, Member of the Executive at Mitteldeutsche Airport Holding, Dr. Temel Kotil, CEO of Turkish Airlines, signed a declaration of intent in June 2013, in which all parties affirmed their wish to work ever more closely together in the future.

The strategic collaboration between the three partners is intended to strengthen Leipzig's position as a centre for trade. The aim is to combine their strengths: the Airport is a major transport hub, Turkish Airlines is

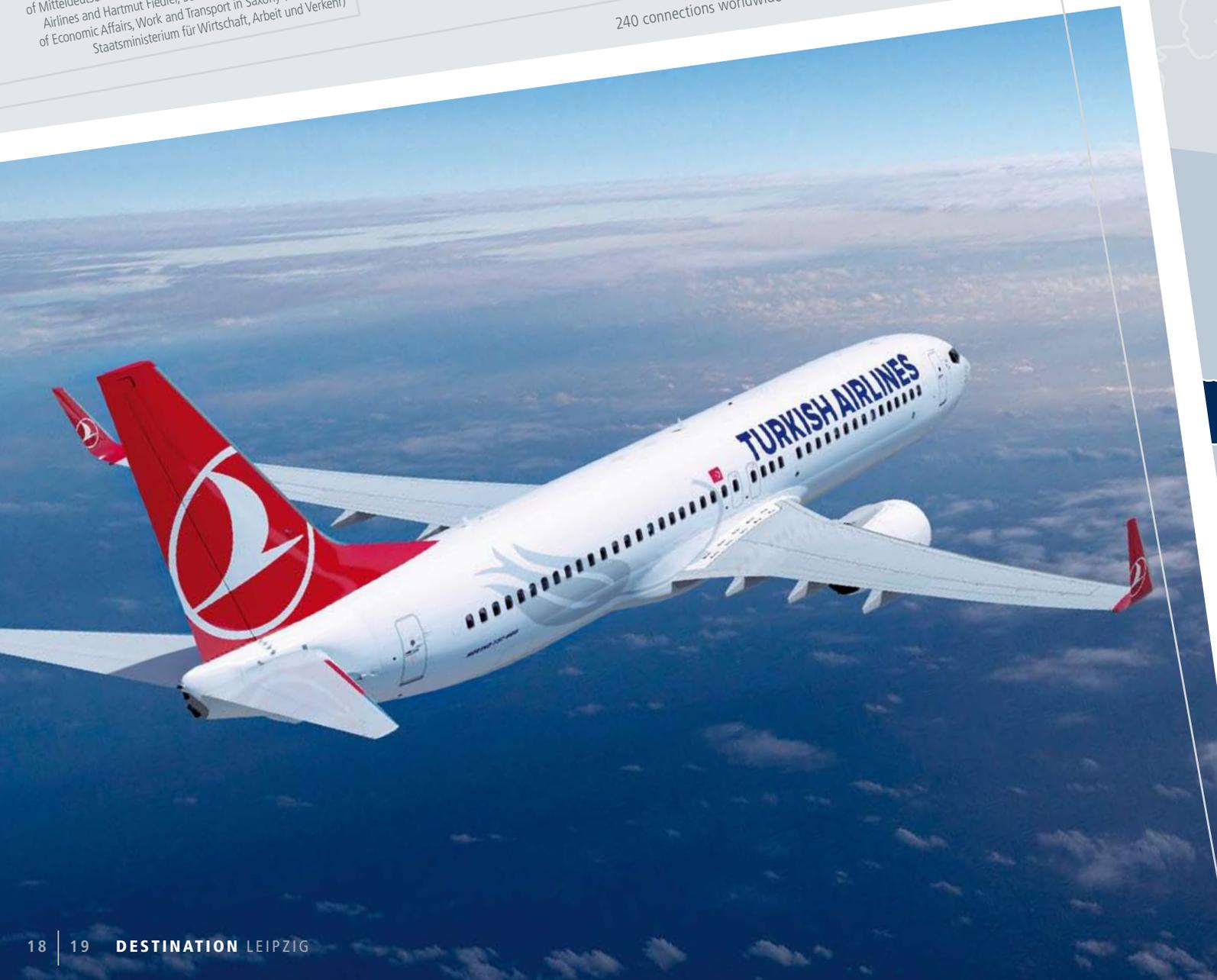
a global airline and the Leipzig Fair and Exhibition Centre is an international forum for trade.

More than a million visitors every year travel to the numerous and often internationally renowned trade fairs and congresses in Leipzig. As a result of the collaborative agreement, Turkish Airlines has become the Leipzig Exhibition Centre's preferred partner for air travel. Exhibitors and visitors can conveniently fly from more than 240 airports to Leipzig/Halle Airport, via the Istanbul air hub. With that, the airline is making an important contribution to further enhancing the appeal of the Leipzig Exhibition Centre, the City itself and the surrounding region of Saxony.



After the signing of the declaration of intent for closer collaboration (from left to right) Martin Buhl-Wagner, President & Chief Executive Officer of Leipziger Messe; Markus Kopp, Member of the Executive Board of Mitteldeutsche Airport Holding; Dr. Temel Kotil, CEO of Turkish Airlines and Hartmut Fiedler, Secretary of State in the Ministry of Economic Affairs, Work and Transport in Saxony (Sächsisches Staatsministerium für Wirtschaft, Arbeit und Verkehr)

240 connections worldwide to and from Leipzig – with Turkish Airlines



## Optimum travel conditions for business travellers



Turkish Airlines sees great growth potential in Saxony. The region's economy is dynamic and has shown very positive development over the last few years. Well-known companies have opted to locate to Saxony and are creating an international business hub in the area. Turkish Airlines' Corporate Club Programme offers companies some distinct advantages. Business travellers benefit from price reductions in business, comfort and economy class, for example, can alter their bookings freely, cancel them and get a refund as well as enjoying a significantly higher baggage weight allowance.

Turkish Airlines not only offer companies the advantages of the Corporate Club package, they also offer a level of service that has been

the subject of several awards. In 2013, the airline was chosen by Skytrax as "Europe's best airline" for the third time in a row and also received the award for the best catering in Business Class. This combination of first-class service, a worldwide network and special corporate offers makes Turkish Airlines the ideal partner for business travel from Saxony to a total of 104 countries worldwide. That is a record – no other airline flies to as many different states as Turkish Airlines. By partnering the Leipzig Fair and Exhibition Centre, Turkish Airlines brings the world a little nearer to the thriving economic region in Saxony.

You can learn more about Turkish Airlines flights and offers from your Turkish Airlines agents or at:

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



Dr. Temel Kotil, CEO of Turkish Airlines, holds the award for the best catering in Business Class



Turkish Airlines' Destinations



# A full programme!

Leipzig loves culture. Music, paintings, film, cabaret, theatre and dance – a programme studded with highlights



Musical diversity is the order of the day at the international festival for "a cappella" vocal music in Leipzig

Leipzig is the home of the New Leipzig School of Painting. It is also a regular venue for protagonists of experimental dance theatre, stars of the classical music scene, international jazz greats and all the big names from the world of cabaret. Famous directors of documentary films premiere their latest work in Leipzig and, every year, the cult bands of the "Black Scene" come to the city for their largest get-together in Europe. This cultural diversity is heavily in evidence in the 2014 calendar of events.

The annual Bach Festival – dedicated to the musical genius of Johann Sebastian Bach – provides many compelling highlights. An outstanding composer and Director of Music and Choir Master at the Church of St. Thomas, Bach lived in Leipzig from 1723 until his death in 1750. The focus this time, from 13 to 22 June, will be the work of the second eldest of the Bach sons, Carl Philipp Emanuel; 2014 marks the 300<sup>th</sup> anniversary of his birth. "An Evening in London's West End" and "The Last Night of the Proms": on 11 and 12 July, Leipzig's Rose Valley will become a concert hall as the world-famous Gewandhaus orchestra plays classics in the park for the open-air "Klassik Airleben" experience.



Neo Rauch at work in his studio in the Old Spinning Works

A tour of the galleries in the 'Spinnerei' early in the year on 4 and 5 May 2014 provides a glimpse of the things that are setting the tone in the contemporary art market. One of the leading painters of the day, Neo Rauch, works there in what was formerly the largest cotton spinning mill in continental Europe. The community of creative artists includes 120 studios and designers' workrooms and 11 commercial galleries. The highlights are provided by the grand spring and autumn gallery tours, with numerous private views. The young artistic talents of tomorrow from the Leipzig Academy of Visual Arts (Hochschule für Grafik und Buchkunst HGB) present their work at the traditional HGB Open Day. There are many exciting new discoveries

"All That Jazz" is the order of the day in mid-September at the 38<sup>th</sup> "Leipzig Jazz Days." One of the main venues of the jazz festival is the Municipal Opera House. On the evening of 9 October there will be a rather special event expected to awaken the emotions. The Festival of Lights, along the route of the demonstration on the inner ring road, will commemorate the 25<sup>th</sup> anniversary of the Peaceful Revolution of 1989.

Things get a little more waspish from 16 to 26 October – that is when the world of cabaret and comedy comes together for the 24<sup>th</sup> Laughter Fair. Leipziger Messe is a sponsor of the European Festival of Humour and Satire. There is also a long tradition behind DOK Leipzig, the International Leipzig Festival for Documentary and Animated Film. DOK is a major international documentary film festival and the largest in Germany. It will take place for the 57<sup>th</sup> time from 27 October to 2 November. And "euro-scene Leipzig" – the 24<sup>th</sup> Festival of Contemporary European Theatre – will bring some excellent performances to Leipzig's stages from 4 to 9 November.

www.leipzig.travel

and ringing names to adorn the musical memories of Leipzig. The 15<sup>th</sup> International Festival of Vocal Music "a cappella", from 9 to 18 May, offers a cross-over mix that ranges from Renaissance to Pop and includes the Hilliard Ensemble and Bobby McFerrin. The history of music in Leipzig is brought to life for the Richard Wagner Festival Week from 21 to 25 May. The composer was born here in 1813. And at Whitsun, the 23<sup>rd</sup> "Wave-Gotik-Treffen" will provide a complete cultural contrast as, once again, tens of thousands of visitors to the music and culture festival "turn the city black" with their extravagant garb, from 6 to 9 June.

Annual festival of the "Black Scene" – the "Wave-Gotik-Treffen" in Leipzig



**Outstanding contemporary masterpieces wait to be discovered at the Leipzig Fair and Exhibition Centre**

# Art included at no extra charge

Daniel Buren, Isa Genzken, Dan Graham, Jenny Holzer, Martin Kippenberger, Sol LeWitt and Niele Toroni – all names that stand for exceptional modern art and are in demand by museums and galleries the world over. The Leipzig Fair and Exhibition Centre offers a unique opportunity to come into contact with major representatives of the international art scene.

16 works are on public show – including locations in the Great Glass Hall, the Congress Center Leipzig (CCL), the Administration Building and in the Exhibition Centre Grounds. The concept for the murals and the installations was designed specifically for the company's new premises, which were opened in 1996. They offer brief oases in the busy day-to-day life of a trade fair or a congress.

www.leipziger-messe.com/Company/Art



**Dan Graham, Messe Leipzig Structure,**  
Glass Pavilion, Pocket Park



**Isa Genzken, Rose,**  
Metal sculpture,  
Great Glass Hall,  
West Entrance



**Sol LeWitt, Wall drawing # 516,**  
Mural,  
Congress Center Leipzig (CCL)



**Daniel Buren, The Ups and Downs of Colour,**  
Moving staircase, Great Glass Hall and Congress Center Leipzig (CCL)

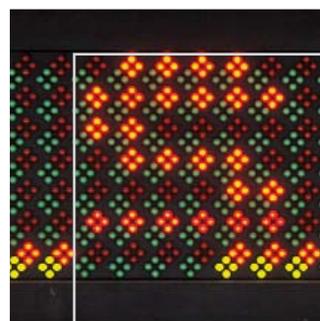
**Martin Kippenberger, Metro Net,**  
Underground station for an imaginary global underground network, Exhibition Centre Grounds



**Jorge Pardo, International Business Lounge,**  
Great Glass Hall



**Rirkrit Tiravanija, Flipper Wall for Palermo,**  
Ensemble of 1.40-metre-high walls, painted in oxblood red,  
Exhibition Centre Grounds



**Jenny Holzer, Truisms,**  
Electronic writing tablets, Admission Desks,  
West Entrance, Great Glass Hall

# A city and its fairs

In 2015 the Leipzig Fair and Exhibition Centre will be 850 years old

Two major anniversaries appear on next year's calendar. The City of Leipzig is celebrating its first mention 1,000 years ago. And the award of the City Charter and its market privileges in 1165 marked the founding of the Fair and Exhibition Centre 850 years ago. At the junction of the historical long-distance trading routes, the Via Regia and the Via Imperii, the "place by the linden trees" – which is where the name of Leipzig originally came from – was already a place of barter and trade from the earliest times.

A tour of the city centre with its arcades, courtyards and market buildings soon reveals how closely the city and the history of its Fair and Exhibition Centre are interlinked. The courtyards give us insight into the way that goods were rapidly loaded during the fairs. The unique architecture of the market and trade-fair buildings, which grew up at the end of the 19th century, never ceases to impress. At the time of the fairs, porcelain, ceramics and stoneware were offered for sale in the world-famous Mädlerpassage; here, too, the well-known Auerbach's Keller is to be found in the basement.

With its central, naturally-lit inner courtyards and surrounding rooms, the municipal department store bears witness to the shift from market fairs to the first official "samples

fair" in 1895. Goods were no longer sold over the counter in volume. Instead, exhibitors presented their samples and took orders. This revolutionary innovation lay the foundations for the modern trade-fair and exhibition industry worldwide. Since 1917, the Double-M of the "MusterMesse" (= samples fair) has been the logo of the Leipzig Fair and Exhibition Centre.

Passing beneath the Double-M logo, the street leads south of the city centre to the grounds of the former Technical Exhibition Centre, opened in 1920. This site was used for the first time in 1913 to house the international trade exhibition for the construction industry and it is here that both universal and trade fairs were held until 1996. Then the recently built Exhibition Centre with its five modern exhibition halls, the Great Glass Hall and the Congress Center Leipzig was constructed in the north of the city.

www.leipziger-messe.com



A reason to celebrate – festive atmosphere at the



## The man with the global head

Leipziger Messe mascot celebrates 50<sup>th</sup> birthday



It is exactly 50 years ago, that the little chap made his first appearance at the Autumn Fair of 1964. Since then, the diminutive business traveller, with his briefcase, pipe and global head has become Leipziger Messe's mascot and has made his way all over the world. To celebrate his anniversary this year, he appears on a stamp and adorns a whole range of collectable motifs related to the Exhibition Centre that can be sent out with the mail. The Exhibition Centre mascot has a celebrity relative – the "Sandman", star of the late afternoon children's TV pro-

gramme in the former GDR – and comes from a family of figures created by the puppet maker Gerhard Behrend (1929 to 2006). The "Sandman" is five years older and, up until 1989, he regularly visited his younger brother at the Leipzig Exhibition Centre, as they said when they signed off at the end of children's afternoon TV. The appearance of our mascot – right down to his cheeky little smile – has hardly changed. The globe on his shoulders represents a good head for global trade. And the Double-M, the Leipziger Messe logo, is to be found both

on his hat and on his briefcase. The blue of his suit and yellow of his head (which has gone darker as time has passed) match the colours of the City of Leipzig. And, since 1964, he has been produced in the hundreds of thousands, travelling as a souvenir and an ambassador all over the world and, of course, all over Leipzig, the home of trade fairs, itself.

www.leipziger-messe.com



# Spoiling their guests

Leipzig's hoteliers know exactly what business travellers like: top-class service at acceptable prices

"70 percent of our guests are travelling on business, and that makes them our main target group in Leipzig," explains Axel Ehrhardt, Director of the Hotel Mercure Leipzig, on the Johannisplatz square, and spokesperson for the Leipzig Hotel Alliance, which represents twelve major hotels. A majority of our business customers are here for the Exhibition Centre. Leipzig's trade fairs and the Congress Center are important partners, bringing a huge number of business people to the town." Most in demand, alongside good value for money and convenient online booking facilities, is wi-fi access in the room. "That comes as standard in most Leipzig business hotels. The trend

is towards free internet access," says hotel boss Ehrhardt. At the same time, our customers expect modern TVs with a wide variety of international channels.

## Quality in Leipzig

There are 45 hotels and 28 bed-and-breakfast hotels, with around 12,650 beds, in Leipzig, all looking forward to welcoming visitors. The hoteliers maintain their interiors and fittings at the highest level, many have made significant investment in refurbishments over the last 20 years. Leipzig's excellent transport links and the close-knit city centre with many culinary and cultural highlights do their utmost to make visitors feel at home in the City of Trade Fairs.

A booking service run by the Exhibition Centre is there to assist exhibitors and visitors in their search for a preferred ho-

tel. Partnership agreements have been established with 38 quality-assured establishments in the two to five-star range. The hotel reservation team can be reached by e-mail ([hotelreservation@leipziger-messe.de](mailto:hotelreservation@leipziger-messe.de)) and Mondays-Fridays between 08:00 a.m. and 5:00 p.m., by telephone (+49 341 678- 8971).

Hotel Reservation Team  
at Leipziger Messe GmbH:  
✉ [www.leipziger-messe.com/  
service-accomodation](http://www.leipziger-messe.com/service-accomodation)

Leipzig Hotel Alliance:  
✉ [www.leipzig-hotel-alliance.de/en](http://www.leipzig-hotel-alliance.de/en)



Individual service for business customers

## Gastro Tips

Paths of foodies and night owls cross in the Barfußgässchen

Be it fine Italian specialities or good honest home cooking; the Barfußgässchen in the city centre is a magnet in Leipzig's restaurant landscape. Immediately adjoining the marketplace and opposite the Old Town Hall, there are around a dozen restaurants, fashionable bars and cafés lined up one after the other. One open-air sitting area leads seamlessly into the next, people eat, drink, chat and celebrate – and there's no official closing time! The Barfußgässchen is just a short walk away from the city centre hotels. And there are around 70 other establishments in the immediate vicinity.

The Barfußgässchen is one of the gastro hotspots which have developed at an astronomical pace in Leipzig since 1989. Its name goes back to a Franciscan monastery that could be reached via this narrow alleyway – and the members of the order were also referred to as "Barfüßer" (= bare footed). Today the historic atmosphere and endemic charm have proved to be a magical attraction.

✉ [www.leipzig.travel/en/food\\_drink\\_2146.html](http://www.leipzig.travel/en/food_drink_2146.html)



Leipzig's gastronomic heartlands in the Barfußgässchen

# Messe [sək'sɛs]

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