

## New impetus

Suggestions and ideas were provided not just by the programme of the Expobusiness Congress. Service providers from the trade fair industry supported the event not only by their involvement in the accompanying trade exhibition but also with products and services: In attendance were also the service companies MAC, IMB Troschke, Holtmann, Expo Display Service, Fairconcept, Memo Steel and Memo Team, Fair Network, DER Corporate Services, Fair Construction, Icom, MB Services Meßwarb, Irku and Zoommarketing. The event was also supported by Nürnbergmesse and Lehrieder. Expobusiness Congress is organised by Akademie Messe Frankfurt and m+a Verlag. It is partnered by the Seminar-Allianz of German trade fairs in the Auma, Messe Schweiz and Reed Exhibitions Messe Wien. The patron of the event was the Association of the German Trade Fair Industry, Auma. A further partner was the Association Direct Business Communications, Famab.



mobile assistant – that is how futurologist Sven Gábor Jánky envisages an exhibition visit in 2020. His often radical viewpoints provided exactly the right introduction to the evening event: They made for lively debate, helping delegates get to know each other and share experiences.

That was very much in evidence on the second day of the congress: The mood was different and there was more willingness to talk. Courage to try new approaches was the demand with which Günter Ettinger, Brose Fahrzeugteile, kicked off the second day of the convention. Despite the crisis of the automotive industry and its suppliers,

his company exhibited at IAA in Frankfurt. With a new concept – lounge instead of stand – the marketing director scored well for his company according to all important indicators. Just how efficient working with templates is for her company was expounded by Petra Baumann, head of corporate marketing, Phoenix Contact. For her, efficiency also means consistency. Tilmann Stauske, head of fairs and conferences, Volkswagen, talked about how his employer is faced with major challenges and how these have consequences for exhibition policy. Every category B trade fair in China is now bigger than IAA and sells

more. “That is a big issue for us”, he says. Interaction between exhibitors and the organiser is not always smooth. To discuss the biggest problems, there was a programme item “hot seat”. Nils Passotter, head of international trade fair management, Weidmüller, and Robert Sarga, head of the service centre for media and communications at BASF, discussed with Claus Rättich, board member of Nürnbergmesse and Andreas Winckler, managing director of Frankfurt Medien und Service. For those interested in attending (again) next year: Expobusiness Congress 2011 will be held November 28 and 29 in Frankfurt. **ch m+a**

Trade fair expert Jörg Meßwarb, Dirk Bolz, Eaton, Andrea Walburg, IMB Troschke, and Rudolf Sommer, EnBW (from left to right).



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