

LEIPZIGER.MESSE

magazine

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LEAD ARTICLE

LEIPZIG WELCOMES THE WORLD

Hospitality is a trademark of the
City of Trade Fairs. A warm welcome
to WorldSkills 2013!



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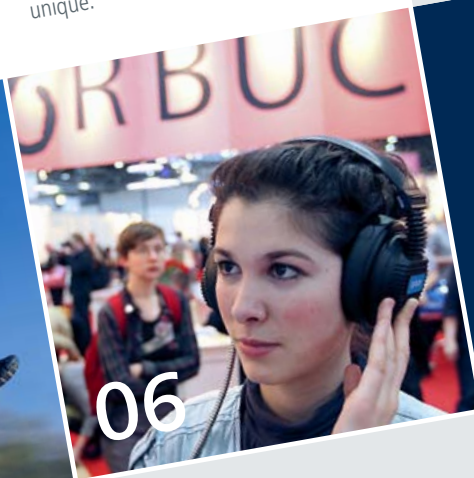


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Leipziger Messe is wherever its customers are – not just in Leipzig.

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SMALL FOOTPRINT

Congresses go green

LEIPZIGER.MESSE

magazine

2013 edition

In Focus



DEAR READERS,

What makes Leipziger Messe special?

We are the leading integrated trade-fair and exhibition providers in Germany. This means that no other exhibition centre, no other event venue, offers such a comprehensive service for trade shows, congresses and events. We want you – the organisers and exhibitors, our customers – to benefit from that.

As well as the parent company, the Leipziger Messe Group consists of the Congress Center Leipzig (CCL) and five subsidiaries. Each one individually, and all of them jointly, will put together exactly the service package that your event, your exhibition stand or your presentation needs. For no other exhibition centre in the world is this more true than for Leipzig. Forget the hassle of having to negotiate with different project partners over the concept, the project management, stand construction, event organisation, catering ... we do all that for you. You tell us what you want to achieve with your event or your exhibition stand and we listen ... then we offer you an individual, tailor-made deal which includes all the services you will require. Quickly and competently; for we have all the experience of the oldest trade-fair centre in the world. And we are the most innovative German fair and exhibition company with the most new developments and have won a goodly number of awards over the last twenty years.

That is what we mean by an integrated trade-fair and exhibition service. Your aims may be complex: our solution is simple.

Best regards

Martin Buhl-Wagner

Spokesperson for the Board of Management

Markus Geisenberger

CEO

Modern Times

Health sector in flux

Demographic changes, lively markets and new target groups demand collaboration across disciplines and the creation of identifiable brands. The result is clearly focussed messages and ever more sophisticated presentations.

"Inter-disciplinary and inter-professional networking represent the crucial challenges in the health sector," observes Ronald Beyer, Project Director for the major sector get-togethers OTWorld – ORTHOPÄDIE + REHA-TECHNIK, therapie Leipzig and med.Logistica. Whereas, in the past, individual disciplines and professional groups have worked side by side relatively independently, it is now cooperation, he insists, that is the order of the day. In the past, for instance, therapie Leipzig was set up to cater for physio and occupational therapists. More recently it has become a trade show for all the major players involved in prevention and medical rehabilitation, says Ronald Beyer: "The extended range stretches from doctors and sports therapists to institutional managers, funding organisations, such as health insurance providers, and politicians."

PEOPLE FIRST

Traditionally it has been the individual person and the maintenance of his or her optimum quality of life that has been at the centre of the health service. Yet, in times of demographic change and rapid medical progress, the focus is more and more on efficiency, explains Project Director Beyer: "That requires a holistic approach and a comprehensive understanding of all the processes involved." The need for cross-disciplinary and cross-sector interchange of ideas is, he points out, inevitably growing. "This is evidenced, for instance, in the specialist and professional development sessions that accompany almost every medical trade fair. Going hand in hand with this, there is also an increasing need for conferences that consider examples of best practice. Med.Logistica, which specialises in hospital logistics, is one such example," says Beyer. Med. Logistica has, he suggests, signed up to the notion of optimising the complex processes and procedures in hospitals. A large



Fitness enhances quality of life –
regular exercise is an effective form of preventive health care.

number of people are involved in this – from members of executive boards and managing directors to logistics experts, buyers and technical staff, including also pharmacists, medical practitioners and nursing staff. "When it comes to increases in efficiency and inter-disciplinary approaches, we see plenty of opportunity for establishing new event concepts, precisely tailored to meeting these requirements."

INTO THE LIMELIGHT WITH SPORTING HEROES

Communication in the healthcare market has become appreciably more intensive, more contemporary and more focussed. "Current lifestyles and the desire for fitness into advanced old age are also influencing the presentational strategies of suppliers and manufacturers," reports the Project Director. Many

■ The 2012 Paralympics in London was a major highlight. Leading manufacturers of medical technology were among the sponsors of the top athletes with disability. The Games generated significantly greater outside interest than ever before.

companies, for example, are working with sports personalities as the face of their brands. The athletes draw public attention to products that have hitherto only really been known in specialist circles; orthopaedic aids for example. "These companies recognise that information and a positive image are the strongest selling points, together with modern design." The trend, he

claims, is towards higher levels of professionalism in terms of presentation. "This becomes particularly clear at the leading world trade fair OTWorld – ORTHOPÄDIE + REHA-TECHNIK. With its individualistic, very elaborate stands it has become a high-tech exhibition. "Top products in the field of orthotics and prosthetics are staged in highly professional live demonstrations and dynamic shows." The fresh colours and shapes that are suddenly in vogue in the healthcare market bear witness to this new self-awareness.

ALL EYES ON THE POINT OF SALE

"Private individuals are investing more in their health. Items such as compression stockings, which have, up to now, been reserved for medical situations, have become life-style accessories," explains Ronald Beyer. "Patients increasingly participate in decisions regarding medical products. In order to distinguish themselves from the competition, companies are therefore paying greater attention to creating brand awareness." In consequence, manufacturers have to keep a clearer eye on the point of sale. As specialist retailers and intermediaries to the end consumers, surgical stores and medical suppliers strengthen the brand image with sales expertise, attractive shop-floor displays and information about the products' added value that speaks to the public at large. A trade-fair and exhibition provider needs to do justice to these trends, not least with integrated special shows and lecture series. "The preparations for this last for up to nine months, so we seek discussions with our exhibitors early on," says Beyer.

TRADE FAIRS IN LEIPZIG

■ Over an area of 1,600 square metres, Global player Ottobock introduced its new brand image to the public very effectively at the leading world trade fair ORTHOPÄDIE + REHA-TECHNIK 2012. Exhibition services providers, FAIRNET, a subsidiary of Leipziger Messe, realised the design for the presentation.

STRONG CLUSTER OF MEDICAL FAIRS

Over the past few years, Leipziger Messe has consistently built up its expertise in medical exhibitions and congresses. "We began in 1996 with just one show. Today we are in an ideal position to stage anything from a leading world trade fair to a top-flight specialist congress," summarises Beyer. "Leipzig is an enormously innovative hotspot for the healthcare industry with major research centres and hospitals that enjoy international reputations. And the recipe for our success is that we work closely with these powerful partners."

■ www.ot-world.com

■ www.medlogistica.com

■ www.pflege-homecare.de

■ www.therapie-leipzig.com

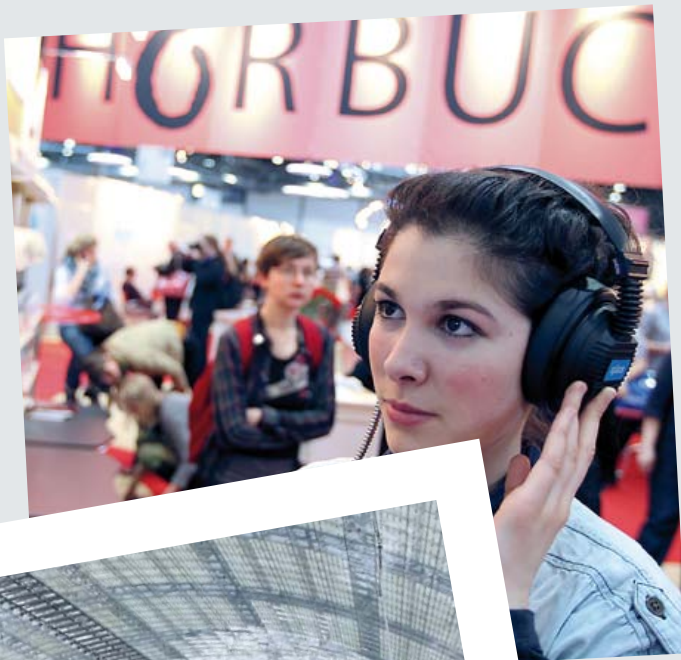
■ www.tieraerztekongress.com

■ www.ispo2013.org



Literature as Event

Authors and publishers rub shoulders with readers at the Leipzig Book Fair. The combination of the trade fair and the "Leipzig liest" reading festival is unique.



Cornelia Manz from Berlin can hardly believe her luck. A school teacher herself, she has for years been an enthusiastic reader of Svetlana Alexievich, has read all the books of the Belarusian author that have appeared in German and follows the serious issues she raises with interest and empathy. Now here she is in front of that self-same author, watches as she writes a dedication in the book and receives a smile into the bargain. Such events are everyday occurrences at the Leipzig Book Fair. And they are posted by the 17,000 Facebook fans, who comment in entertaining ways on the activities at the fair with words and pictures on the social-media platform.

The most important sector forum for the German-speaking literature market in the early part of the year entices countless authors, publishers, book dealers and retailers, translators and interested readers to Leipzig. And the most important feature of it all is the direct and intensive discussions between the creators of literature and their public. Year after year, the literary trend-barometers are recalibrated at Europe's largest reading festival, "Leipzig liest", which takes place at the same time as the book fair. All the participants appreciate this fact: the numbers of exhibitors, specialists, authors and members of the public grow continually.

SECTOR EVENT MEETS READING FESTIVAL

What makes the Leipzig Book Fair so special is that the trade show is combined with the reading festival: at the same time as the book fair is taking place at the exhibition centre, over 2,600 readings and events are held at 350 venues throughout the entire city. "Leipzig liest" is Europe's largest reading festival. The two sides of the same book-fair coin complement each other outstandingly well. There's many an exhibitor that has invited their author to a book signing on the exhibition stand in the afternoon, because the latter was involved in a reading in the tiger enclosure at the zoo in the evening. And a number of celebrities that have presented their biographies in the roof structure of the Thomaskirche, simply because they were appearing in a TV talk show the following day at the book fair. This double bill of a sector event coupled with a reading festival is topped by the presentation



of three mediagenic book awards, which have now become some of the most prestigious literary prizes in Germany.

GATEWAY TO THE EAST

As a traditional hub between East and West, the Leipzig Book Fair has always placed a strong emphasis on literature from Eastern Europe. In order to open up the currents of writing from these literary worlds, generally little known to German-speaking readers, the Leipzig Book Fair invites specific authors and publishers from outside Germany in the East of Europe – most recently from Poland, the Ukraine and Belarus. Concepts like the “tranzyt” project, launched in 2012, which serves to link German-speaking and Eastern European translation and publishing networks, are a concrete example of the extent to which Leipziger Messe takes seriously a sector's current needs and responds with new products.

BOOK 2.0 – NEW FREEDOMS

The possibility of using digital media and cross-media structures also determines the development of the market in the book and publishing sector. Making the best of the challenges and opportunities that go with this is a particular task for the Leipzig book fair to deal with. Thus it is that, behind the “Focus Education” label, there lies over a

year's worth of work on extensive and clearly structured teaching materials relating to the fair, which help orientate teachers and educators, parents and children in the modern worlds of literature and the media. But authors, too, together

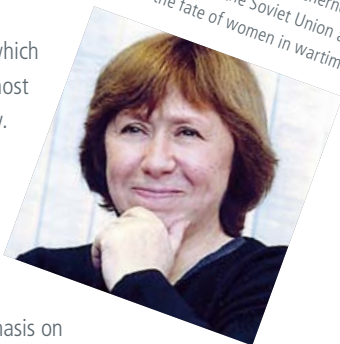
with young publishing houses, have a growing need for further professional development at a time of the e-book, the blog and the online platform. Under the label, “autoren@leipzig”, the Leipzig Book Fair provides network opportunities for authors: new perspectives for collaboration with publishing houses are charted and self-marketing strategies discussed. Be it a “bar camp”, a “digital living room” or “leipzig.liest.digital” – the range on offer makes the Leipzig Book Fair a unique event for authors and young publishers alike.

LIVE COMMUNICATION AT TOP LEVEL

Exhibition stand design and construction, invitation management, catering – there are numerous aspects of a successful trade-fair appearance. The exhibition service provider FAIRNET takes the hard work out of the planning and realisation of the stand as well as organising customer events or parties on it. This enables exhibitors to relax and concentrate on their guests – on special guests like Svetlana Alexievich from Belarus or readers like Cornelia Manz from Berlin, without whom the Leipzig Book Fair would not be the experience that it is.

www.leipziger-buchmesse.com

Svetlana Alexievich writes about unspoken subjects such as Chernobyl, the collapse of the Soviet Union and the fate of women in wartime.



Heavy Engineering

When giants journey forth

Every two years the heavyweights of the metal industries – producers, processors and the supply sector – meet up in Leipzig. The result is that, at the unique trade-fair duo of intec and Z, giants weighing umpteen tonnes can be seen alongside the tiniest precision components.

35, 40 or 50 tonnes of metal: large metal-processing machinery represents some of the most imposing exhibits of all industrial shows. Cranes with a lifting capacity of 100 tonnes manoeuvre these giants into place in the exhibition halls. “For four days, the Exhibition Centre is transformed into the largest production site in the East of Germany,” explains Kersten Bunke-Njengué, Project Director of the metal-processing trade fair intec together with the supplies fair Z. The smell of machine oil and hot metal shavings hangs over the walkways. The giant machines turn, drill, mill, weld and cut. In spite of their size, they operate to tolerances as low as one micro-metre – a thousand times less than the thickness of a hair. Many of these exhibits have travelled a long way to be here, coming as they do from Spain, France, Switzerland or Italy. Things are equally as busy at the supplies fair, specialising in parts, components, modules and technology. Visitors can take a trip right across Europe, meeting suppliers from both East and West.

Since 2007, this Leipzig trade-fair duo has shown an impressive 34 per cent growth in exhibitor numbers. The increase in visitors has been around 44 per cent. “We have an excellent position in the market and expect continuous growth for the coming years, too,” predicts the Project Director.

www.messe-intec.com



Leipzig welcomes the world



Hospitality is a trademark of the City of Trade Fairs. A warm welcome to WorldSkills 2013!

There'll be hammering, welding, programming. In the exhibition halls of Leipzig, they will be developing mechatronic systems and operating CNC machines. Cars will be sprayed and walls tiled. Impressive offset printing machines will churn out four-colour prints.

There'll be the smell of the workshop and industrial plant. At the same time, there will be people creating web designs, programming control modules and decorating cakes. Landscape gardeners will conjure fantastic green oases on the open-air exhibition spaces – and, next to them, streets will emerge. All suffused with intense concentration and electric excitement. From 2 to 7 July 2013, the Leipzig Trade Fair and Exhibition Centre will be transformed into a giant competitive arena. At the 42nd World Skills Championships, 46 disciplines will be seeking their world champion. The German Chancellor, Dr. Angela Merkel, has kindly agreed to be patron of the event.

1,000 YOUNG TALENTS FROM ALL OVER THE WORLD

On an area of some 180,000 square metres, more than 1,000 young talents, all under 23 years of age, will be competing for a place amongst the medal winners. They will be carefully observed by over 2,000 technical experts, the competition judges and team leaders, and spurred on by 200,000 visitors. These young people – the professionals of the future – will be demonstrating why they are reckoned to be amongst the best of the best in their home countries. Over 1,000 volunteers, who offer their services free of charge, are committed to making sure that the proceedings go without a hitch – be it in the accreditation, the visitor services or the competition arenas. These volunteer helpers (the oldest is 75, the youngest just 18) travel from all corners of the world to come to Leipzig, from as far afield

as the United Arab Emirates and India. "The whole world of business and vocational education will have its eyes fixed on Germany and Leipzig in July 2013. There can be no better opportunity for the German business and educational communities to present themselves and their achievements. We are in a position to interest international business

in Germany, as a place to locate to, and in German products," explains Dr. Theodor Niehaus, President of WorldSkills Leipzig 2013. The World Skills Championship is the world's largest educational event and returns to Germany for the first time in 40 years. "The Leipzig Trade Fair and Exhibition Centre has, together with the City of Leipzig, made an essential contribution to enticing the competition to come to Leipzig. Thanks to this commitment, WorldSkills is set to become a major international event that will remain unforgettable," says Niehaus.

Even during the run up to the event, the executive officers and secretariat of WorldSkills International have praised Leipzig's hospitality and the fabulous Exhibition Centre. "Leipzig is very much looking forward to holding this international event," says Martin Buhl-Wagner, spokesperson for the Board of Management at Leipziger Messe. "We shall be delighted to provide the support of our professional service network and our well-established working relationship with the project company, WorldSkills Leipzig 2013 GmbH, which was formed specifically to organise the event."

"We are greatly looking forward to having such a strong partner as Leipziger Messe. They recognised, early on, the wide appeal of WorldSkills Leipzig and have put an extraordinary amount of effort and commitment into this enormous project," Hubert Romer, CEO of WorldSkills Leipzig 2013 GmbH, assures us. At the same time, the Leipzig Congress Center (CCL) will become the hot spot for 2,500 international education specialists. Amongst those meeting here will be specialists from the UN organisation UNIDO (United Nations Industrial Development Organization), the OECD (Organisation for Economic Co-operation and

WorldSkills: World Championships for Trade Professionals

At WorldSkills, the best young practitioners from non-academic professions go head to head to decide their champions.

The history of WorldSkills begins in 1947, when it started as a national competition in Spain with just twelve disciplines. In 1950, 24 young professionals from Portugal and Spain competed in the first bi-national competition. Three years later, at Spain's invitation, young people from Great Britain, France, Morocco, Switzerland and Germany took part.

After the first championships outside Spain had taken place in 1958, at the time of the Brussels Exhibition, the international-

isation of the competition continued apace. In 1961 the event came to Germany for the first time and played to an appreciative Duisburg. In 1970 Japan's capital Tokyo became the first place to host the event outside Europe. In 1973 Germany held the championships for the second time, when they came to Munich. In 2009 the WorldSkills Championships were staged in Calgary in Canada and in 2011 it was London's turn to issue the invitation.

The WorldSkills Championships have now become a mega-event, with talented professionals from all over the world demonstrating their abilities every two years. More than 1,000 participants will be

coming to WorldSkills in Leipzig from over 50 different countries and regions – from Argentina to South Africa.

The international rights of the WorldSkills Championships are held by the association 'WorldSkills International', of which 63 countries and regions are members. The not-for-profit organisation seeks to further vocational training worldwide. The national sponsors of WorldSkills Leipzig 2013 are WorldSkills Germany.





Development) with their Skills Strategy Conference as well as the advisory committee for vocational training in the European Union. Elfi Klumpp, CEO and member of the Board of Management WorldSkills Germany says: "Enormous opportunities are being opened up for our dual educational system to present itself and establish itself even more strongly as an export product. We are keen to exploit the potential of WorldSkills 2013 in conjunction with all other stakeholders in vocational education in Germany and build an attractive complementary programme and series of conferences around the competition. We want WorldSkills Leipzig 2013 to be a 'Festival of vocational training visiting friends'!"

REGIONAL ENTHUSIASM

The whole region has committed itself to the great event – the City Hall, Leipzig Tourist and Marketing GmbH, various cultural institutions, the Chamber of Commerce and Industry as well as the Leipzig Chamber of Skilled Crafts and Trades and several well-known companies. During the weekend before the major event starts alone, there will be excursions organised for no less than 3,000 competitors, team leaders, technical experts and adjudicators. To cater for this, companies in sectors such as the motor vehicle, paper, food and printing industries will be opening their doors – not to mention the City's tourist highlights. The competitors will spend an afternoon in East Germany's largest leisure park, Belantis, in order to get to know each other and become friends. 55 patron schools in Leipzig and its environs will be taking part in the "One School, One Country" initiative. This involves the students learning about one country in each case and getting to know their national team. The highlights of the programme are the meeting in school and the visit to the Exhibition Centre. Saxony's Minister of State for Culture, Brunhild Kurth, has kindly agreed to assume the patronage of the event.

AT THE HEART OF EUROPE

Leipzig, explains trade-show boss Martin Buhl-Wagner, lies at the centre of Europe and has at its disposal an ultra-modern infrastructure: "That is a distinct advantage for such large-scale events. By air, motorway or rail – Leipzig is quick and easy to get to. And we have good links in this region to the Central German

Transport Authority (*Mitteldeutscher Verkehrsverbund*) to which the Leipzig transport companies also belong, as well as to many other service providers." The modern infrastructure also includes the architecturally beautiful and flexible spaces of the Trade Fair and Exhibition Centre. Brand new technology provides seating for 4,000 people and makes Hall 1 into the event hall, with the competitions taking place in the other exhibition halls and in the open air, while next door, in the congress centre, educationists from all over the world attend conferences. Exhibitors will be presenting themselves and their products in the architecturally unique Glass Hall and, at the end of the event, this will be the venue for a huge party. Our premises have already proved themselves suitable for major events of all kinds," says Martin Buhl-Wagner.

UNBEATABLE SERVICE

"We shall be running, in Leipzig, the world's largest restaurant for WorldSkills," says the trade-fair company's boss. Leipziger Messe's restaurant subsidiary, fairgourmet, will be preparing some 7,000 meals a day for participants, adjudicators, workshop leaders, delegates and volunteers. That covers breakfast, lunch and evening meal, as well as snacks and drinks served in the competition areas, so that the competitors can stand up to the rigorous competition conditions. Fairgourmet also has to take into account cultural preferences as well as religious proscription and health-related issues. There will be no pork, for instance, because it is forbidden by the tenets of Islam. A 'fast track' will ensure that all the competitors can get their meals in good time – a number of them will be provided with packed lunches delivered direct to the halls.

Leipziger Messe will be responsible for organising the hospitality programme and will co-ordinate, amongst other things, the excursions, all catering during the stay, transport from the hotels to the competition venue and during the excursions, as well as organising accommodation for 3,000 delegates in 40 hotels of various categories and for varying periods of time. "Our excellent network throughout the corporation and the region proves invaluable when it comes to putting together a hospitality package of this magnitude and complexity," comments Martin Buhl-Wagner. "It makes it much easier to offer additional services on top." Customer services at Leipziger Messe keep a close eye on things, in an attempt to ensure that friends and family are accommodated near to the contestants.

900 WORK STATIONS, 1,200 KILOS OF CHOCOLATE

Behind the professional competitions there is a team that comes from all over the world. Coordination of the competition arenas is a truly international matter. More

Major Events – Leipzig Team Work

The integrated structure of Leipziger Messe's provision really comes into its own for major, large-scale events. The six companies that comprise the service network offer all the services that organisers need – and all from the one source: from the concept and planning, to project management, stand construction, event organisation, restaurant services, human resources and hotel reservation. The central concern is always to provide an individual solution tailored to the organiser's requirements. The pay-off for Leipzig's service model is the exceptionally high level of customer satisfaction and the growing number of large-scale events in Leipzig that it generates.

- 2008:** World Baptist Youth Conference
- 2009:** German Seniors' Day
- 2010:** German Fire-Services Day / Interschutz
- 2011:** 50th World Congress of the International Congress & Convention Association (ICCA)
- 2012:** GTM Germany Travel Mart
- 2013:** WorldSkills Leipzig



than 80 experts from right across the globe were involved in the planning. Requirements are precisely defined in order to guarantee identical conditions for all contestants. "That means, for example, planning 23 identical spray booths," explains Martin Buhl-Wagner. "The same equipment in the workshop, the same routes to the tools and materials, the same distance from the audience."

A million individual objects will be needed – almost all of them several times over – for more than 900 work stations – everything from a steel pin to an engineer's lathe. The motor vehicle mechatronic technicians need 24 ramps, the confectioners 1,200 kilograms of chocolate, the florists 45 different species of flower. In addition, the restaurant division has ordered 1,000 tablecloths and 2,100 napkins. The contestants will bring along another 30 to 40 tonnes of tools on top of that. Japanese carpenters will, for instance, have their own saws flown in, because these work the other way round from European ones – first push then pull.

TRIED AND TESTED SERVICE PROVIDERS

Getting a large-scale event of this kind up and running, with its own project company and its many partners, represents at once a demanding and an exciting challenge for the boss of Leipziger Messe and his team: "Not only is it the largest WorldSkills Championship there has ever been; it is also taking place in an outstanding location and a unique atmosphere. In addition, it is supported by a team that thinks for itself and reacts flexibly, thus creating the conditions for WorldSkills Leipzig 2013 to become a unique experience – vivid, passionate, engaging." The Leipziger Messe Group has the benefit of considerable experience of major, large-scale events of all sorts and kinds. "As a well-proven host of major events, we are in a position to offer services of the highest quality, that will significantly lighten the load on the organisers' shoulders. With our service subsidiaries, we can provide flexible services from a single source – including technology, logistics and catering," emphasises Martin Buhl-Wagner. For with the parent company, Leipziger Messe, along with the CCL and its five subsidiaries, FAIRNET, fairgourmet, Leipziger Messe Gastveranstaltungen, Leipziger Messe International (LMI) and MaxicoM – Euro-Asia Business Center, Leipzig covers the entire spectrum of assistance and facilities for the exhibition and event sector. "Our interface management is well tried and tested. Let the games begin!"

www.worldskillsleipzig2013.com

Tense anticipation amongst the staff of the fairgourmet



Innovative Power Creates Our Future

The Leipziger Messe is one of the most innovative trade-fair and exhibition providers in Germany. No other Exhibition Centre has set up so many events over the last 20 years. The Leipziger Messe Magazine speaks to CEO, Markus Geisenberger, about some of the new developments.

How do you manage to keep on repeatedly locating new events?

■ In our highly complex business, many different areas interlink with one another, like the gears on a gear-wheel. We observe the markets in detail, analyse what they require and have intensive discussions with partners and professional associations. That way, we develop new events and extend the existing trade fairs with additional topic areas. We also pitch for congresses, are pro-active in our acquisition of guest events, purchase trade fairs and enter into cooperative partnerships – both nationally and internationally. For 2013, we have, for instance, acquired CosmeticBusiness; the international trade fair for the supplies industry in the cosmetics sector has considerable potential.

There is always intense competition in the trade-fair and exhibition sector. How does Leipziger Messe position itself?

■ Leipziger Messe and its five subsidiaries are closely networked and are thus in a good position to generate new business. Thanks to the variety and complexity of the services we offer, our customers can get all the appropriate and high-quality help they need from the one

source. With the structure we have, no company request is too small and no event too large. In addition, we can, through our service network, take care of our customers far beyond the confines of the Exhibition Centre, both at home and abroad, and indeed offer the same high-quality provision. That inspires confidence. And we are now able, as a result, to acquire sectors that have hitherto not been actively involved in Leipzig. And we are continuing to build up our foreign exhibition business. We are relying more and more on cooperative ventures, too, whilst at the same time taking advantage of the available expertise and networks that already exist throughout the Leipziger Messe Group.

What are Leipziger Messe's main aims?

■ Our major aim is to grow our portfolio and extend its scope. Any new business needs to be seen in that light. That is the only way that we can invest in the further development of our trade fairs. We are banking on our innovative strengths. Every year we launch at least one new event – either that we have developed ourselves or that we have bought. And on top of that, we are building up our event business. That, in turn, results in numerous synergies for the entire company group.



We talk to
**Markus
Geisenberger**

Interview

Trending:

Festival of
innovative ideas





Designers' Open

Design fairs have a long tradition in Leipzig. The first Grassmesse took place in 1920: it originated as a direct challenge to commercial mass production. At the same time, the founders also wanted to create an alternative to the large Sample Fairs. As a result of a strictly applied principle that involved a selection panel of adjudicators, the Grassmesse became a forum for the elite of the "applied arts" and was recognised as such throughout Europe. The home of the Grassmesse is the Museum of Applied Arts in the Grassmuseum on the Johannisplatz. It is held on the last weekend in October – a date that has now become a regular fixture.

Young, trendy design, independent of specific genres has also found its place in Leipzig. In 2005 Jan Hartmann and Andreas Neubert founded the "Designers' Open", which was to be a forum for the entire design sector. The two men saw their festival as a driving force for trends and a spur for new ideas – and their enthusiasm won them many disciples. The Designers' Open was marked by rapid growth from the very beginning. In the end, 180 exhibitors and 12,500 visitors were taking part.

The time is now, once again, ripe for big ideas: in 2012, Jan Hartmann and Andreas Neubert signed a contract with Leipziger Messe, so as to secure further growth for The Designers' Open. As the new organiser, Leipziger Messe has brought its entire network to bear and is building up this festival of the national and international creative sector. The two founders will continue to provide their input. CEO,

Markus Geisenberger, is convinced that the event will continue its success story to date. Of the show's potential, he says: "We want, above all, to grow the industrial exhibition and the accompanying conference, so as to establish the Designers' Open as an innovations platform for industry, too.

The Designers' Open is a festival of creativity and is of just as much interest for specialists as it is for non-specialists. The DO/Market and DO/Fashion sections are aimed at consumers and are principally a showcase for interior and fashion design. One can often get hold of one-off items here that have hitherto never been available anywhere in the shops. The DO/Industry segment sees itself as a spur for the transfer of innovation from research and development to manufacturing. It is here that designers exchange ideas with representatives from the worlds of business and science. The complementary programme makes current trends, design theories and innovations accessible to consumers, too.

The Designers' Open is held at various venues in Leipzig, all of which offer a suitable ambience for this trend-oriented festival. There is a fixed timetable for each of these events: the last weekend in October, at the same time as the traditional Grassmesse. A real must for everyone who loves design and wants to be one step ahead.

www.designersopen.com

CONGRESSES IN LEIPZIG

Gem with a new sparkle: Kongresshalle at the Zoo extends Leipzig's conference capacity

With the refurbishment of the historic Kongresshalle at the zoo, Leipzig has gained additional space for meetings and conferences. This Jugendstil (Art Nouveau) gem was opened in 1900 and was, for decades, one of the city's social meeting places. From 1947, the world-famous Gewandhaus orchestra performed in the building – until the new Gewandhaus was opened in 1981. At the end of the 1980s the building fell into oblivion, from which it was revived with a complete makeover. In the process, its resplendent ambience has been combined with contemporary building design and a modern technical infrastructure. The first three halls – bearing the names of the great musicians, Bach, Handel and Telemann – are already finished. The Kongresshalle is owned by Leipzig Zoo, whose cooperation partners are the Congress Center Leipzig (CCL), subsidiary of Leipziger Messe.

Direct Line to the Future

Leipziger Messe boasts an ultra-modern IT infrastructure. High-tech events, too, take advantage of the Exhibition Centre: the Supercomputing Conference comes to Leipzig in 2013.



Steve Jobs (1955–2011) was considered to be the Messiah of product presentation. Yet on 7 June 2010, the Apple boss himself experienced a difficult few moments at the Moscone Center in San Francisco. As he presented the then new iPhone4, he tried to call up the website of the New York Times but nothing happened. The technicians revealed that there were 570 wifi base stations within the auditorium. Too much for the resplendent technology guru? Too much for the host exhibition centre?

What has gone down in Apple's history as a wifi mishap, is, unfortunately no uncommon occurrence in the exhibition business. There is hardly a single smartphone owner, who thinks twice about the fact that it is technically extremely difficult to stream large quantities of data on one's phone in a hall where 1,000 people are attempting to do the same thing.

FASTEST INTERNET OF ANY EXHIBITION CENTRE

The Leipzig Trade Fair and Exhibition Centre and the Congress Center Leipzig (CCL), which belongs to it, are currently bringing their infrastructure up to the very latest standards, in order to minimise such risks for both exhibitors and visitors alike. "There is not an exhibition centre in Europe that can offer its exhibitors and conference delegates faster internet broadband," says Steven Ponndorf, Head of the Technical Division at Leipziger Messe. The bandwidth was increased by a factor of 10 in 2012 to what is now 10 Gb/s (with 10Gb/s redundancy) – that means 10 Gb/s for normal traffic and an additional 10 Gb/s for emergency use. This results in a speed that is 600 times faster than the average DSL con-

nection that private individuals use at home as "fast internet". Purely arithmetically, 14,000 internet users could watch a YouTube video at the same time with the access available at our Exhibition Centre.

A great deal has also been invested in the wifi infrastructure. Since 2013, it has been possible for 2 to 3,000 visitors to use the wifi simultaneously in the Leipzig Messehalle. For this, 26 access points, with a total of 78 aerials, have been mounted in the ceiling of the hall.

SUPERCOMPUTING CONFERENCE

The organisers of the International Supercomputing Conference (ISC) also appreciate the high technical standards in Leipzig. Europe's leading specialist congress with the largest exhibition for high-performance computers will take place here for the first time from 16 to 20 June 2013. 180 exhibitors and 2,400 trade and professional visitors from all over the world are expected to attend. The world's oldest and most important event for high-performance computing has recorded an increase in the number of participants of 20 per cent per year over the past four years. A successful concept with a strong growth dynamic and with an ever growing number of participants and exhibitors, it finds the conditions at the Congress Center Leipzig (CCL) ideal.

THE "OSCARS" OF SUPERCOMPUTING

The entire (computer) world will have its eyes turned towards Leipzig, when, on Monday 17 June 2013, the new TOP500 list appears. In a verbal allusion to the Forbes 500 list of the most successful companies, the Congress will reveal to the world, in their TOP500, the ranked list of the currently most powerful computers for solving systems of linear equations. This list is updated twice a year and published at the ISC in the USA and in Germany alternately. Over the next few years the summer list is expected to be published in Leipzig.

www.isc-events.com/isc13



The current No. 1 of the TOP500: the "Titan", with over 17 PFLOPS.
Photo: Oak Ridge National Laboratory



Live operation at the Leipzig Heart Centre, performed by Prof. Dr. med. Gerhard Schuler and his team on 20 January 2011, as part of LINC 2011

Conference in the Operating Theatre

As the lights go down in the conference room and an operating theatre appears on a huge screen in HD, it is all very reminis-

cent of a science fiction film. But this is medical reality being broadcast to lots of different conference rooms of the Congress Center Leipzig (CCL).

Whether for meetings of the German Society for Cardio-Vascular Research (*Deutsche Gesellschaft für Kardiologie, Herz- und Kreislaufforschung*), the Society for Thoracic Cardi-Vascular Surgery (*Gesellschaft für Thorax-, Herz- und Gefäßchirurgie*) or of Neurointensive Medicine, when it comes to communicating new technologies and concepts, the key thing is always to give insights into actual practice. But this practice now takes place outside the CCL in operating theatres and research laboratories. Thanks to ultra-modern networking and presentation technology, it can now be shown live in the CCL.

Such transmissions have significant advantages for organisers and participants alike.

4,000 observers at the operating table – the Congress Center Leipzig (CCL) links the conference room and “the world outside”

They provide or capture an accurate picture of the possibilities of, for example, innovative operating-theatre technologies.

Images of ways in which laser light will, in future, replace scalpels, or how intelligent aids such as smart operating tables can optimise procedures during operations, then appear live and in high-resolution in the rooms of the CCL.

An outstanding example, worldwide, of this live approach to the dissemination of knowledge is the Leipzig Interventional Course (LINC), which will take place at the Leipzig Fair and Exhibition Centre for what is now already the ninth time, from 23 to 26 January 2013. In more than 90 live transmissions direct from operating theatres to up to 11 locations across the world – from Leipzig to Miami (USA), from Hamburg to São Paulo (Brazil) – particularly difficult or new kinds of operation will be demonstrated with real patients and an in-depth commentary. Simultaneously, the CCL screen will show a camera stream from the operating room and a live X-ray stream in full HD quality. In addition, slides will provide

details of the instruments used or the patient's medical history. On the podium, a panel of experts will comment on the operation.



The variety of demonstrations is only possible because they can be transmitted to various rooms in the Leipzig Fair and Exhibition Centre. The live operations are recorded and then made available on the congress website.

The congress has been developed in Leipzig by Professor Dierk Scheinert of the 'Park-Krankenhaus' Hospital in Leipzig and has also been exported to Asia. Two months after the Leipzig event, LINC Asia-Pacific will take place from 18 to 20 March in Hong Kong. Even if the techniques used and the live worldwide network still seem somewhat futuristic – the benefits of their use remain, nevertheless, entirely real.

www.leipzig-interventional-course.com

EVENTS
IN LEIPZIG

The art of creating
lasting impressions

Prosaic sobriety is a thing of the past. A new sense of practicality is now coupled with one of opulence. Depending on aims and target group, the emphasis shifts between information and emotion.

Events are part of a company's integrated communication strategy. Events do not exist for their own sake, they are part of a specific overall strategy. The "complete work" is built up of lots of individual building blocks, from the concept to the decorations, catering and even the souvenir gift.

"Events are increasingly subject to the company philosophy and are an important element in maintaining a brand's image," observes Dirk Deumeland, Registered Executive Officer of the service company, FAIRNET Gesellschaft für Messe-, Ausstellungs- und Veranstaltungsservice mbH, a subsidiary of Leipziger Messe. Corporate events, in particular, are seeing an increase in quality and people are once again spending more.

RESPLENDENT SETTINGS

All or nothing – that has become the slogan for many companies. "Events today have to appeal to all the senses. It has become very popular to create such events with a specific national or professional theme, or to evoke worlds of fantasy," reports Deumeland. The theme, he says, is consistently implemented, from the table decorations to the staff outfits. "One particularly successful event, for instance, involved a gangster party in the style of the 1920s, held for the 1,500 most important buyers in the international congress business. Not only did the people on the admission desk, the waiters and the catering staff look as though they came directly from a nightclub of the time; even the guests were dressed in the appropriate style." The gala evenings of the International Transport Forum had similar plans. This takes place once a year and is attended by

transport ministers and sector experts from over 50 countries. The individual partner nation for that particular year is evoked in an impressively staged setting in the Glass Hall or at the Leipzig Opera.

HITTING THE SPOT

Modern events create an interactive situation for people to share. It is not (only) about food and drink, but about inviting the guests to communicate. "It all starts with a clear definition of objectives. What is it that is to be communicated? Who is to be convinced/persuaded? What is the best way of doing it? Only when this roadmap has been drawn up, do we develop the event strategy and the best way of putting it into practice," emphasises Dirk Deumeland. That is the only way to achieve measurable results. Appropriate and carefully prepared appeal to the target group is more important than the amount of money spent. "As partners in the project we imagine ourselves into the customers' situation in order to work out concepts that are precisely tailored to their requirements," he says. These concepts must definitely include professional follow-up. If people don't want all the effort to have been wasted, then they must maintain the interaction with the guests: "That might be in the form of an internet link to a professional photo album of the evening, so that it can be relived through the memories evoked. Selected VIPs might be sent their own individual photos by post, for instance."



SUSTAINABLY HIGH QUALITY

"The major events throughout Europe are concerned both about cost-effectiveness and, at the same time, about 'soft factors' such as sustainability. Not least, the company's philosophy with regard to dealings with staff or commitment to maintaining negotiated wage tariffs can be crucial factors. That is why we have signed up to certification as a 'Sustainable Company powered by FAMAB'," says Dirk Deumeland.



EVENTS ARE GROWTH AREA

Over the next five years, FAIRNET will be building up the Events and Event-Marketing Division. The share of company business will rise from 7 to between 15 and 20 per cent over this period. Turnover will grow from around € 1 million to approximately € 2.5 or 3 million.



www.fairnet.de/en

The Pathfinder

The Leipziger Messe Group of Companies

- runs more than 20 offices outside Germany
- works closely with trade-fair organisers abroad as well as organising its own trade fairs
- organises German national joint stands at trade fairs outside Germany

Are trade fairs abroad worth it? The question is not “whether” but “how”. Leipziger Messe International (LMI) builds bridges for companies looking for new markets.

Trade fairs and exhibitions are the direct way to reach customers. Even abroad, there is not really a more efficient method of testing out markets, or finding – and acquiring – customers. But: a good many company bosses hesitate when they look across national borders.

Language problems, a lack of knowledge of the local area and fear of unknown costs seem to be very high hurdles to overcome. Assistance is, however, at hand and available from service providers

such as Leipziger Messe International GmbH (LMI). They will recommend appropriate events, take care of customs and visas, look after the stand, organise translations and other services on site.

OUT AND ABOUT WORLDWIDE

Over the past five years, LMI has been out and about for over 130 trade fairs and exhibitions in 26 countries, commissioned by some 2,200 exhibitors. Matthias Rose, General Manager of LMI, summarises the LMI credo as follows: “Our aim is to offer our customers the optimum trade fair in the right place at the right time and in exactly the right market.” To achieve this, LMI works in close cooperation with trade-fair organisers outside Germany. LMI has its strongest ties in Central and Eastern Europe as well as in China and South East Asia. As a subsidiary of Leipziger Messe, it benefits from the expertise gained from around 40 trade and public fairs at its home site. In Russia, LMI also organises its own trade fairs, such as *denkmal* Moscow.

ENTERING NEW MARKETS

For small and medium sized companies, official joint stands are a particularly efficient way of being able to take part in trade fairs. Inexperienced exhibitors, too, can get quick insights and access into new markets, whilst the effort and cost of doing so remain within bounds. Basic services, such as stand construction, consulting rooms, internet access and catering are already all included here. It is usually Federal or State Ministries that commission joint stands for German participation. LMI travels to some 25 or so trade fairs as the intermediary organising body, officially commissioned by the German government. The exhibitors enjoy a complete service to German quality standards and benefit, in addition, from generous state subsidies. The other advantage is that the exhibitor's contact person, in each case, comes from Germany.



USA, Argentina, France, Russia, Ukraine, India, China – the flags indicating the presence of LMI on the world map are spread far and wide. Since 2011, there has also been a flag in Luanda, capital of Angola – the African country that offers the greatest economic growth of the entire continent. LMI has, several times already, organised the German joint stand at FILDA, the country's most important industrial fair.

LMI possesses particular sector expertise in the fields of medicine, building, mechanical engineering, the supplies industry and consumer goods. Its solid foundations in the Leipziger Messe Group is not only a top-flight reference for service providers LMI, it also guarantees access to highly reliable networks. Leipzig is, for instance, the regular venue for the leading world trade fair OTWorld – ORTHOPÄDIE+REHA-TECHNIK, organised in close cooperation with the German Guilds' Association for Orthopaedic Technology (*Bundesinnungsverband Orthopädie-Technik*). The International Society for Prosthetics and Orthotics (ISPO) is working closely with the project team at the Leipzig Exhibition Centre and LMI to prepare the exhibition that will accompany its next World Congress, which is to take place in Hyderabad, India.

LEIPZIG
WORLDWIDE



Russian Perspectives

The denkmal exhibition takes place every two years in Leipzig – and, in the intervening years, in Moscow. The Moscow Institute for the Restoration of Buildings and Cultural Monuments (“Spets-Proyekt-Restavratsiya”) exhibits at both fairs. We asked the Institute’s Director, Alexander G. Jelfimov, why.

■ Denkmal is Europe’s leading trade fair for restoration work. I meet both potential customers and potential partners here. From that we get new orders and new cooperative projects; for example, we found a company that could help us with laser scanning. As far as I am concerned, both denkmal shows could happily take place every year, Moscow in the spring, Leipzig in the autumn ...

Your institute, which is part of the Ministry of Culture, has been involved in the restoration of buildings and cultural monuments for 35 years. What advances do you see?

■ We have created documentation relating to over 1,000 monuments. In these, we not only propose restoration projects, but also modern uses. Our biggest projects up to now have been the Resurrection Gate in Red Square, the Historical Museum and the Ostankino Palace in Moscow, the Archangelskoye and Ostafjevo estates near Moscow and Kasaner Cathedral in St. Petersburg.

Where is there the most movement in your sector?

■ The greatest progress, for me, is the establishment of the ancient monument protection zones and the restoration of culturally significant memorial buildings.

What opportunities are there for German companies in the Russian market with regard to the maintenance and restoration of monuments in Russia?

■ There is potential on the Russian market, in particular for building materials and technologies – and that demand is considerable.

You use trade fairs quite specifically as a way of extending your networks and contacts. Are you a lone soldier in this respect, or do other Russian firms in your sector generally react equally efficiently to trade fairs?

■ We have founded a ‘Club for participants of restoration shows’. Denkmal is not the only trade fair in the year. There are also exhibitions in Moscow, St. Petersburg and

in Ferrara in Italy. Our club enables us to maintain contacts between events, prepare for trade fairs in a proper, professional manner with the exhibiting companies, including with regard to the staff who will man the stand. We evaluate our results at the show together, plan projects such as a federal exhibition, with the aim of raising the standard of restoration and the quality of the documentation related to the creation of restoration projects.



German federal participation abroad in 2013.

Contact and registration: +49 341 678-7900

ISPO, Hyderabad (India)
Orthopaedic technology: 4 Feb – 7 Feb 2013

YugBuild, Krasnodar (Russia)
Building materials, construction machinery: 27 Feb – 2 March 2013

ISF 2013 (Spring), Tokyo (Japan)
Shoes: 26 March – 28 March 2013

BIO, Chicago (USA)
Biotechnology: 22 April – 25 April 2013

AGRO, Kiev (Ukraine)
Agriculture, technology, animal husbandry: 1 June 2013

German Dental Symposium, Shenzhen (China)
Dental medicine: 3 June – 5 June 2013

FILDA 2013, Luanda (Angola)
Industrial goods, consumer goods: 16 July – 21 July 2013

Flowers, Moscow (Russia)
Gardening/horticulture: 28 Aug – 31 Aug 2013

denkmal, Moscow (Russia)
Restoration, museum technology: September 2013

The Green Expo, Mexico City (Mexico)
Environment, energy: September 2013

DenTech, Shanghai (China)
Dental medicine: 23 Oct – 26 Oct 2013

(Selection)

Service to go

Leipziger Messe is wherever its customers are – not just in Leipzig.

A trade fair in Munich, a road show in Hesse, a showroom in Dusseldorf or stand construction in Abu Dhabi – behind all these things are companies belonging to the Leipziger Messe Group. Their customers get a full range of services, wherever they want to present their companies and their products – not just in Leipzig.

The subsidiary company FAIRNET designs and builds exhibition stands for Mazak, the world market leader. When the machine manufacturer opened its technology centres in Dusseldorf and Leipzig, it put its trust in this tried and tested team and let FAIRNET design both showrooms and organise the grand openings for them.

At tourism trade fairs, FAIRNET manages TMB Tourismus-Marketing Brandenburg GmbH, among others. But TMB also uses road shows to recruit for its most beautiful travel destinations; in 2012, for example, they were in Wiesbaden and Mainz. Its project partner was once again FAIRNET, who used their expertise creatively for the outdoor concept.

THE LEIPZIG NETWORK

At the AMICOM trade fair in 2012, exhibitors were offered a road show to enable them to reach more specialist retailers beyond Leipzig at four different locations – from the far north of Germany to right down in the south. The complete 'AMICOM on Tour' package covered all four presentations, including transport and the construction and dismantling of exhibits. This meant that exhibitors were able to extend the reach of their companies extremely efficiently.

Leipziger Messe also organise trade fairs in different locations, not just in Leipzig. The CosmeticBusiness fair in Munich is one of these, as is the denkmal show in Moscow. The same range of services is available for customers as in Leipzig.



Small footprint Congresses go green

Substance rather than superficiality: sustainability is not just a term that was coined in Germany¹, sustainable business practices are a way of life here.

This is particularly true where business and professional worlds meet: at congresses for instance. Green meetings have become attractive – in Leipzig, in Germany and throughout the world.

"Sustainability is quite clearly economically driven. Companies are, more than ever, concerned about image. The goal is to keep the ecological footprint as small as possible and to demonstrate social responsibility. Even frugal resource expenditure will be accepted only if it is consistent with a future-oriented economy," says André Kaldenhoff, Director of the Congress Center Leipzig (CCL). "Above all, public tenders can no longer be won any other way. This holds true not only in Germany² and Europe. In the USA, in

particular, no-one can ignore this issue. At political conferences – such as the OECD's annual International Transport Forum in Leipzig – organisation based on ecologically acceptable principles has now become standard. The days of mere lip service and 'greenwashing' are gone forever," says Kaldenhoff. As part of Leipziger Messe and – according to the trade journal "Business

¹ The concept of "sustainable use" was first coined by a mining administrator from Saxony, Hans Carl von Carlowitz, in "Sylvicultura Oeconomica" to describe sustainable forestry. His book came onto the market at the Leipzig Easter Fair in 1713.

² According to the "Meeting and Event Barometer 2012", 86 per cent of event planners are convinced that the importance of green meetings will either stay the same or increase further.



print



Destinations" – the best Congress Center in 2012, the CCL recognised this challenge very early on. As early as 2009, Leipziger Messe – and thus the CCL too – was the first German trade-fair and exhibition company to be certificated with the internationally recognised Green Globe seal. "Putting our signature to 'rightandfair', the new sustainability code of the events industry, also shows our absolute desire for transparency, as well as our respect for our employees and partners," says the CCL boss.

The Green Traffic project, implemented by the CCL for the 50th World Congress of the International Congress & Convention Association (ICCA) in 2011, is said to have caused a sensation around the world. For the first time in the history of the umbrella organisation of the global congress and meetings industry, participants were transferred between their hotels and the Congress Center by public transport. Trainees from Leipziger Messe, its subsidiary fairgourmet and the LAB (*the Leipzig training and continuing education company*), part of the LVB (*Leipzig Transport*) group of companies, dressed in highly visible green anoraks, were in charge of organising it all. "This was recognised by the conference sector as an example of best practice³. We have been invited around the world to pass on our experience. The feedback was that trams are sexy," chuckles André Kaldenhoff.

www.ccl-leipzig.com

³ "Dear ICCA colleagues in Germany, I'm writing to say how tremendously impressed I was by the Green Transport initiative that was organised for our delegates at the recent 2011 ICCA Congress in Leipzig. The involvement of local young people, the creative way in which the logistics were reorganised and incorporated into the citywide welcome, and the marketing that ensured nearly all our delegates made use of public transport throughout the Congress: all of these elements were really great and made this one of the most sustainable events that ICCA has ever organized ... Yours sincerely, Arnaldo Nardone, ICCA President"

Services

The Leipziger Messe Group of Companies:
All services from a single source



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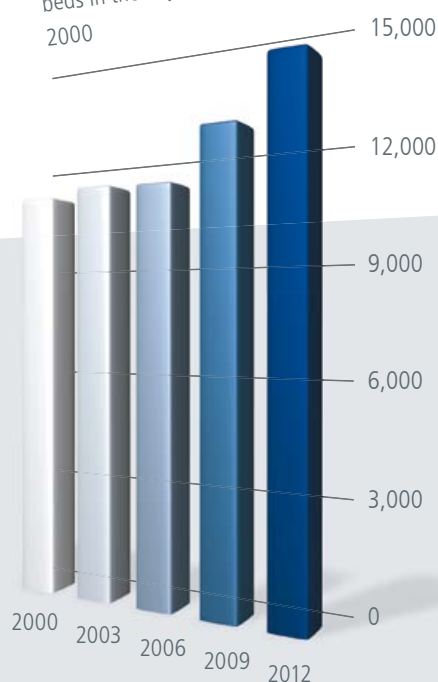
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High concentration of hotels
in Leipzig's premier district:
24 hotels of all categories in
the city centre (radius 1 km)

Source: Statistics Office of the State of Saxony
Increase in the number of hotel
beds in the city of Leipzig since
2000



Resplendent for 2013 –
the newly restored
Monument to the Battle
of the Nations



Leipzig – an inviting place

There are many reasons to visit the City of Trade Fairs in 2013.
Three of them are listed here.

Sleep in peace – book with ease

THE RANGE OF HOTELS IN LEIPZIG COULD MAKE THE CHOICE DIFFICULT BUT CUSTOMER SERVICE AT LEIPZIGER MESSE MAKES IT EASY

Investment in the Leipzig hotel infrastructure has carried on uninterrupted. Hotel openings, such as the exclusive Steigenberger Grandhotel Handelshof, have increased the number of beds in the City of Trade Fairs astronomically (see chart). Eight more hotels in different price categories, with over 1,000 new beds in the city centre, are already either in the planning or construction phase. Leipzig has, in terms of both numbers and pricing levels, an above-average density and variety of hotels, which can offer every visitor a hotel room that fits in with what they are looking for, even during very busy trade fairs and other major events. From the upscale standard of the superior 5-star Hotel Fürstenhof to

reasonably priced modern accommodation in a Motel One, Leipzig's city centre has everything you need to guarantee a good night's sleep and a well-rested start to the following day.

With this vast range on offer, strangers to the city can soon lose track. Not so, however, visitors to Leipziger Messe. The Customer Service team knows the hotel scene like the back of their hands. For exhibitors and visitors to the Leipzig Trade Fair and Exhibition Centre, they can also always get hold of a suitable room at very short notice. In 2012, over 25,000 nights' hotel accommodation were arranged by the service team. Why not try this service next time you have a business trip to Leipzig? Phone: **+49 341 678-8971**

☑ www.leipziger-messe.de/service-unterkunft

200 years since the Battle of the Nations

A EUROPEAN EVENT CELEBRATES ITS ANNIVERSARY

The 18 October 1813 heralded the end of Napoleonic rule over half of Europe and, without any doubt, dramatically changed the face of the continent. It followed a three-day battle on the outskirts of Leipzig with some 100,000 deaths on both sides. The Battle of the Nations in Leipzig has gone down in history as the greatest battle prior to the First World War. On 18 October 1913, exactly 100 years after the victory of the allies, the Monument to the Battle of the Nations – the Völkerschlachtdenkmal – was inaugurated on the former battlefield and, since then, Europe's largest monument has defined Leipzig's skyline as an iconic symbol of the city. Since 2003, the monument has been extensively restored and now, in this anniversary year, appears in renewed splendour. A new exhibition, the lower levels that have only recently been opened to the public, a new convenient lift and fabulous views over Leipzig are all attracting visitors to this historically important site for 2013.

☑ www.voelkerschlacht-jubilaem.de

VISITING
LEIPZIG



The 'Coffe Baum' in
Leipzig's bar and
café district –
Barfussgässchen/
Kleine Fleischer-
gasse



Welcome to the coffee experts of Saxony

'ZUM ARABISCHEN COFFE BAUM' – GERMANY'S OLDEST COFFEE HOUSE WELCOMES GUESTS

'Zum Arabischen Coffe Baum', with its magnificent portal sculptures, is the second oldest coffee house in Europe and has been operating continuously since the 18th century. It is a national monument to coffee that can boast three cafés on one floor and houses Germany's only coffee museum. Anyone not in the mood for coffee can enjoy an excellent beer in one of the two restaurants and have a superb meal, too.

☑ www.coffe-baum.de



www.leipziger-messe.de/magazin

Visit us on the Internet!

The Leipzig Messe magazine online – get news from the trade fair, congress and event sector

This first issue of the new Leipzig Messe magazine also marks the start of its online counterpart. To keep abreast of what's going on, visit us online and subscribe to the newsletter. Every three months, it will point you in the direction of the major news items on the updated internet portal.

The printed edition of Leipzig Messe's magazine appears once a year, always at the beginning of the year. We welcome your feedback! Please use the e-mail facility on the website for this.

📄 www.leipziger-messe.de/magazin



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