

LEIPZIGER.MESSE

magazine

LEIPZIG
FAIRS
850
years



www.leipziger-messe.com

2015

PAGE 04

1000 YEARS
OF LEIPZIG

PAGE 08

BOOK FAIR
FINDS FAIR CITY

PAGE 11

A MARKET FOR
INNOVATION

PAGE 23

MADE IN
GERMANY

PAGE 07

LEAD ARTICLE

CELEBRATING 850 YEARS

In 2015, Leipziger Messe remembers its history
as one of the world's oldest trade-fair venues



Points of view

Trade fairs put people first

Leipzig can look back over an 850-year history of trade and trade fairs. Birthplace of the 'samples fair', Leipzig became a pioneer in the world of international trade shows. During the GDR years, Leipzig fulfilled an important function as a trading hub between East and West at the border between the different political systems. Now that we live in a globalised world and the digital age, trade fairs are once again a catalyst for the coming together of manufacturers and customers, producers and suppliers, partners in future alliances, business and political decision makers, business community and public bodies.



Trade shows have a key part to play in the marketing mix of exhibiting companies, for they provide a meeting place for the sector and communication hotspot.

As a result of new media and technologies, business relationships have become more diverse and more efficient. But trade fairs continue to put people first. There is nothing that can replace direct personal experience of actually meeting customers, partners and others with an interest in your field. Leipziger Messe is a dependable partner for all types and sizes of event. We are just as happy to provide facilities and support for individual companies as for whole trade fairs. We act as organisers and partners for guest events and offer, at our Exhibition Centre, an extremely flexible venue for trade fairs, congresses and events – including the whole gamut of event services from stand construction to catering. This is where the great strength of Leipziger Messe lies: our integrated service structure means that we are always in a position to meet all our customers' individual needs and requests.

Martin Buhl-Wagner

President & Chief Executive Officer

Leipzig – gateway to the world

When, 850 years ago, Leipzig was first granted its Market Privilege, foreign merchants were already plying their trade here. Leipzig lay at the intersection of the two European trade routes, the *via regia* and the *via imperii*. Both market and city developed in a closely interdependent symbiosis, and many merchants settled here – from within German territory and outside. The markets turned into fairs and the international importance of Leipzig as a trading centre grew. In 1895 the 'samples fair' was born here. In 1925, Leipziger Messe was one of the founding members of the Union des Foires Internationales (UFI), an interest group of the world's largest organisers of trade fairs and exhibition centre owners – and an association to which Leipziger Messe continues to belong, to this day.

Many of Leipzig's trade fairs and congresses are themselves platforms for international contact. But, in recent years, we have also been providing our services at other locations, too. Our subsidiary company, Leipziger Messe International GmbH (LMI) organises trade fairs as far afield as Russia and China. The company collaborates with trade-show organisers worldwide and arranges joint



participation on behalf of German business. Nor do Leipziger Messe's customers need to go without the tried and trusted supplementary services we offer. LMI and FAIRNET GmbH – also one of our subsidiaries – will, when requested, take on responsibility for providing all our services in other locations, from travel formalities to providing and looking after the stands. This commitment pays off: we in Leipzig benefit, too, from building up an international network, with new contacts and satisfied customers.

Markus Geisenberger

Managing Director

4

1000 YEARS OF LEIPZIG

Shopping arcades, exhibition halls, trading exchange – its trade fairs have shaped the face of the city

6

FROM MARKET TRADE TO TRADE FAIR

For centuries, Leipzig has been a rendezvous for merchants from all over the world

8

BOOK FAIR FINDS FAIR CITY

Why the Leipzig Book Fair and the City of Leipzig are inseparable

10

INDUSTRIAL FAIRS

New exhibition spaces were created to accommodate technical innovations

12

ON THE WAY TO THE FAIR

To get there, merchants had to travel long distances and face many dangers

14

WITNESSES IN STONE

Specialist trade fairs for the building sector move to the site of the first International Building Exhibition

16

FROM MIRACLE CURES ...

Strange treatments and tinctures were on offer amid the hurly-burly of the fair

18

CAREERS BORN AT THE FAIR

Both the teddy bear and the electric drill began their triumphant careers in Leipzig

20

OF STALLS AND ARCADES

As the way goods were presented changed, so too did the architecture of the buildings in which they were traded

22

GLOBAL PRESENCE

For centuries, Leipzig has been a trading centre of international standing

24

IN THE BEST COMPANY

Trade fairs held in Leipzig's most important 'Municipal Assembly House'

26

TRAVELLING FOLK

Precursors of the modern funfair – attractions and curiosities found a place between the market stalls

5

LIONS FOR LEIPZIG

Leipzig's jubilee year celebrates the city's first mention, 1000 years ago. At the centre of things: Leipziger Messe and its subsidiary FAIRNET

7

850-YEAR CELEBRATIONS

In 2015, Leipziger Messe remembers its history as one of the world's oldest trade-fair venues

9

LITERATURE MADE VISIBLE

The Book Fair turns literature into a special event – and not only for readers!

11

A MARKET FOR INNOVATION

Market leaders from all over Germany exhibit at Intec and Z. Trade fairs reflect regional development too

13

MOBILITY UNDER E-POWER

Leipzig's trade fairs and congresses line Germany's road to becoming a leading market for electromobility

15

MODERN CONSTRUCTION

Leipzig trade fairs reflect social trends in the building industry

17

... TO HIGH-TECH MEDICINE

Leipzig is famous for its research institutes and international get-togethers for the medical sector

19

WORLDS OF EXPERIENCE

Visitors to public fairs get hands-on experience and brands are elaborately displayed

21

NEW PERSPECTIVES

Exhibition stands command visitors' attention, with brands staged in arresting scenarios

23

MADE IN GERMANY

Leipziger Messe supports German companies abroad

25

IMBUED WITH NEW LIFE

The KONGRESSHALLE am Zoo Leipzig was renovated and fitted out for meetings and conferences

27

ADAPTABLE SETTING

The Leipzig Fair and Exhibition Centre offers organisers flexible room concepts and all-round service provision

7



13



17



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1000 Years of Leipzig

Shopping arcades, exhibition halls, trading exchange – its trade fairs have shaped the face of the city



The hustle and bustle of the trade fair in Leipzig's Brühl, a street heavily steeped in tradition – approx. 1822

In 2015, Leipzig is celebrating its 1000-year jubilee – the anniversary of the city's first mention in the history books. Situated at the intersection of the supra-regional travel routes, the *via regia* and the *via imperii*, this major trading post received its City Charter and Market Privilege in 1165. From the very beginning, the city's development was intimately linked with the annual markets and fairs and a prosperous merchant class soon became established. People began to invest in business, culture, science and urban development. The constant reciprocity of the relationship between the town and its trade fairs dominated the history of a city born out of a merchants' settlement.

Numerous inns, together with a sophisticated transport network of thoroughfares and arcades, were a key feature of the infrastructure for the trade fairs. Functional buildings like the Handelsbörse (Trading Exchange) and the buildings which housed the 'sample fairs' have left their mark on the cityscape even today. In this jubilee year, the Stadtgeschichtliches Museum Leipzig (Municipal Museum) is inviting visitors to take a trip into the past with its special exhibition '1015 – Leipzig right from the beginning'.

Leipzig, a multimedia city and itself a work of art: a scene from the phantasmagorical spectacle of Leipzig's Festival Play 2015

Lipsia's lions are coming! On 31 May 2015 the Leipzig lion, as well as appearing on the city's coat of arms, will be at the centre of a fantastical festival play, with the city as its backdrop. Five larger-than-life leonine figures are to symbolise aspects of Leipzig life: from business, trade, art and academic achievement to sport. As messengers of Lipsia – the patron goddess of Leipzig, who instantiates both a sense of citizenship and of municipal pride – these mobile sculptures will be sent out through the streets of Leipzig.

The event is being organised by the TITANICK Theatre together with exhibition and event-services provider FAIRNET, a subsidiary of Leipziger Messe, and forms part of the run-up to the jubilee week, which begins on 7 June. And Leipziger Messe, too, will be making its

contribution to the jubilee year, marking 1000 years of Leipzig's existence and held under the slogan 'We are the city'. One of the highlights is the 'Citizens' Ball' on 30 April in the Neues Rathaus, which will launch the 'mother of all public festivals' and showcase the diversity of the city's life. 200 singers and the Gewandhaus Orchestra will join together in an open-air, summer performance of Mendelssohn's 'Lobgesang'. And for the grand finale: on 20 December, the anniversary of the city's first mention in the history books, a birthday cake is to be cut and carols from St. Thomas' Church (Thomaskirche) will be broadcast across the city centre.

www.leipzig2015.de

The story behind Lipsia's lions:



The Festival Play is based on the story of the great lion hunt in Leipzig, when, on the night of 20 October 1913, six of these feline predators were chased through the city. They had escaped from the circus!



Lions for Leipzig

Leipzig's jubilee year celebrates the city's first mention 1000 years ago. At the centre of things: Leipziger Messe and its subsidiary FAIRNET

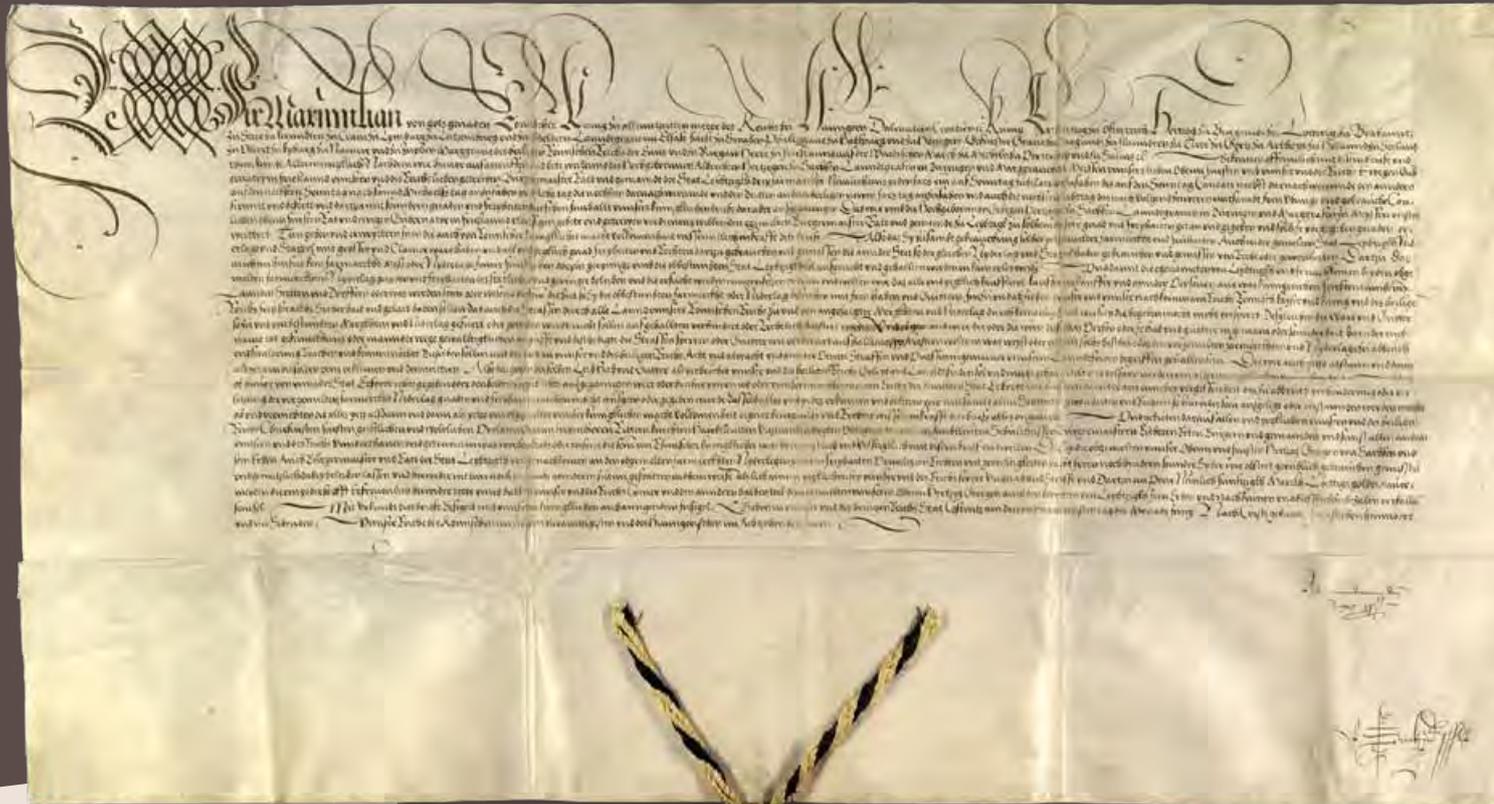


Leipzig's Old Weigh House (Alte Waage), old post-card



For centuries, Leipzig has been a rendezvous for merchants from all over the world

From market trade to trade fair



Advert for the Exhibition Centre, dated 1922: Advertising hoardings on the market place



Inseparable: Leipziger Messe and its mascot, 1965

Leipzig's tradition as a centre for trade fairs stretches back into the Middle Ages. Around 1165, Otto the Rich granted the town of Lipz, then a traditional venue for markets, its official Municipal Charter and Market Privilege. For the first time, the annual fairs came under the protection of the feudal lord and the surrounding competition was squeezed out. Privileges – such as those granted by King Maximilian I, in 1497 and 1507 – fostered the city's aspirations to becoming an international centre for trade fairs and exhibitions. Initially, furs, silver, books and many other things were traded here. With the advent of industrial mass production there came, in 1895, a shift from traditional merchants' fairs (staple fairs) to samples fairs, which then spread all over the world from Leipzig. In 1917 the Trade Fair Management Corporation (Leipziger Messamt) began its work with the samples fairs and the double 'M' became the Leipzig Fair and Exhibition Centre's logo. After 1945, with its Universal Fairs, Leipzig became a major 'hub' for trade between East and West. The move towards specialised trade fairs and public exhibitions characterised the new direction taken by the trade-fair and exhibition business in Leipzig after 1990.

850-Year Celebrations

In 2015, Leipziger Messe remembers its history as one of the world's oldest trade-fair venues

Today, Leipziger Messe belongs to the ten leading trade-fair and exhibition organisers in Germany. Together with the Congress Center Leipzig (CCL) and its five subsidiary companies, it offers a comprehensive service provision for trade fairs, exhibitions, congresses and events. Its customers benefit from these services both at the Leipzig Fair and Exhibition Centre, which opened in 1996, and at other locations in Germany and across the world.

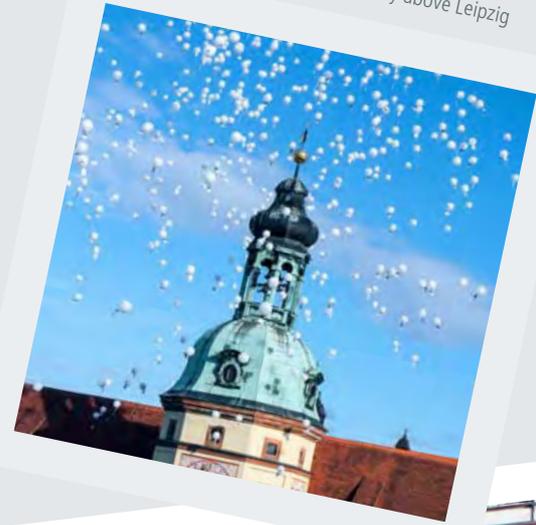
an international seminar on trade fairs and exhibitions. An international meeting at the University of Leipzig will consider the history of trade fairs. The Open Day, to be held in the KONGRESSHALLE am Zoo Leipzig, will provide some entertaining stories about the Exhibition Centre. In the Stadtgeschichtliches Museum there is to be an exhibition on the history of trade fairs in Leipzig and a new 'Children's Museum' will transport us into the world of trade.

As it celebrates its jubilee "850 years of Leipzig fairs" in 2015, the company remembers its history as one of the oldest of all trade-fair venues. At the same time, its fairs are deeply rooted in the city itself. This intimate connection became very clear in the run up to the jubilee. The citizens of Leipzig and the Exhibition Centre staff together formed a human double-M in the market square. They released 850 balloons into the air, spreading word of the jubilee celebrations and inviting the finders of the balloons to the Exhibition Centre.

The highlight of the programme this year is the festival week from 27 June to 5 July. Invitations have been issued to colleagues to attend

www.leipziger-messe.com

850 balloons rise into the sky above Leipzig



Living emblem: 850 Leipzig inhabitants formed themselves into the iconic logo of the Leipziger Messe

Milestones

A book entitled "Märkte, Muster, Menschen" (Markets, Samples, People) has been published to commemorate the jubilee. Its 120 pages give us insights into the history of trade fairs in Leipzig – from the birth of the markets to the trade shows and exhibitions of the present. The book is available on www.lvz-shop.de.



ISBN 978-3-942360-13-5

History



The origins of the book fair: Leipzig was one of the most important trading centres for publishers. Copper engraving from 1805



To tell the story of the Leipzig Book Fair is to tell the story of Leipzig itself. Both are inextricably linked with one another. As far back as the 15th century, booksellers, printers and publishers were already coming to the 'City of Trade Fairs' and, with the start of the Reformation, there was a rapid rise in the number of bookshops and publishing houses. In those days, there was just no avoiding Leipzig for anyone who wanted to publish books.

In 1825 the 'Börsenverein der Deutschen Buchhändler', the forerunner of the most important present-day 'German Publishers and Booksellers Association' was founded. Where? In Leipzig, of course, during the Book Fair! Many decades later, the first Leipzig Book Fair after German Reunification took place here again in 1991. A year later, the reading festival "Leipzig liest" was added to complement the Fair. Today, these events fill the city with literature for four whole days.

Book fair finds fair city

Why the Leipzig Book Fair and the City of Leipzig are inseparable

Literature made visible

The Book Fair turns literature into a special event – and not only for readers!

Books, e-books, audiobooks, films, art – the Leipzig Book Fair showcases the world of literature in its entirety. “As a result of digitisation, the book trade has undergone a huge transformation,” explains Book Fair Director Oliver Zille. “Publishers are having to fight for the attention of their readers in the increasingly dense range of media on offer.” How can one best do that? “The answer sounds simple, but hides a multitude of layers: it is all about attracting and keeping one’s readers.” And one of the important tasks of the Leipzig Book Fair is to support publishers in this endeavour. As a result, the ‘Leipzig liest’ reading festival has been taking place since 1992. At over 3,200 ‘Readings’ in the Exhibition Centre and all

over the City, authors present their new creations and get an immediate response from their audiences. The Leipzig Book Fair has also developed new opportunities for attracting and retaining readers at the Manga Comic Convention, held for the first time in 2014. The programme includes traditional readings and workshops, shows and autograph sessions. The first event was a convincing success and attracted more than 89,000 visitors. “At the Manga Comic Convention, we have demonstrated new ways of reaching out to young readers and we shall be taking the concept further,” says Oliver Zille.

➤ www.leipziger-buchmesse.com

➤ www.manga-comic-con.de/en



And the winner is ...

Mangas and Animes come from Japan and have some enthusiastic fans in Europe. In a process of ‘cosplay’, the characters of the comics and animated film series are represented in ways that are as true to the originals as possible, with home-made costumes and role-play. There will be more cosplay competitions at the Manga Comic Convention in 2015.



The Book Fair today: reading for pleasure – super-sized



By the middle of the 19th century, exhibitions of industrial achievement began to establish themselves in the German-speaking world. At first there were some smaller events in Leipzig. Then, in 1850, the City hosted the third German Exhibition of Industrial and Skilled Trades. Forty years later, the permanent Exhibition of Industrial Trades opened and visitors experienced some impressive presentations when all the machines were in action.

In 1897, the Universal Exhibition of Industrial and Skilled Trades of Saxony and Thuringia attracted 3,027 exhibitors. The subsequent shift in the exhibition sector towards specialised trade fairs led to the foundation of Technische Messe GmbH in 1918. After two years, during which time exhibitions were held in the city centre, the capacity of Technische Messe was, however, exhausted at this venue. In 1920 they moved their Building Fair to the premises that had been erected for the International Building Exhibition in 1913 near to the Monument to the Battle of Nations. It was there that they staged their exhibitions until 1991.

A busy day at the exhibition stands: technical fair in the 1960s



Industrial fairs

New exhibition spaces were created to accommodate technical innovations

Plenty of room for heavy equipment: the grounds of the Technische Messe, around 1940



A market for innovation

Market leaders from all over Germany exhibit at Intec and Z. Trade fairs reflect regional development too

The most important trade fair in Germany for the metal-working industry in 2015 takes place in Leipzig. At the trade-fair duo Intec, international trade fair for machine tools, manufacturing and automation, and the subcontracting fair Z, almost all market leaders from Germany will be on hand at the Leipzig Fair and Exhibition Centre.

Intec and Z not only include the entire value creation chain for machine manufacture, but also reflect the dynamic development of the industrial and scientific landscape in Central Germany. The two shows are thus firmly anchored in the region on the one hand, and, on the other, have established themselves as international trade fairs with exhibitors and

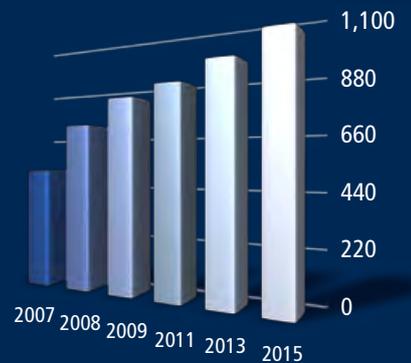
visitors from all over Europe. Even at its premiere in the Leipzig Fair and Exhibition Centre in 2007, there were already 520 exhibitors at Intec. They came from 13 countries. By 2015, the figures had risen to 1,040 exhibitors from 25 countries.

A marketplace for innovation, the two fairs offer a platform for the developments of tomorrow. In 2015 the focus is to be on the growing trend for networking and for the automation of manufacture, as well as for the processing of lightweight building materials.

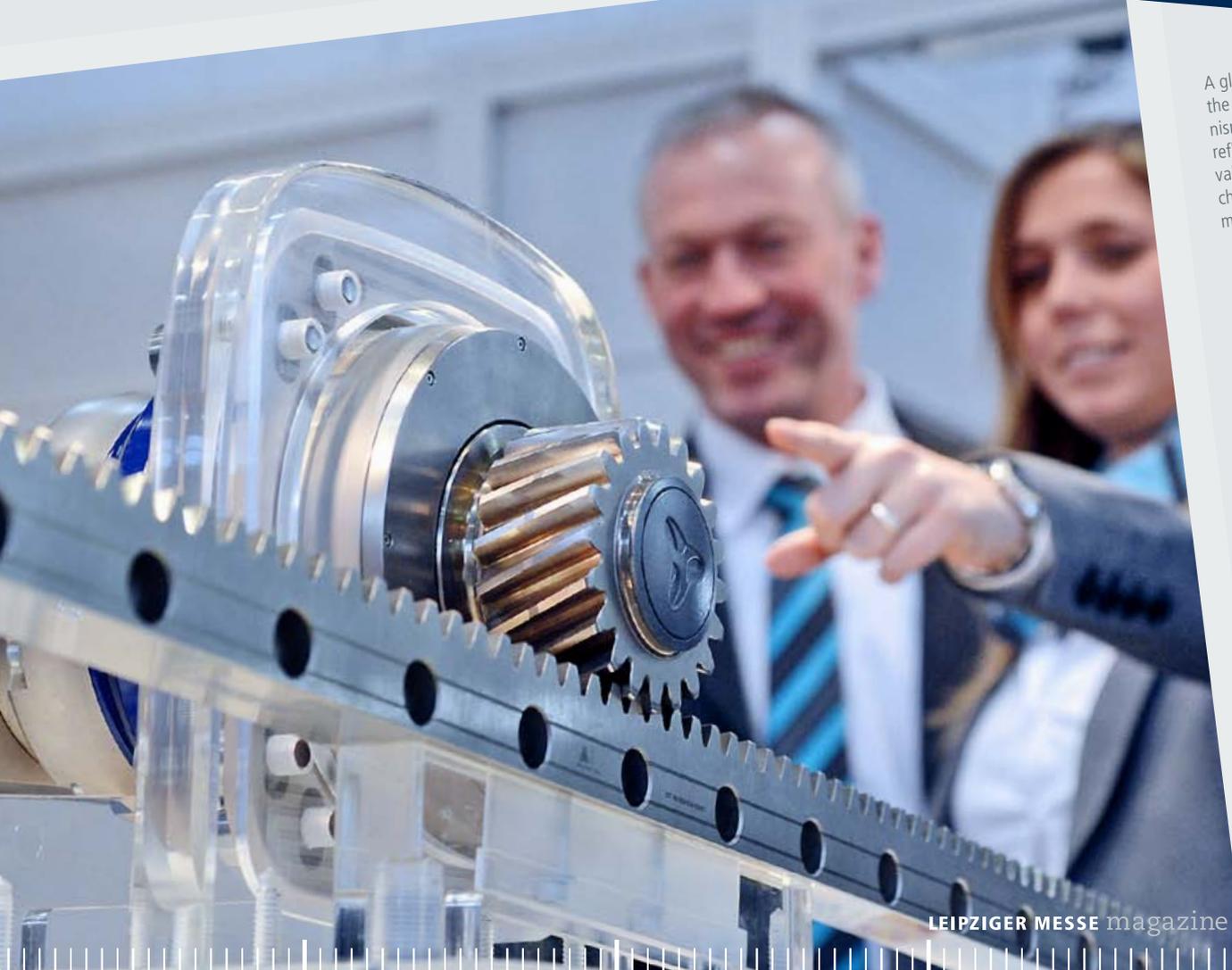
- ☒ www.messe-intec.com
- ☒ www.subcontractingfair.com

Growth in figures

Exhibitors at Intec



A glimpse inside the drive mechanism: Intec and Z reflect the entire value creation chain for machine manufacture



On the way to the fair

To get there, merchants had to travel long distances and face many dangers

Up until well into the 18th century, travelling to the Leipzig fair was an arduous business. Transport was confined to regulated roads. Whilst protection was given in return for payment, it was oftentimes not delivered. Robberies were a daily occurrence. Carts got stuck in the mud on unpaved roads. When the travelling merchants finally did get to Leipzig, they had to negotiate the weigh-bridge and pay the duty on their goods, take their merchandise to their destination and then park their cart outside the city centre.

The construction of the railways in the 19th century made the job of the long-distance haulier redundant. The introduction of the samples fair ended the transportation of large quantities of merchandise. On the other hand, visitors continued to come in droves and the city's capacity to accommodate them often ran out. So much so that, in the 1920s, the then 'Trade Fair Management Corporation' (Messamt), who ran the exhibition centre, even advertised at the main railway station for private accommodation to house its international visitors. This continued to be a regular feature until the end of the 1980s.

Major topic at AMI: climate-friendly e-mobility

Room wanted: arrival of exhibition-centre visitors at the Spring Fair of 1951

Shortage of beds in the post-war period: advertisement board requesting 'offers of accommodation', 1947



Mobility under e-power

Leipzig's trade fairs and congresses line Germany's road to becoming a leading market for electromobility

Fill up on energy 

There are nearly 50 charging stations for electric cars in Leipzig, of which 27 are in public, or semi-public, hands. Two charging columns, each with four charging points have been installed at the Leipzig Fair and Exhibition Centre, in the car park at the administration building and at the Leipzig Congress Center.

Traffic is learning e-speak. The waiting time for the BMW i3, manufactured in Leipzig, is currently six months. As for the sporty i8 – the entire year's production was already sold out in the spring of 2014. It is mainly the green image that buyers of electric cars are willing to pay for. At the same time, climate-friendly electromobility acts as a stimulus for the industrial society in a globalised world.

Not only does the German Federal Republic see itself as being on the way to becoming the leading market for e-mobility, but vehicle developers, car manufacturers, traffic policy makers and futurologists alike also envisage Germany as a major supplier of electromobility.

Specialist trade fairs and congresses form an essential forum for their ideas, concepts and innovations. Leipziger Messe – just a

few minutes away from the BMW electric car factory – is, therefore, well on its way to becoming a hot spot in this specialist field. The OECD's International Transport Forum, AMI (Auto Mobil International) and the up-and-coming combined trade fair and congress 'new mobility' all contribute to identifying trends and bringing electromobility experts together. The sector is powering up – and it's e-power they are using.

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





Concrete dome at the site of the International Building Exhibition, 1913



Witnesses in stone

Specialist trade fairs for the building sector move to the site of the first International Building Exhibition

Consequences of the industrialisation at the end of the 19th century included an increase in the population, urbanisation growth and an increased demand for housing. The construction of municipal buildings, domestic dwellings and industrial premises required innovations in building materials, methods and equipment. It was to showcase these that the world's first International Building Exhibition took place in Leipzig in 1913. A major feature of the Exhibition Centre's site close to the Monument to

the Battle of Nations were the innovative exhibition halls. The huge concrete dome of the main hall demonstrated the diverse applications for the new building material. From 1920 onwards, the Leipzig Building Fair, which had been held since 1918, used the same site as the International Building Exhibition had done. The site was also the regular venue for events and technical fairs run by the Technische Messe company. New exhibition halls were built, such as Hall 12, which was converted to become the Soviet Pavilion in 1950. The premises ceased to function as a venue for trade fairs when the new Trade Fair and Exhibition Centre was inaugurated in 1996. Of major architectural importance, the buildings are now listed.

Modern construction

Leipzig trade fairs reflect social trends in the building industry

The building industry is an indispensable cornerstone of the German economy and, over and above that, it makes an important cultural contribution. Major social changes are reflected in the construction of buildings in particular. If ostentatious decoration and elaborate detailing were a sign of prestige, today it is clean lines and, above all, aspects such as sustainability, sparing use of resources and energy efficiency that count. As trends in society, these areas of emphasis have also found their way into the construc-

tion industry. Manufacturers of materials and technical components set greater and greater store by the development of environmentally neutral, energy-saving products. This is also in evidence at the Leipzig trade fairs for the building industry, where the concept is a common thread that runs through almost all exhibitor groups – starting with 'denkmal', the trade fair for restoration and renovation, continuing in

the building services sector at 'SHKG' and 'efa', and culminating in 'TerraTec' and 'enertec', a combination of trade fairs for environmental and energy issues.

- www.denkmal-leipzig.com
- www.shkg-leipzig.com
- www.efa-messe.com
- www.terratec-leipzig.com
- www.enertec-leipzig.com

Leipzig concept in Moscow



In October 2015, 'denkmal Moscow' will take place for the 3rd time. Russia's first trade fair for the conservation and restoration of old buildings and museum technology is being organised by Leipziger Messe International and the ANO National Guild of heritage keepers. The concept is based on 'denkmal' in Leipzig and has been adapted to meet the specific needs of the Russian market.

Hand-crafted perfection coupled with technical innovation at 'denkmal'



From miracle cures ...

Strange treatments and tinctures were on offer amid the hurly-burly of the fair

In the early days of Leipzig's fairs, physicians and miracle healers would ply their trade in some very unusual places. Wounds were treated and teeth pulled in the middle of the hurly-burly of the fair. The famous 'tradesman surgeon', Dr. Johann Andreas Eisenbarth, set up his treatment booth at the Easter fair in 1697 at Leipzig's market. He made the glorious name he enjoyed in the city with a successful tracheotomy and the miraculous cure of a deaf man.

encouraged a good many poor afflicted souls to hope for a miraculous cure during the fair. With cleverly devised gimmickry and patter, they enticed them into treatment booths adorned with all sorts of dubious instruments, tinctures and balms. Soon, however, more and more serious providers came to determine the nature of medical business. By the 20th century, pharmaceuticals and medical technology had already made an appearance as products at Leipzig trade fairs.

Specially privileged dentists and surgeons in the 17th and 18th centuries



Dentistry in former times: poster detail from 19th century

... to high-tech medicine

Leipzig is famous for its research institutes and international get-togethers for the medical sector

The latest mobility aids on display at OTWorld, leading trade fair for orthopaedic and rehabilitation technology.



Renowned research institutions and innovations make Germany a centre of medical activity and venue for international meetings of the sector. With several Fraunhofer and Max-Planck institutes, as well as the 600-year-old medical faculty at the university, Leipzig is amongst the hot spots of medical development. Every year, the city welcomes medical specialists from all over the world. With its top-flight events, Leipziger Messe makes its contribution to the successful profiling of these activities.

Medical fairs play a crucial role in the presentation of technical developments. OTWorld, as the leading world trade fair for orthopaedic and rehabilitation technology, offers participants the ideal platform on which to present innovations

to a specialist audience from more than 80 countries. Leipziger Messe has established its own dedicated events for specific areas such as therapy and prevention, hospital logistics and patient care.

Congresses are an ideal framework for the dissemination of knowledge and for further professional development. When, for instance, several thousand vascular surgeons learn about new, minimally invasive operating techniques on the Leipzig Inter-

ventional Course (LINC) in the Leipzig Congress Center, then it takes very little time for patients all over the world to be benefiting from medical progress.

- ❑ www.ot-world.com
- ❑ www.medlogistica.com
- ❑ www.therapie-leipzig.com
- ❑ www.medcare-leipzig.de
- ❑ www.leipzig-interventional-course.com

Kenes a guest in the CCL

In May 2015 the CCL also welcomed an event organised by Kenes – the Congress of the European Society for Paediatric Infectious Diseases (ESPID). Kenes is one of the world's leading professional congress organisers in the fields of medicine and science and was a guest in the CCL for the first time in 2013.

Careers born at the fair

Both the teddy bear and the electric drill began their triumphant careers in Leipzig

Trade fairs are often to be found at the start of international success stories in the business world. Products from all sorts of sectors began their worldwide careers at a trade fair in Leipzig. Meissen porcelain was introduced in 1710 as the first 'European porcelain'. In 1848 the first Sebnitz artificial flowers blossomed in Leipzig. In 1903, the Steiff company introduced an articulated bear which, following a large wholesale order for the USA, became known as the 'teddy bear' and has been a favourite toy all over the world ever since. 1909 saw the début of a bag-shaped coffee filter, invented by Melitta Bentz. And it was from Leipzig that the zip fastener began its journey to conquer the world of fashion in 1927. The 'Kine Exakta' was exhibited in 1936 – the first 35mm single-lens reflex camera. Bosch created a milestone for the building trade when they presented the world's first electric drill with hammer action at the Leipzig fair in 1932. And 'Mr. Innovation' himself – Carl Herlitz – regularly visited the trade fairs to present his pre-miered products to the stationery world.



Promotional procession in Leipzig to introduce a new kind of vacuum cleaner, around 1920

Worlds of experience

2015

Visitors to public fairs get hands-on experience and brands are elaborately displayed

Detailed craftwork, making things, playing: a visit to 'modell-hobby-spiel' is an event that offers something for the whole family



Test-playing games, trying out fitness equipment, getting tips for home and garden, or risking a test drive on a motor cycle – at the public exhibitions in Leipzig, visitors are not only able to look at the new products and buy them, they are invited to share in a world of direct experiences. The shows are events for all the senses and for the whole family. Almost half of the German population over 14 years of age visits public exhibitions, in order to get information about new products and services for their hobbies or their households. The shows have an important role to play as inspiration for leisure-time activities and for deciding what to buy. They reach visitors aged predominantly between 30 and 59.* Exhibitors need to set their brands and products in a narrative scenario. At all events, within the space of a few days they have access to several tens of thousands of visitors. Leipziger Messe shows us how: the 'Leipzig liest' reading festival, held during the book fair, not only quickens the pulse of readers, it also animates the media throughout Germany. Test drives at AMI Automobil International attract thousands of visitors and the 'modell-hobby-spiel' show delights whole families across the generations with its world of leisure-time activities.

Special exhibition



In this jubilee year for Leipzig trade fairs, the 2015 HOME-GARDEN-LEISURE show is extending an invitation to visit the special display 'There's a double-M in Leipzig', which is being staged in the Great Glass Hall. On offer, from 7 to 15 February and under the emblem of the 'City of Trade Fairs', visitors are invited to take an entertaining trip through history.

- ❑ www.haus-garten-freizeit.de
- ❑ www.ami-leipzig.com
- ❑ www.leipziger-buchmesse.com
- ❑ www.modell-hobby-spiel.de

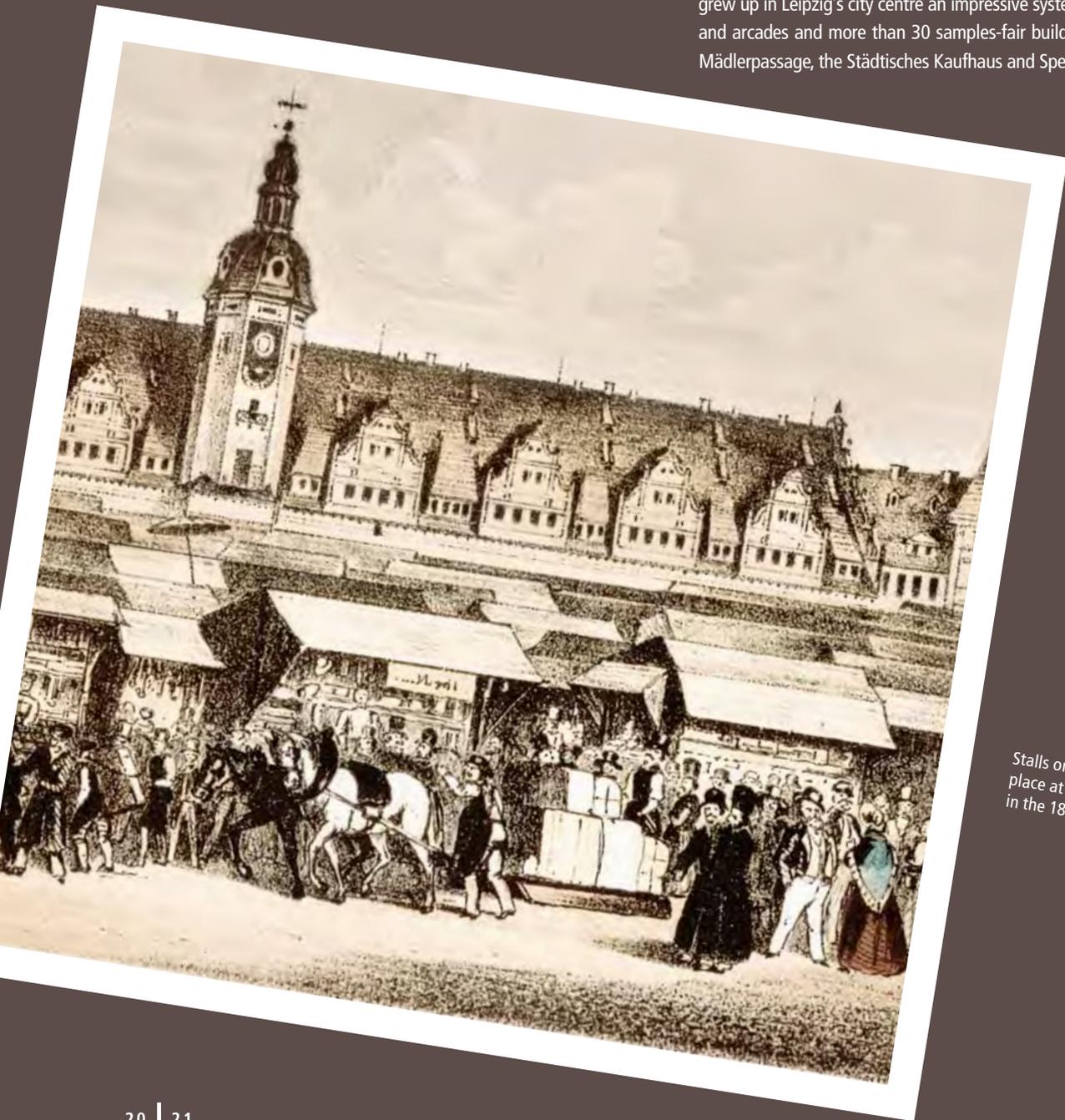
* "Public fairs as a leisure-time activity. Findings of a poll of the German population", Leipzig Graduate School of Management, commissioned by AUMA (Association of the German Trade Fair Industry), published October 2014

As the way goods were presented changed, so too did the architecture of the buildings in which they were traded

When market stalls, large and small, dominated the townscape, that meant it was fair time. And the merchandise that was traded at what were called 'stalls' or 'booths' came from far and near. Increasing numbers of merchants and greater quantities of merchandise finally created a need for more space to store the goods and to trade them. So, in the 18th century, the 'Durchhaus' was constructed, a purpose-built building with rentable arcades, stalls, dwellings, storage spaces and stockrooms. The internal courtyards were favourite places to do business. Carts were able to pass each other comfortably without having to turn back in the crush and hurly-burly of the fair.

Of stalls and arcades

To this day, Barthels Hof, opposite the Old Town Hall, reminds us of the flamboyance of the baroque arcades that housed the old staple fairs. With the shift to sample fairs around 1895, it became necessary to present one's sample wares in effective ways. To this end, there grew up in Leipzig's city centre an impressive system of passageways and arcades and more than 30 samples-fair buildings, including the Mädlerpassage, the Städtisches Kaufhaus and Specks Hof.



Stalls on the market place at the Leipzig Fair in the 18th century



A real visitor magnet at EuroShop 2014 in Düsseldorf: FAIRNET's display

New perspectives

Exhibition stands command visitors' attention with brands staged in arresting scenarios

Alongside traditional advertising, appearances at trade shows represent the most important way of communicating with customers* – and investment in these presentations is correspondingly high. So, in setting their brands in suitably staged contexts and presenting their new products, companies will, therefore, be assisted by professional trade-fair service providers. Experts in trade-show presentation, like FAIRNET, are fully conversant with all the latest trends in live communication and develop contempo-

rary and targeted ways of reaching out to visitors, whilst their customers concentrate on their core business.

Brand presences are as individual and distinct as the companies and products they cover – nevertheless it is always about one thing: getting the visitors' attention. In accordance with their motto: 'From start to success' FAIRNET helps its customers get that attention. When FAIRNET created their own stand at Euro-Shop in Düsseldorf, which takes

place every three years, the team faced precisely this same challenge on their own account. When it came to it, their exhibition stand, with its nature-inspired design, bringing tree houses and a lot of greenery into the sober surroundings of the exhibition hall, created an exciting contrast that attracted a great deal of attention. Visitors were invited to discover new perspectives in this oasis – and were happy to accept the invitation.

www.fairnet.de/en

Tips for exhibitors

The Association of the German Trade Fair Industry (Ausstellungs- und Messe-Ausschuss–AUMA) produces a toolbox of helpful tips for exhibitors – covering everything from preparation, planning and organising the budget to various checklists. Exhibitors can also get information about attending trade fairs abroad at www.toolbox.auma.de.

* Study 'The Future of Marketing' commissioned by the German Association of Direct Business Communications (FAMAB Verband Direkte Wirtschaftskommunikation), 2014



National flags of the international exhibitors in the grounds of the Technische Messe's exhibition centre in Leipzig, 1968

Global presence

For centuries, Leipzig has been a trading centre of international standing

International participation has been a major feature of Leipzig's fairs since the Middle Ages and, even in those days, Leipzig was already one of the most important trading centres in Europe. Goods from all over the world changed hands here. In the early days, Hungarian and Italian merchants made the journey to Leipzig, with Polish, Russian, French, English and Flemish traders also visiting the fairs. There is evidence of Indian

merchants in 1825. With the start of industrial mass production, the merchants were soon just bringing samples of their wares with them. Sales representatives – called 'Musterreiter' ('samples jockeys') – travelled up and down the country. A direct successor to the staple fair, the world's first samples fair took place in Leipzig in 1895. Since the 1920s, foreign advertising and local agencies abroad have increasingly reached out to customers from outside Germany. And it was with this business model that Leipzig definitively reached the status of global trading centre. More than 20 foreign agencies secure Leipziger Messe's global presence today.

Made in Germany

Leipziger Messe supports German companies abroad

Modern media enable companies to keep in constant, round-the-clock contact with customers and partners all over the world. Products can be presented online and contracts can be agreed with just a few clicks. But trade fairs remain the best opportunity for personal encounters and contacts with potential business partners – as they have always done.

Every year, Leipziger Messe's subsidiary, Leipziger Messe International (LMI), assists companies at exhibition centres abroad with individual exhibition presences and helps with the preparation of joint stands on behalf of the German Federal Republic. At the same time, Leipziger Messe is present in international markets with its own brands – as in the case of

'denkmal Moscow'. It acts as a partner to support local organisers for, amongst other events, the World Congress for the International Society for Prosthetics and Orthotics (ISPO), which, in 2015, is taking place in Lyon. Event concepts that have been successfully developed in Leipzig, can thus be adapted for other sector events at international locations – success from which the home location also benefits, not least through an increase in the number of international exhibitors and visitors.

www.lm-international.com/en

Worldwide markets



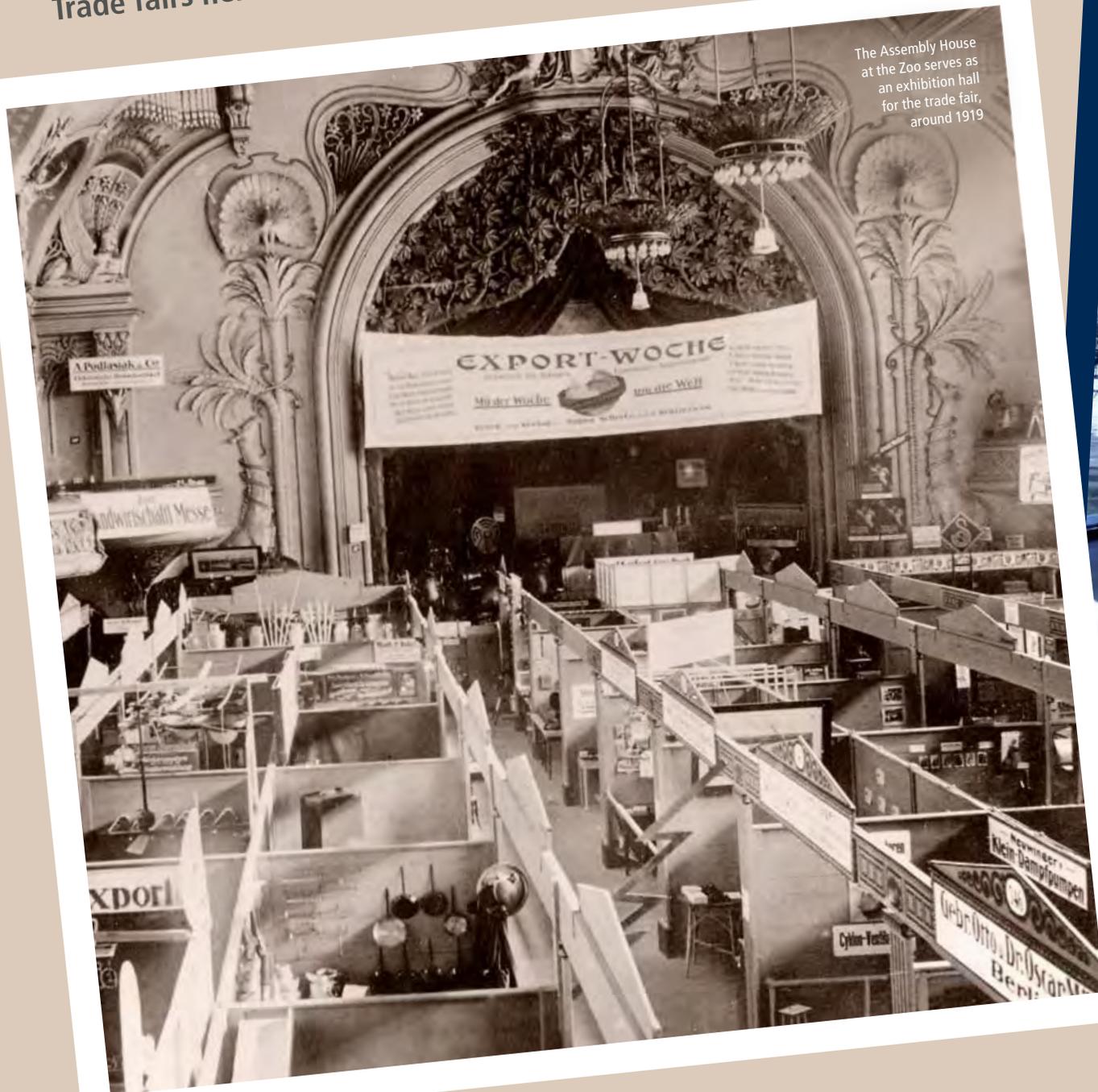
As an all-round service provider for exhibitions, trade fair, congresses and events, FAIRNET follows its customers to where they themselves perceive their markets to be, whether in German or international market places. Leipziger Messe's subsidiary last year accompanied both long-standing and new customers to a list of venues that included Istanbul, Marseilles, Chicago, Basel, Moscow and San Francisco.

Under the auspices of Leipziger Messe International: German stand at FHA – Food & Hotel Asia 2014, in Shanghai



In the best company

Trade fairs held in Leipzig's most important 'Municipal Assembly House'



The Assembly House at the Zoo serves as an exhibition hall for the trade fair, around 1919

Inaugurated in 1900, the 'Assembly House at the Zoo' soon began to occupy an important place in Leipzig's social and cultural life. Initially, concerts, meetings and conferences were held here and then, from 1919 onwards, exhibitions for the spring and autumn fairs, too.

In the destruction of the Second World War, event venues and performance halls came to be in short supply and the Assembly House was rebuilt as the 'Kongresshalle'. Together with the

Young World Theatre, the Gewandhaus Orchestra also used it as a venue from 1946 onwards, until, in 1981 it moved to the Augustusplatz. Political parties and large organisations invited members to meetings here in the Pfaffendorfer Straße, and international stars gave well-attended concerts here. In 1978 the Leipzig Jazz Festival took place in the Kongresshalle for the first time.

The building, which was listed as a protected building, became increasingly dilapidated and was closed in 1988. Efforts to effect the urgently needed renovation work remained unsuccessful for a long time.



Lots of space, lots of light: the Telemannsaal in the KONGRESSHALLE am Zoo Leipzig

Imbued with new life

The KONGRESSHALLE am Zoo Leipzig was renovated and fitted out for meetings and conferences

Following its renovation and the rebuilding work, the 'KONGRESSHALLE am Zoo Leipzig' today combines historical and modern architecture and brings history to life. Now that it is re-opened, there are 15 rooms and halls of various styles and sizes available for use by up to 1,200 participants. The KONGRESSHALLE offers the perfect setting for meetings and conferences; it is conveniently located in the city centre, is equipped with modern conference and media technology and enjoys all the advantages of being part of Leipzig's congress scene. From the outset, conference organisers have the benefit of working with the experienced team of the Leipzig Congress Center and of the comprehensive service provided by the Leipziger Messe group of com-

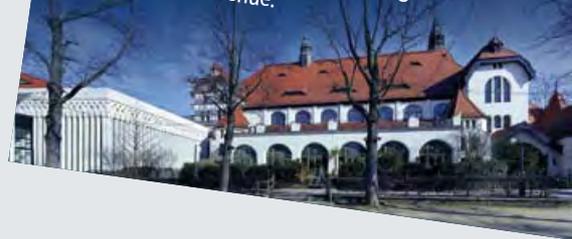
panies. On the 29 May 2015, the KONGRESSHALLE will be reopened in a ceremony that forms part of Leipzig's 1000-year jubilee celebrations. The first major conference will take place in September 2015 with the International Congress of Zookeepers. This meeting of animal keepers from all over the world clearly demonstrates what makes the newly opened location so special – a modern conference centre with historic architecture, directly next door to a zoo with a commitment to scientific study and investigation.

www.kongresshalle.de www.ccl-leipzig.com

**For the convenience
of exhibitors**



The 15 rooms and halls in the KONGRESSHALLE am Zoo Leipzig are complemented by several foyers and lounge areas. The exhibition hall, with its 800 or so square metres of floor area, offers space for product presentations. fairgourmet is the exclusive catering partner for the venue.



Much fun being had at the Leipzig fun-fair, the 'fairground by the Frankfurt Gate', around 1920

Entertainment of yesteryear: covered wagon with peep show, 1805



Glittering atmosphere at the presentation of the 'Golden Hen Award' in the Glass Hall, 2014

Travelling folk

Precursors of the modern funfair – attractions and curiosities found a place between the market stalls

Fair time in Leipzig involved all sorts of entertainment and curiosities. Travelling folk, jugglers, acrobats and fire-eaters all displayed their skills in and around the stalls. As long ago as 1570, a tightrope walker was filling the crowds with amazement from high up on the town-hall tower. Weird and wonderful looking animals such as elephants and the like were paraded around, puppets danced, street organs and minstrels' ditties filled the air.

And there were other musicians at the fair to create the right mood. These included, too, the 'Musicians from the Ore Mountains' who were playing here around 1700.

Later, sounds of harps from the Ore Mountains, from Bohemia and The Tirol were to be heard. Displays of wax figures, panorama viewers and mechanical artworks left both visitors and the Leipzig town folk full of wonder.

With the growing number of traders at the fair, the showmen and women finally had to leave the town centre. From 1907 onwards, the shows, attractions and entertainments of the 'Kleinmesse' (literally a 'small fair' or 'fun-fair') were moved to a location to the west of the city centre. It remains a favourite destination for a trip out.



Adaptable setting

Leipziger Messe offers organisers flexible room concepts and all-round service provision

In the autumn of 2014, prominent personalities from the worlds of politics, sport and entertainment witnessed an impressive TV show at the 'Golden Hen Awards' in HALLE:EINS. After the award ceremony, stars and starlets celebrated at a glittering after-show party in the Glass Hall. Just a few days before that, HALLE:EINS was the venue for the qualifying rounds in the Handball Champions' League. On New Year's Eve, visitors to the same place were able to watch the ice ballet 'Nutcracker on Ice'. The Leipzig Fair and Exhibition Centre does not disappoint as an adaptable setting for the most varied of event formats.

Five halls make up the Leipzig Fair and Exhibition Centre, with the imposing Glass Hall in the middle. Some 40 trade fairs and exhibitions take place every year at the Exhibition Centre. Variable room concepts, a multifunctional tiered seating system and the service network of the Leipziger Messe group of companies create a perfect framework for celebratory galas and receptions, shows, sporting events and concerts. Every year, the Congress Center Leipzig, one of the most modern conference centres in Europe, hosts almost 100 meetings, conferences and international conventions with several thousand participants. Leipziger Messe Gastveranstaltungen GmbH, a subsidiary company for guest events, together with FAIRNET and fairgourmet are all there to assist with the event from its initial conception through to equipping and organising the halls and taking care of the catering.

▣ www.leipziger-messe.com

▣ www.ccl-leipzig.com

▣ www.fairnet.de/en

▣ www.fairgourmet.com

Variable seating and a generous stage; optimum conditions in which to hold events of outstanding quality – HALLE:EINS

Outstanding service

In Germany's biggest poll ranking of service providers, commissioned by the DIE WELT newspaper, Leipziger Messe was ranked first in the trade-fair and exhibition sector. To establish the list, every year the opinions of around a million customers are polled. The focus is on customer satisfaction and account is taken of levels of helpfulness, quality of advice and service-oriented ethos.



Messe [sək'sɛs]

Decidedly promising. 85% of all decision-makers in the German economy use trade fairs to keep themselves informed and award contracts. For young decision-makers aged up to 29, this figure even rises to 91%. So there's no better way for medium-sized companies to ensure a successful future. Be there – with our support:
www.erfolgmessen.de

