

EXPOTECHNIK 

MAGAZINE

4

## GLOBAL BRAND SPACE

How “Experience Architecture” Becomes  
the Ambassador of Global Brands

**Move:** SEW-EURODRIVE at the HMI **Inspire:** Storck  
Flagship Store **Global:** Expo Shanghai 2010

## EDITORIAL

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## SENDING SIGNALS – PERSONAL COMMITMENT ANYTIME AND ANYWHERE

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**An eventful year is behind us. We would like to thank you for the trust which you also placed in us even in difficult times. We hope that we could help your company with our work to overcome these challenges and to achieve numerous entrepreneurial and personal successes.**

We also successfully achieved our goal of continued steady growth last year. Expotechnik has been able to acquire numerous new customers in the past few months. We were able to impress them with our quality, individual solutions and concepts. We certainly benefited from our high standards in sustainability and efficiency. The core of our corporate philosophy also includes the development of new products and the setting of trends. That we are on the right path in this respect is demonstrated not just by our acquisition of new customers. Our eagerness to innovate and our creativity are also honoured by the experts. The Expotechnik Group has

received two well-known international design awards in the past few months: the “if product design award 2010” and the “red dot award: product design 2010”. Our newly developed product Concept Scandium has asserted itself in these competitions against a multitude of top class international competitors. We are very pleased about this recognition, as the awards are a confirmation for our work and motivate us to adhere to our philosophy. You can be certain that our creative team will generate your enthusiasm with new design possibilities for your projects. We look forward to taking on the challenges and tasks concerning the presentation of new products for you. We create presentations that suit your products perfectly and also help to establish your company successfully in the market and foster its growth. ■



Alexander D. Soschinski  
Managing Partner



Patrick O. Soschinski  
Managing Partner

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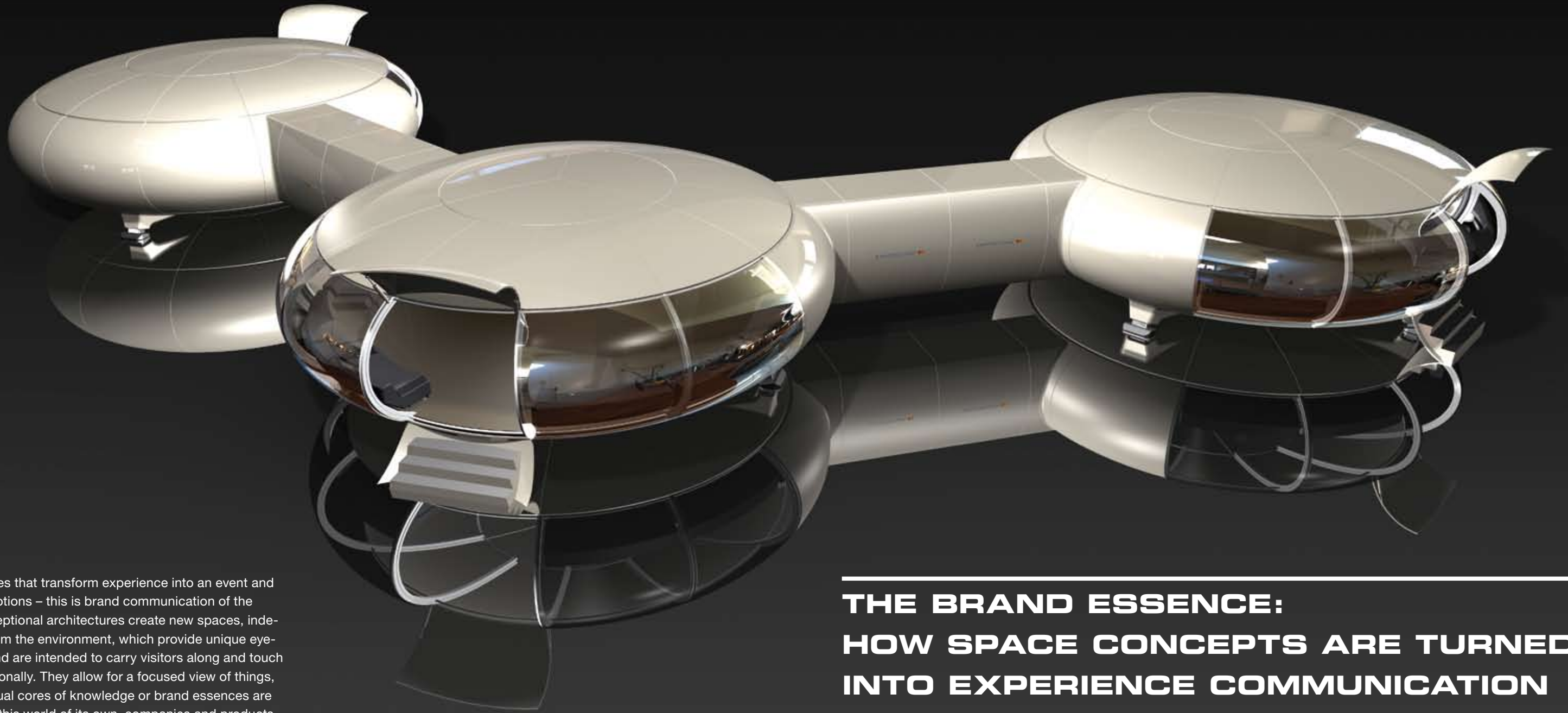
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Architectures that transform experience into an event and convey emotions – this is brand communication of the future. Exceptional architectures create new spaces, independent from the environment, which provide unique eye-catchers and are intended to carry visitors along and touch them emotionally. They allow for a focused view of things, and individual cores of knowledge or brand essences are created. In this world of its own, companies and products are concentrated into their essence and turned into an intense, lasting experience – Global Brand Space.

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**THE BRAND ESSENCE:  
HOW SPACE CONCEPTS ARE TURNED  
INTO EXPERIENCE COMMUNICATION  
OF BRANDS**

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# LATEST NEWS

## New Address

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## NEW EXPOTECHNIK OFFICE IN SHANGHAI

**Since September 2009, Expotechnik Shanghai has welcomed customers in new future-oriented office rooms. The innovative combination of showroom and working area demonstrates openness and fosters a creative atmosphere. The design concept is impressive with functionality and appealing contrasts.**

The 196-square-meter office was opened last fall in the Lujiazui financial district near the Jin Mao Tower and the World Financial Center. Expotechnik designer Danijela Woell chose an open architecture to enable customers to discover Expotechnik's variety of ideas and concepts during a guided tour and look over the shoulders of the creative minds. Only the management, the accounting department and the sales/account staff work in closed office rooms.

The 18 workstations are bright, friendly and functionally furnished – thus reflecting the high Expotechnik quality and the “made in Germany” standard. The walls feature the

corporate design of Expotechnik and therefore allow for recognition and identification.

Large-format glass elements alternate with presentation areas of the different Expotechnik design elements. Light panels, light cubes made from cloth, integrated wall screens and colored acrylic panels demonstrate the various possibilities. White work surfaces with black table edges and work surfaces made of stone form a contrast with the natural bamboo parquet. Light gray surfaces guide the way through the public area.

Creative minds and project managers work closely together here to optimize the workflows. Team meetings take place at the central U-shaped bar table with integrated bamboo/glass column.

The employees at Expotechnik are excited about the new modern work environment, where they are even more motivated and passionate when developing new concepts. The visitors are likewise fascinated: a customer took his inspiration for his next trade show presentation from the innovative office. ■

## NEW CUSTOMERS AND PITCHES WON



### MISUMI Universe in a New Outfit

**MISUMI Europe, the supplier of mechanical components for special machine construction and assembly automation, is going to rely on the trade show know-how of Expotechnik until 2012. In order to set the right stage for the MISUMI universe with its visions for the future, Expotechnik developed a completely new concept that was successfully realized three times already.**

MSV in Brünn, Switzerland, Motek in Stuttgart and Machine Building in Birmingham have proven this impressively: the cooperation with Expotechnik was the step in the right direction for MISUMI. Individually developed exhibition displays highlight the products ideally and enable the clear presentation of the complex selection – the variety of possible combinations becomes visible and palpable. Media information platforms optimally illustrate MISUMI's creativity and power of innovation. The initial term of the cooperation with Expotechnik is three years.

MISUMI Europa GmbH in Germany is a branch of the MISUMI Group Inc. and supports the engineering division through direct catalog sales both in Japan and throughout the world. The 56,700 customers worldwide come from various branches of industry, such as the automotive industry, the electrical and electronics industry, semi-conductors, medical technology and the packaging industry. The annual revenue is more than EUR 820 million. ■

### BARCO's European Offensive

**The world market leader for screens and visualization solutions, Barco, has chosen Expotechnik in Taunusstein as a trade show partner for the EMEA exhibition program. Following the long-standing cooperation with Expotechnik Atlanta, this is a gratifying expansion of the business relations on the “old continent,” which is the result of the trust in the competence and the efficiency of Expotechnik Taunusstein.**

Already a success was the start of the cooperation at IBC in Amsterdam, which was continued at ISE. Both Expotechnik and Barco are interested in a trade show cooperation beyond the EMEA exhibition program. In the long term the APEC dates from 2011 on are also being discussed.

Barco N.V. is a manufacturer of hardware display products, specializing in CRT, LCD and DLP projectors, LED screens and flat screens. The company has its head office of the company is in Kortrijk, Belgium, and branches in Europe, North America and East Asia. Barco has a staff of 3,300 employees worldwide.

Barco is well known even outside the industry for developing the extravagant media and light shows of the rock group U2 at their live concerts. ■







**The Geberit showroom**  
Water and purity as source of inspiration.

### New Geberit Asia Headquarters in Shanghai

At the end of 2009, the Swiss Geberit group, European market leader for sanitary technology, opened its new headquarters for the Asia Pacific region. The design concept for and realization of the 250 square meters in total – including lobby and showroom – have been assigned to the local Expotechnik office.

During the development of the overall visual concept, the focus was clearly on the sustainable use of water resources, which is one of the main objectives of the company philosophy. Geberit presented a showroom atmosphere that was inspired by water and purity. Large wall displays in Geberit blue form a strong contrast with the white color of the room. Customers can directly experience the core values of the company here and sense the high standard of innovation and modernity.

“Know-How Installed” – Geberit keeps this promise with business activities in 41 countries. The group’s 15 production sites in seven different countries manufacture installation and pipe systems for commercial and industrial customers as well as end users. In 2008, the Geberit group generated revenues of 2.5 billion Swiss francs with 5,700 employees worldwide. ■

### Multivac Brand Values Perfectly Packaged

For the first time the packaging specialist Multivac presents itself at the IFFA in May with a new exhibition booth concept by Expotechnik.

Functional quality will be the basis of the exhibition booth with a size of 1,000 square meters in Frankfurt. Moreover, the Multivac brand values of safety, efficiency, hygiene and sustainability will be communicated through design vocabulary and materiality. Also important is the integration of the exhibits and a generously designed lounge and customer area into the booth concept to enable the booth visitors to actively experience the brand values of Multivac.

The focus of the Expotechnik concept is on the visual communication of theme worlds, such as thermoform packaging, tray packaging, hygiene and sustainability. Through flexible and perfectly coordinated design elements on the floor, at the ceiling and in the form of communicative elements, Multivac’s corporate identity will become a three-dimensional experience. ■



#### Multivac: Better Packaging

Multivac is a leading provider of packaging solutions: global market leader in thermoform packaging machinery and manufacturer of a comprehensive product portfolio of tray sealers, vacuum chamber machines, belted chamber machines, labelers, quality control systems and automation solutions up to and including turnkey production lines.

The Multivac group employs more than 3,000 people around the world. With more than 60 subsidiaries, the company is represented on all major continents.



### Adaptive trade show concept for SEÇİL KAUÇUK

SEÇİL KAUÇUK is the leading manufacturer of EPDM-based products in Turkey. Expotechnik has developed a concept for the most important industry trade shows whose modular setup enables standard trade show booths of various sizes from 20 to 64 square meters.

The SEÇİL trade show stand will be realized for the first time at fensterbau/frontale in Nuremberg, which is to be followed by Veteco in Madrid, Budma in Posen and Interbuild in Johannesburg.

SEÇİL KAUÇUK manufactures products for structural and civil engineering, for the industry as well as for the automotive sector in Tarsus in the south of Turkey. A guarantee for the company’s headstart in innovation is its own production of compounds and tools. ■

## Lufthansa Extends Cooperation by Three Years

**Deutsche Lufthansa AG is extending the cooperation with Expotechnik by a further three years – a clear sign of great trust.**

When Lufthansa refrained from holding a pitch in the past, a cooperation agreement was merely concluded for another year. Therefore, the latest decision may be called a minor sensation and speaks for the service and quality of Expotechnik during the last few years. Since 2003 the concepts of the company from Taunusstein always have come out as the winner of the competition. For this reason Expotechnik will also present Lufthansa Passage Airlines during the years to come – with the declared aim of further reinforcing its position as leading European premium carrier. ■

## Expotechnik Wins LSG Sky Chefs Pitch

**Since 1998 LSG has been serving all innovations together with Expotechnik at the most important trade shows worldwide. After a pitch had been held regularly in the past, the cooperation was now extended for another three years.**

Sustainable concepts and solutions from one provider are the convincing arguments with which Expotechnik has been able to excite and win over the airline caterers in Neu-Isenburg for many years. The most important event in the worldwide trade show program until 2012 is the Aircraft Interiors Expo in Hamburg, which takes place annually. ■

## manroland Places Its Bets on Continuity

**manroland has extended the cooperation with Expotechnik by a further three years.**

Since the end of the '90s, Expotechnik has been planning and realizing the most important trade fair presentations for the manufacturer of printing machines in Augsburg. The recent highlight for both parties was certainly the presentation of the company in the new brand look at drupa 2008. The next important dates of the trade fair program include IPEX 2010 in Birmingham, IFRA Expo, which takes place in a different city each year – in 2010 in Hamburg and in 2011 in Vienna –

as well as drupa 2012 in Düsseldorf. Expotechnik assumes responsibility for the comprehensive support in all projects – from conceptual design to project management up to the realization and supervision on site. ■

## Expotechnik Is Preferred Vendor of Krauss-Maffei Wegmann

**More than 30 trade show events are planned for 2010: the new customer Krauss-Maffei Wegmann (KMW) has a great deal planned with Expotechnik. The start of the cooperation was the Army Open House in Singapore.**

With immediate effect Expotechnik is a member of a selected group: the Preferred Vendors of KMW. The products and services will be presented with the new concept of Expotechnik in the future.

Krauss-Maffei Wegmann is the European market leader for protected wheeled and track vehicles. More than 3,400 employees in Germany, Greece, the Netherlands and the USA develop and produce high-quality deployment systems for the armed forces of more than 30 nations. ■

## Experiencing Service with Vivento

**Vivento, service provider of Deutsche Telekom AG, will rely on Expotechnik's exhibition competence in the future. A new concept allows for the presentation of all competence brands in a uniform appearance. Up to eight events are planned for 2010.**

After the first joint projects at DMS and Zukunft Personal in Cologne, the new concept was successfully used for the first time at MODERNER STAAT trade show in Berlin. Now, a uniform booth design offers the opportunity to allow Vivento competence brands to be experienced as one brand. The individual color scheme of each brand is preserved in the new design.

The service portfolio of Vivento includes personnel and service solutions for public authorities and business customers. Companies benefit from the support in personnel, technical and administrative matters – they thereby achieve increased customer proximity and efficiency in organizational processes. ■



**www.expotechnik.com**  
The focus is clearly on the three core competencies and service areas of exhibitions, events and environments.

## THE RELAUNCH OF THE EXPOTECHNIK GROUP'S WEBSITE

Many of you appreciate us as an innovative partner for extraordinary 3D brand architecture, and our desire to continue to be a reliable partner is obvious on our new website.

Our new virtual space presents our service spectrum and reference projects in a dynamic way. A true highlight is the way we introduce our international projects: a revolving 3D globe reveals each project and entices you to interact and discover more.

The new concept and unique design reflect the Expotechnik Group's dedication to perfection as well as our expertise in creating 3D architectures.

We hope the Expotechnik Group's site will inform and inspire you as it enables you to experience firsthand the array of possibilities that exist in generating brand awareness and presenting individual character. ■



### Global

Our projects are presented via an interactive 3D tool.



### Modern

Our website design reflects our brand character.



### Networked

Our international locations are introduced via appealing graphics.

**WWW.EXPOTECHNIK.COM**



# EXPO WORLD

**SEEING THE BIG PICTURE:  
SKILLFULLY SETTING THE  
STAGE FOR THE TRANS-  
FORMATION OF A BRAND**

An eye-catcher with regard to appearance and function – the trade show booth of SEW-EURODRIVE at HMI.



# EUROPE

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## SCALABILITY AS THE CORE OF THE CONCEPTUAL DESIGN:

SEW-EURODRIVE PRESENTS ITS NEW POSITIONING  
IN A CONSISTENT AND HOLISTIC MANNER  
IN ALL SIZES

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Chancellor Angela Merkel  
in conversation with Rainer  
Blickle, Managing Partner of  
SEW-EURODRIVE.



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**HMI IS THE MOST IMPORTANT  
MEETING POINT OF THE INDUSTRY  
WORLDWIDE**

**THE DISCUSSIONS OF ISSUES THERE ARE AN  
INDICATOR FOR THE FUTURE BUSINESS DEVELOPMENT**

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## SEW-EURODRIVE PLACES ITS BETS ON THE GENTLE EVOLUTION IN DRIVE TECHNOLOGY

**Fast, dynamic, precise or forceful – this describes how countless facilities, machines and devices in the production and process industry move, in many cases, thanks to SEW-EURODRIVE. The company, located in Bruchsal, Baden-Wuerttemberg, is a specialist in drive technologies. With its product range, it has developed into a global technology leader in the field of automation engineering and became one of the most successful medium-size enterprises in Germany.**

That movement means progress is also shown in the history of SEW-EURODRIVE. The company was founded in 1931, grew bigger as a provider of individual components and thereby has made a name for itself. Changes in the market, own further developments and the close collaboration with its customers made adjustments necessary. System solutions and industry-specific application packages became more and more important over the years. This change in the company's product portfolio and self-image had to be communicated to the public at large while at the same time managing a considerable balancing act: on the one hand the system solutions make up an increasingly important share of sales; on the other hand the components still form the core business of the company. SEW-EURODRIVE was able to find a common denominator for both business branches and complement them with a comprehensive service offer: "Drive 360° – Seeing the Big Picture." is the new principle that is to communicate the strategic reorientation of the company to the outside world in the future. This principle combines the dimensions of content, professional as well as emotional components of the brand. At the same time, it is credible and convincing, and has great recognition value. "Seeing the Big Picture ..." expresses that it is possible to do one thing without categorically excluding another. Furthermore, it stands for the complexity of



A consistent and integrated brand presentation which ideally sets the stage for messages as well as products and innovations:

**01** HMI,  
1,300 square meters

**02** Ligna,  
60 square meters

**03** drinktec,  
130 square meters

**04** Alchema,  
55 square meters



## DRIVE 360° – SEEING THE BIG PICTURE

customer wishes and comprises important factors, such as profitability, sustainability and service. Stephan Ebert, team leader and campaign manager of the brand communication division at SEW-EURODRIVE: "This principle reflects SEW-EURODRIVE's targeted direction precisely and summarizes our development in a well-conceived core message."

Communicating such a reorientation to the target groups requires sensitivity, flexibility and creativity. The development has to take place smoothly and credibly without upsetting existing customers and contacts. The changes in the company can be characterized rather as a progression than as a complete makeover. Communication has to be adapted accordingly. "We need an evolution, but not a revolution," René Will, Sales Global Marketing & Engineering Head of Corporate Communications, sums up the challenge. To master it, SEW-EURODRIVE has decided to cooperate with new partners and develop the future strategy jointly with them.

Concerning the subject of trade shows, Expotechnik Group has been commissioned with the concept development and realization for the entire event program until 2011. The creative heads had to translate the new motto into reality within the framework of a comprehensive and flexible concept. "Drive 360° – Seeing the Big Picture" as a sum of its individual parts – therefore, "integration" and "connection" have been chosen as central themes for future SEW-EURODRIVE trade show presentations. This symbolizes the corporate parallel strategy of uniting the offered components and systems under one roof.

The reorientation of the company is to be perceived as further development of the brand identity, and visitors are to sense and experience this change the very moment they enter the exhibition booth. The objective is to make SEW-EURODRIVE visible at all brand touch points and to transfer the brand contents in an ideal way across all information channels. The aim is a consistent and holistic brand presentation that sends out the company's messages as well as

products and innovations as clearly as possible. On the one hand, a convincing product presentation is to support the company's image and brand recognition management. On the other hand, it is a fundamental prerequisite for winning over new customers and maintaining existing relations. Both are central reasons for SEW-EURODRIVE to attend trade shows. With the new exhibition concept, the company wants to deliberately send out a signal – to demonstrate that even in hard times, it is a confident and strong partner that always maintains its course without being influenced by external circumstances.

One of the most important events where the new concept was used was the Hannover Messe Industry (HMI). It is the industry's most important venue in the world. Discussions with market participants, customers and suppliers there are a benchmark for the business development of the months to come. The Expotechnik Group has therefore developed an exhibition booth for HMI which is based on the new concept. With a floor space of almost 1,300 square meters, it is the biggest trade show presentation in the history of SEW-EURODRIVE to date.

The holistic idea of the concept is realized through different product presentation zones in the outer booth area enclosing the entire exhibition space. The other business segments and communication zones are integrated in the interior of the booth. Like clamps, the product areas hold together the individual elements of the overall trade show presentation and create a homogenous appearance according to the overall corporate strategy. The materials of the entire booth are oriented towards the corporate identity standards of SEW-EURODRIVE: red is the central color of the concept. Together with recurring graphic elements, this makes for consistency and recognition. A modern and multifaceted architecture supports the aim of communicating the positioning as a forward-looking international brand. Innovation and down-to-earth attitude are communicated through a clear language of shapes coupled with functional esthetics.



01 The hospitality area between the cubes offers booth visitors the opportunity for a break or personal conversations.

02 One of the two cubes is designed with two floors. A VIP deck on the upper floor offers a comfortable lounge atmosphere.

03 The front face of the cube is framed with red borders and offers sufficient space for a large display providing visitors with information on the brand and on products.



The Expotechnik Group used the Titanium superstructure system for the first time for SEW-EURODRIVE at HMI.



» Through innovative ideas, the Expotechnik Group has developed a future-oriented exhibition concept for SEW-EURODRIVE. Expotechnik's high standards and professional approach have made our trade show booth at the HMI a very special project. «



René Will, Sales Global Marketing & Engineering  
Head of Corporate Communications, SEW-EURODRIVE

Thanks to the use of Expotechnik's "Titanium" superstructure concept, the entire presentation appears to be a three-dimensional installation within a three-dimensional space. The system serves as additional framework holding together the individual elements as a whole. "Titanium superstructure system has been developed especially for large-scale superstructures. It allows for beam spans of up to twelve meters at a height of up to seven meters. Being the first company to benefit from the new system, SEW-EURODRIVE also was the only company utilizing it at this year's Hanover Messe Industry. With the project, this product innovation was launched in the market," explains Alexander D. Soschinski, Managing Partner of the Expotechnik Group.

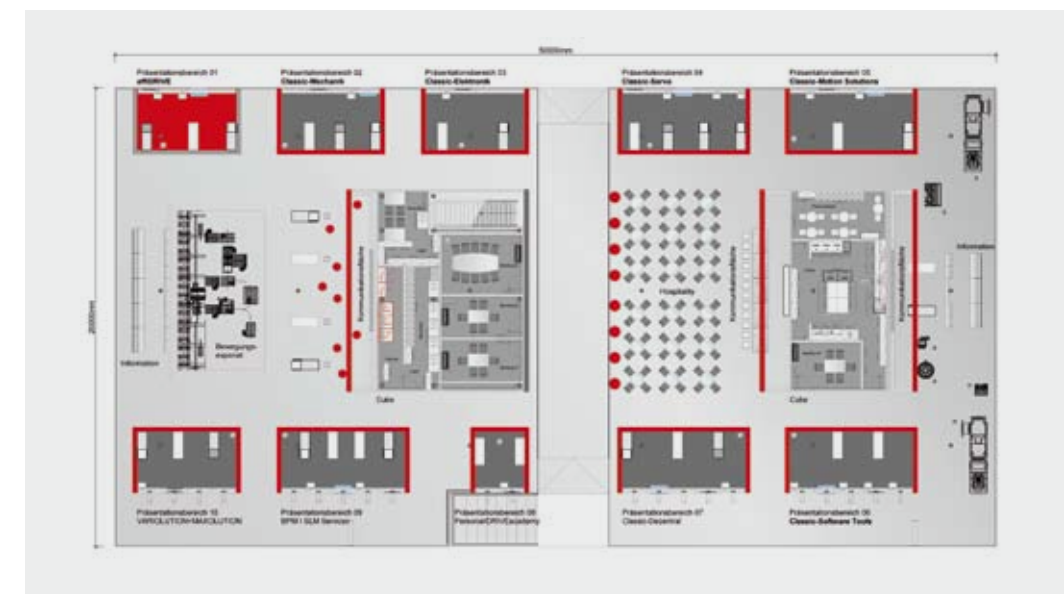
The communication area of the exhibit space is located inside the booth. Two cubes make up central elements, providing enough space for the logistics areas, such as kitchen, storage room and staff room, as well as for meeting rooms and a VIP deck with comfortable lounge atmosphere and an own bar. Between the two cubes, there is the hospitality area, which is flanked by an additional, generously designed bar. The cubes can be arranged in variable positions and thereby allow for flexible solutions for different booth sizes. At the front face of the two central cubes, "communicative surfaces" are framed by red borders. These distinctive areas contain media surfaces for brand and product information. The side faces of the cubes are used primarily for branding. In addition, the "In Motion" theme is decently translated into the architecture by means of lighted surfaces.

The product presentation zones are arranged in the outer area of the booth. Again, clearly defined surfaces are framed by red borders. Wall openings with integrated display cases and screens provide for eye-catchers and transparency. The products are presented inside the booth by means of wall applications, platforms and digital counseling steles. A clearly constructed communication system ensures that brand contents are conveyed at all information levels. SEW-EURODRIVE is clearly visible at all brand touch points. A consistent overall picture with persistent and lasting three-dimensional brand communication is created.

Expotechnik has created an exhibition concept for SEW-EURODRIVE that allows for uniform quality and high standards for different booth sizes. Thanks to the modular design concept, the creative approach can also be adapted for future trade show presentations by way of scaling and combination. Irrespective of the exhibition area, a uniform brand appearance is created. "Together with Expotechnik, we have launched and fully realized a project that is ahead of its time both from a conceptual and an architectural point of view. It is the biggest booth in our company history so far," explains Hans-Joachim Baumann, who is in charge of the project at SEW-EURODRIVE. "With its distinctive architecture and clear language of shapes, our concept demonstrates a very high design standard and therefore strongly supports SEW when it comes to image and brand recognition management," adds Alexander D. Soschinski, Managing Partner of the Expotechnik Group. "The objective of the exhibition architecture is to provide brands with a new emotional dimension that creates positive attention and allows for immediate association with the brand". ■



An idea becomes reality: drawings illustrate the design and function of the cube for the customer.



Layout of the SEW-EURODRIVE trade show presentation at HMI.



The product presentation at the outer edge of the booth is done with extensive movable walls framed with red borders that feature integrated display cases and integrated screens. The interior of the booth features platforms, digital information steles and wall applications.



# EUROPE

## INSPIRING INNOVATIONS: PHOENIX CONTACT AT HANNOVER MESSE

“We create progress with innovative and inspiring solutions” – with this philosophy, Phoenix Contact has assumed its position as technology leader in factory automation. Therefore, the presentation at Hannover Messe also had to be impressive. Attractive highlights have been created here with different materials and colors as well as modern pieces of art. These emphasized the significance of the exhibition booth and presented the brand appropriately.

A trade show booth was designed that represented the position of the company as market leader in a lasting and impressive way. On the basis of the Expotechnik double-deck system, an elaborate temporary office on three levels was developed that takes different requirements into account through its efficient use of space. The outside presentation was focused on the Phoenix Contact brand. The presentation inside the booth conveyed the core values of the company in a clear and structured way.

At a height of six meters, a logo banner surrounded the exhibition booth of a size of more than eight meters, giving it a monolithic appearance. A horizontally projecting roof construction with extensive lighting highlighted the branding and emphasized the bright and airy impression of the booth. In this way, the Phoenix Contact brand was clearly noticeable even from a distance and presented in a representative way. Whereas the external thrust of the 1,500-square-meter booth was brand communication, its internal focus was the clear and attractive presentation of the products. The architecture appeared innovative, functional, solid and technical. Clear visual axes, instantly distinguishable product areas for fast orientation as well as the surprising perspective of the three-floor construction with central opening at the top impressed the visitors. The generously divided and inviting



**Greatness on three floors**  
Phoenix Contact decided on a clear, functional architecture.

first floor with the central visitor information point, the product presentation and a bar permitted direct communication and interaction. Whereas the second floor provided enough space for conferences and meetings, a deck on the upper floor served as attractive hospitality area high above the hustle and bustle of the trade show. With generous galleries, bridges between the different functional areas and a representative stairway leading to the third floor, the three levels of the exhibition booth constantly created new fascinating visual relationships.

Constructions made of aluminum, exclusive fabrics and wall panels with the basic color scheme of white and cool gray were used, creating the desired functional esthetics of the design. Turquoise and May-green logos, plants, cubic lighting elements as well as modern pieces of art were highlights which completed the overall, premium presentation persistently and effectively. ■



**Widely visible**  
Phoenix Contact – a brand with great appeal.



# We do more.

# KRONES

## WE DO MORE KRONES AT DRINKTEC

Every fourth beverage bottle on this planet passes through a Krones facility. The trade show booth offered visitors the chance to take a look at this technology.



## A BRAND IN FLUX – KRONES AG DEMONSTRATES ITS SUPERIOR BRAND MANAGEMENT AT THE INDUSTRY'S LEADING TRADE SHOW, DRINKTEC

**One in four – this the chance of a random beverage bottle anywhere on this planet to owe its existence, look or contents to a facility of Krones AG. This makes the manufacturer and service provider the world market leader of its industry in the areas of process, filling and packaging technology.**

Over decades, a strong brand has developed that is based not only on the size and relevance of Krones AG but also on the company's continuous and professional communication. This is a very important issue for Krones. The marketing and communication department reports directly to the managing board. Most important mentor of the brand is chief executive Volker Kronseder. "He is always excited when we want to transfer complex technical issues into fascinating images," confirms Roland Pokorny, Head of Creations & Life Events. Another secret of success certainly is the internal self-image of the department. It sees itself as service provider for the sales department, looking at it as an in-house end customer and providing it with fast and flexible solutions. The department can be compared to an internal full-service agency which covers all areas: from advertising to new media/Internet, PR and exhibitions to CSR (corporate social responsibility). This offers many advantages. "Our employees know the company. They are well trained and therefore make fewer mistakes than external agencies. This considerably reduces

the effort for coordination and briefings," is how Pokorny explains the strengths of his department.

The objective of their work is to present the Krones brand as industry and technology leader of the beverage industry. The focus is on competence and customer orientation. The customers have great confidence in the company's capability. This confidence makes the "Kronese" – the nickname of the Krones employees – proud, and it has to be reflected in the corporate design and facilities. The innovative technology and quality must be visible, and customers and partners must be able to notice and feel it at first glance. However, all customers are not the same for the Krones AG, which is why the practical implementation of the communication strategy varies.

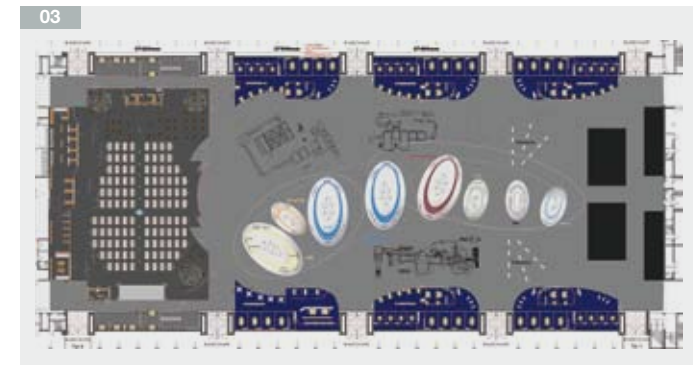
"Dairies, for instance, are not interested in how we can fill beer bottles. In this case we have to show milk bottles. Also, we will not catch the attention of a brewery with juice, wine or cocktails," explains Roland Pokorny. The different industries the company serves require differentiated approaches. Therefore, communication must be flexible and customizable, yet it still has to appear harmonious and uniform and ensure heightened brand recognition.



Very successful components of communication include the company-owned web TV channel Krones TV, the product design which has received several awards, and the Krones magazine. By now, the magazine has developed into a key medium of the industry.

For Krones AG, an important instrument of corporate communications and an essential prerequisite for customer acquisition are trade shows. "We participate in about 30 events per year all over the world," states Roland Pokorny. Every four years it is time "to show the world who's the best" at the leading trade show, drinktec. The international trade show for beverage and liquid food technology is the most important event for Krones AG. Almost 1,800 exhibitors from Africa, Asia, the USA and Europe visited the trade show in Munich between September 14 and 19, 2009.

When it comes to trade show presentations, Krones has been relying on Expotechnik since 1998. The companies worked together closely to develop an individual exhibition concept for Krones AG in the first step. Thanks to its modular design, the concept is very flexible. It is adjustable to surfaces of different sizes and can be rebuilt at all kinds of venues. This is a long-term basis for CI-compliant trade show communication. The intention of the exhibition concept is to confirm the position of Krones AG as the industry and technology leader in the beverage segment. Technical details and background information are to be presented in a vivid and friendly atmosphere in order to emotionalize the brand.



01, 02 Expanded voluminous textile structures arranged above the individual presentation areas unite the entire presentation under the brand roof of Krones AG. "The technical focus is given a perfect physical appearance through round and flowing elements symbolizing fluid matter, and is presented in an emotional way," explains Patrick O. Soschinski, managing partner of the Expotechnik Group.

03 The subject-specific information points line up like pearls on a string inside the Krones AG exhibition booth. The area is surrounded by the individual presentations of the international sales network. Exhibits of machine lines and production facilities are the eye-catcher inside the booth.



For drinktec, the objective was to design and build an entire exhibition hall with more than 8,000 square meters of floor space under the banner of Krones AG. "It is not enough to commission a graphic artist to create the drafts for a booth this size. Such a project requires a team to be successful. We have found the right partner for this in Expotechnik," says Pokorny. "We have good project leaders and creative designers available here who are excellent sparring partners."

This project poses particular challenges to the Expotechnik Group: On the one hand, the worldwide sales network had to be integrated into the booth design without losing the corporate identity of the company. Due to the enormous booth size, on the other hand, it was necessary to structure the individual presentations in a both meaningful and brand-compliant way and to help visitors from all over the world find their way easily in the hall. Concerning the contents, the presentation was to reflect the development of Krones AG: from a company exclusively specialized in mechanical engineering to a service-oriented system provider. In addition to extensive machine lines and complex production lines, it is especially the great variety of specific services, from the first design to the construction of the turnkey machines, which was illustrated and explained.

The individual booth development resulted in a both impressive and successful exhibition landscape. Flexible wall systems formed elliptical rooms on a floor space larger than a soccer field. These rooms provided enough space to arrange clearly organized subject-specific information points. Moreover, they integrated the technical exhibits into a gentle and soft overall picture and created surprising points of view to the individual areas. The subject-specific information points lined the room like pearls on a string. They connected the individual areas and co-exhibitors, structured the vast exhibition hall and added a dynamic and lively element to the presentation. Huge photographs, printed banners and lounge furniture in the communication areas supported the approach of using soft elements to present the rather clinical and cold-looking technology in an emotional way. Expanded voluminous fabric structures arranged above the individual presenta-



tion areas united the overall exhibition area under the brand roof of Krones AG: the company slogan "We do more" was captured on the wave-like ceiling components and hovered above the entire booth as the motto inside a circle that stood for the holistic approach. "The exhibition concept meets a very high design standard and is particularly striking due to its clear language of shapes. The technical focus is given a physical appearance in an ideal way through round and flowing elements symbolizing the fluid matter, and it is presented with an emotional approach," explains Patrick O. Soschinski, Managing Partner of Expotechnik Group. In this way, visitors can explore all facets of Krones AG at the exhibitions and events. Pokorny is not in favor of focusing only on the brand at such events: "It is not enough for Krones to only breathe the brand. We not just want to impress our customers, we first of all want to create trust." ■

» We appreciate the professionalism and flexibility of the Expotechnik Group. Unexpected challenges are faced by the staff both creatively and efficiently. Our individual interests and wishes are always the main focus. «

Hermann Graf zu Castell Rüdtenhausen  
Head of Corporate Communications  
at Krones AG



Left page:  
Large photographs, graphic banners and lounge furniture in the communication areas supported the approach to present the more sober- and cool-looking technology emotionally with soft elements.

Flexible wall systems formed elliptical rooms which offered space for clearly organized theme or information islands and opened up surprising points of view of the individual areas.

# EUROPE

## VARIETY, PRESENTED SKILLFULLY

SAMSUNG ELECTRONICS' DISPLAY OF ITS WIDE PRODUCT RANGE IS BRAND-COMPLIANT AND UNIFORM THROUGHOUT EUROPE



Integrated Systems Europe (Amsterdam), Samsung European Forum (Vienna), IFA (Berlin), ITU Telecom World (Geneva).



## INDIVIDUAL TRADE SHOW CONCEPTS FOR THE MOST VARIED REQUIREMENTS

**Samsung is well known in Europe as manufacturer of different electronic devices, such as televisions and notebooks. For some people it may be news that the world's largest television manufacturer and the world's second largest cell phone manufacturer in Korea is very successful in other areas as well, such as life insurance, the heavy industry, the chemical industry and the automobile industry. The company also has its own shipyard in South Korea.**

With this wide range of products, it comes as no surprise that Samsung was established as a grocery store in Daegu in 1938. After the Korean War, the company entered the building the food-processing industry. It also built the first wheat mill and the first industrial-scale sugar refinery in Korea, becoming the currently largest food manufacturer in South Korea. In 1969, the company expanded its portfolio and started to produce electrical goods. Today its products range from plasma TVs, LCD and LED TVs to cell phones, laptops, sound systems and video projectors to refrigerators, washing machines, vacuum cleaners and microwaves. Samsung Electronics is the most important branch of the largest South Korean conglomerate and one of the largest companies in the world in terms of sales and market strength. The wide product range certainly plays an important role in this success.

However, the product variety also poses great challenges to the way the company presents itself to the public. Since it is a multinational company, permanent communication beyond country borders and time zones is very important. Moreover, particular attention to detail as well as a certain standard in technology, design and quality are required. The company size as well as the cooperation with different departments and decision-makers allow for only extremely short lead times for coordination and fine tuning. These conditions demand a great deal of flexibility and motivation from the employees and service providers. Since 2009, Samsung has counted on the Expotechnik Group. An experienced team with a senior designer and senior project leader supervises the company when it comes to concept development and

putting together the presentation of different trade shows, events and shop solutions. Up to now, the focus was on developing and building individual trade show concepts for the different product groups. From initial idea to design and booth planning, all the way to logistics and assembly, everything is provided from a single source. As a result, Samsung always has its striking presentation at the different events across Europe.

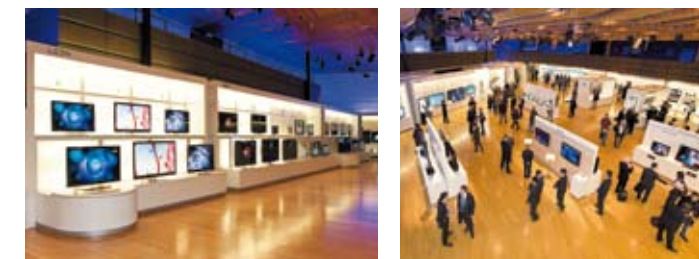


Samsung at RAI in Amsterdam with a trade show stand with a 400-square-meter trade show booth.

The first event for which preparations were made in collaboration with Expotechnik was the Integrated Systems Europe trade show in Amsterdam. Samsung displayed its wide range of plasma 2D and 3D TVs as well as network technology and video projectors. For the presentation in the RAI Exhibition and Convention Center, the company had a floor space of 400 square meters. The products developed for special applications were exhibited in a high-quality and brand-compliant way. Large graphics conveyed the central information and illustrated possible uses and applications. The highlight of the trade show presentation was a giant plasma screen wall of 5 x 8 meters which had been completely assembled within only four hours.



The Samsung European Forum in the Austria Center in Vienna also had a tight schedule. Expotechnik only had two and a half days to install the entire event architecture with a floor space of 1,500 square meters. The presentation was to showcase the comprehensive range of products and, most importantly, the product novelties for the Samsung suppliers. For this purpose, Expotechnik developed compact product stations that made it possible to show the entire variety and depth of the product range. A simple, uniform design had been chosen. Only a few graphics and little text were used to direct the focus of attention to the product novelties.



The focus was placed on the products of the B2B event. Therefore, they were presented in a discreet and modest setting.



White goods, such as refrigerators, washing machines, microwaves and vacuum cleaners were Samsung's focus at IFA in Berlin. The trade show presentation was put together on 525 square meters in the form of an outdoor pavilion with integrated double-deck trade show booth, VIP meeting rooms and discussion areas on the upper deck. The facade of the pavilion was surrounded by a large artwork made of fabric. The product highlights it presented here directed the attention of the visitors to the Samsung booth and piqued their curiosity. Inside the pavilion, special construction elements created individual product exhibition rooms. This technique allowed for each of the different product categories to be presented as a single unit. In addition, it gave the overall presentation its striking design. The interior design was dominated by the color white and high-gloss surfaces. All this highlighted the exclusive character of the Samsung products. The functionality of the products was demonstrated on site: the trade show booth had an integrated model kitchen where professional cooks performed a practical test of the Samsung products while visitors watched.

Efficient and distinctive – this is how the great variety of Samsung's products had to be presented at ITU Telecom World in Geneva. A trade show booth in the form of a completely closed, bright royal blue cube with a height of six meters deserves to be called an eye-catcher. The outstanding visual effect from a distance and the high profile of the trade show presentation were enhanced by backlit 3D logos with the Samsung oval mark. These logos were placed as design elements on the outer wall, which had a size of 6 x 20 meters. The inside area showed a rather discreet and subtle design. The focus was on the presentation of the products, which



New trend in the field of trade show presentation: outdoor pavilions. Samsung presented itself in a temporary building of this kind at IFA.



was accomplished in a simple, high-quality style. At the same time, the objective was to create a comfortable atmosphere and space for communication. This was achieved by using bright colors and walnut surfaces as well as an open interior design.

These four projects are only an example to show how different the conditions, requirements and demands of brand communication can be. This is exactly what is so fascinating for the Expotechnik Group. Every day, the company considers it a new challenge to create a market-specific, yet uniform appearance with consistent quality for its customers – irrespective of the different locations, floor spaces and particularities of each country. Messages, products, places and people are professionally presented anywhere through outstanding ideas and with an eye for the essentials. ■



Bright colors, high-gloss materials and walnut surfaces determine the noble appearance of the Samsung trade show presentations.



## EUROPE



The newest Storck product, the Road Bike "Aero 2," was distinguished with the "iF product design award 2010" for the best product design.

## SUCCESS ON TWO WHEELS

**A dream came true in 1996 for the Dutch sportsman Bart Brentjens. In Atlanta, USA, he won the first Olympic gold medal in mountain biking that has ever been awarded.**

Certainly, a piece of his sports equipment played a substantial role in this success – when he crossed the finish line, he sat on a bike from Storck Bicycle. The success story continued. In 2007 and 2010, Storck Bicycle received an award from Europe's largest racing bike magazine, TOUR, for the best and lightest frame and fork set, the "Fasenario 0.7". The bicycle manufacturer has also received other renowned awards, such as the "iF product design award" and the EURO-BIKE AWARD. Storck has become a synonym for innovative bikes with world-class carbon frames.

When it comes to quality and design, Storck sets trends in the construction of bicycle frames and components all over the world. This is achieved thanks to engineers and creative minds that constantly further develop

proven technologies. The innovation-driven company always uses state-of-the-art materials and manufacturing technologies. Storck focuses on a timeless design for its different models which appeals to both young and old bikers. To date the bicycle manufacturer holds 40 national and international patents.

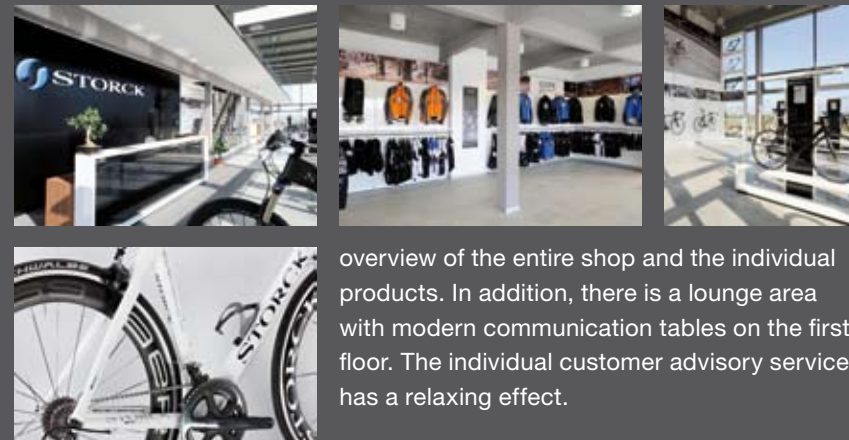
These successes tell the story of a company that has been the global leader of its industry for more than ten years. Thirteen years after the company was founded, in 2008, it was about time for Markus Storck to present the business with a completely new flagship store. The focus had to be placed on the visual presentation of the entire product range as well as the individual and competent customer advisory service. For the execution of this particular project, Expotechnik had been commissioned to develop a room concept on two floors for the new shop in Idstein.

When first entering the store, cycling enthusiasts are welcomed at the inviting info counter with its simple yet classy design in the entrance area. From there visitors can get an





**Storck Store Idstein**  
Rudolfstrasse 1  
65510 Idstein  
T +49.6126.9536 222



overview of the entire shop and the individual products. In addition, there is a lounge area with modern communication tables on the first floor. The individual customer advisory service has a relaxing effect.

The bicycle discovery tour continues in a generously and extensively designed area, the showroom, where the latest racing bike models can be viewed. A special highlight are the white bike display units that line up straight along the entire store window area on the first floor. The individually designed bicycles are mounted at eye level. At every display unit, the customer is provided with detailed information on material, uses and technical features of each Storck model. Individual full-area lighting makes every product an eye-catcher. In addition, a special device is used to install individual frames in floor-to-ceiling display cases. This presentation technique has been developed by Expotechnik in cooperation with and specifically for Storck. With this system, the bicycle frames seem to hover in the air.

An ample nearby exhibition space offers room for all the other models, from road bikes to mountain bikes and trekking bikes, all the way to electric bikes. Customers can spend as much time as they want to try out all bicycles. Altogether, the shop consists of open areas which smoothly merge into one another. There is no spatial separation. Instead, the indivi-

dual areas are organized by way of graphic structures. The walls are coated with white high-gloss laminates. The contrasting dark wood tones and bright, smooth surfaces give the whole shop an exclusive character. In the entire store, the high and large windows are particularly striking as they flood all areas with light.

In addition to the technical models and components, the new store also offers space for a wide range of bike wear on the entire second floor. In the generously designed changing rooms, customers can try on Storck team clothing, high-quality Gore cycling clothes as well as helmets, shoes and socks.

“After running the shop for only about eight months, it already constitutes a milestone in our company history. The core values of our Storck brand are conveyed and presented in an ideal way here,” says Markus Storck. Expotechnik and Storck have carried out an important project together. From ground-breaking to moving in, the new flagship store in Idstein was built in the record time of only four months. On a total of 700 square meters of exhibition and sales area, Expotechnik once again has demonstrated its core competencies. From idea to development and all the way to execution, everything for this project was provided from a single source – even though the tight schedule was a challenge. If three-dimensional brand presentation were an Olympic discipline: Expotechnik definitely would be a candidate for winning a medal. ■

»» After running the shop for only about eight months, it already constitutes a milestone in our company history. The core values of our Storck brand are conveyed and presented in an ideal way here. ««

**Markus Storck**  
Founder and Managing Director



# AMERICA

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**SUN AS INNOVATIVE ENERGY  
SOLUTION: A COUNTRY REFLECTS  
ON THE POTENTIAL OF NATURE**

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The demand for regenerative sources of energy is growing. Clean and affordable solar energy is increasingly seen as a leading alternative worldwide. The USA still offers great potential for growth and development in this respect.



# AMERICA

## SOLAR ENERGY – THE GUARANTEE FOR ECONOMIC GROWTH AND ENVIRONMENTAL PROTECTION IN THE USA

**Impressive figures from the USA show that its per capita energy consumption is very high compared with other leading industrial nations. This led the government to rethink its stance: more emphasis was to be put on clean energies and efficient solutions. The use of solar energy is becoming increasingly popular in the United States – the North Americans want to reinforce the protection of the environment and at the same bring their economy out of the recession.**

The US solar energy market is booming. An important platform for the companies is the Solar Power International Exhibition and Conference in California, the largest event of the solar energy industry in the United States. It is an important forum both for national as well as international exhibitors and visitors, as the solar energy market offers good business opportunities. European companies also have great competencies and play a significant role in the industry. SMA Technology AG from Germany and Oerlikon Solar from Switzerland were among those to advantage of this opportunity. The aim for both companies was to present their core competencies and their specialist know-how at the Solar Power International as perfectly as possible. Searching for an expert for setting the stage for the brand in the exhibition hall, the company ultimately decided to use the Expotechnik Group. Aside from its expertise, the companies also profit from its subsidiary in North America with offices in Georgia and Nevada. This made it possible to supervise SMA and Oerlikon ideally on site, in a way that was efficient and easy on the resources – completely in accordance with the environment-oriented customer. SMA Technology AG is the largest manufacturer in the solar industry worldwide. It produces the most important technological components for photovoltaic plants, so-called inverters. These are particularly efficient and can be adapted to all plant sizes, all output classes and any network requirement. The company is therefore the only manufacturer in this sector worldwide

with such a large range of products. SMA sets benchmarks in the market with innovative developments and products of this kind. Thus, the solar experts were, for example, once again awarded the “innovation prize” for the most innovative solar product in March 2010. The prize was awarded for the Sunny Tripower inverter, which combines five technological world innovations in one device. This makes the installation and the operation of solar electricity plants more user-friendly, more reliable, safer and above all more cost-effective.

The equipment for the production of solar modules, the basic module of solar electricity plants, is the core business of Oerlikon Solar, a business unit of the Swiss company Oerlikon. It is among the most innovative industrial groups, conducting the most intensive research worldwide. Oerlikon Solar is the leading provider of automated, turnkey plants in its sector. With these plants customers of Oerlikon Solar can efficiently produce special so-called thin-film silicon solar modules in the industrial standard. These have the benefit that they can be used in many different areas and are particularly suitable for large-scale solar projects, such as photovoltaic open areas and industrial plants as well as roof installations. This way the company makes an important contribution to the positive development of the solar energy industry in the USA.

Oerlikon Solar and SMA were two of approx. 400 exhibitors at the Solar Power International in Anaheim, California. The Expotechnik Group, especially the Atlanta office, developed and created a professional, brand-compliant booth concept for both companies. The focus was placed both on the presentation of the companies and their service products and on the personal contact with potential customers. The trade show presentations were specifically geared toward the Solar Power International according to the goals that had been set for it and its requirements.

**Solar energy offers great potential: the Earth receives as much energy from the rays of the sun within 40 minutes as is consumed during one whole year worldwide.**

However, this is only one possibility for presenting companies. The Expotechnik Group developed a general global, standard trade show concept for Suchtech. It can be adjusted individually to each exhibition booth size and therefore be used flexibly. The concept was used for the first time at the International Roofing Expo construction trade show. Further presentations followed at the architecture and design trade show American Institute of Architects, at the solar trade show PV America, at the Greenbuild – International Conference and Expo trade show and at Solar Power International. As one of the largest manufacturers of solar modules, Suntech is a leading company in the industry. The focus is placed on the appearance as well as on technology. Elegant, energy-efficient and at the same time affordable solutions are offered for every household. Modules are produced according to customers' requests and integrated into a building in a visually appealing way. With these solutions Suntech wants to make the use of solar plants even more attractive. The vision of the company is a green future in which everyone has access to clean, sustainable and reliable solar energy.

The decision to invest in solar energy will be made easier for companies thanks to the largest economic stimulus package ever passed in the history of the USA. President Barack Obama thus freed the way for the largest investment in renewable energies and intelligent electricity networks. He sees the creation of jobs as his most important task aside from environmental protection. He wants to promote American solar energy with a three-point plan: Firstly, up to 30 percent of the costs will be reimbursed by the government for newly planned projects. Secondly, the USA assumes guarantees in order to press ahead with the building of renewal energy systems. And thirdly, a 30 percent tax credit is to facilitate investments by companies which produce solar components or provide real estate. The economic stimulus program has already shown first successes –

since it was passed, the number of solar installations has increased by 40 percent, and approx. 20,000 new jobs were created in 2009. However, this is not to be all. It is the administration's ambitious aim to generate a quarter of all electricity produced in the USA from regenerative energies, such as solar energy, wind power, water works and geothermal energy by 2025. An ambitious target! However, the benefits for the environment and the economy will be great. ■



The modular design of the Suntech trade show concept, which is standard worldwide, was used at the International Roofing Expo for the first time.



SMA Technology AG had a new booth concept developed and implemented specifically for the most important industry meeting, Solar Power International.



Round structures with back-illuminated acrylic are particularly creative eye-catchers of the trade show booth of Oerlikon Solar at Solar Power International.



# AMERICA

## KRONES: FOCUS ON SUSTAINABILITY AND CUSTOMER ORIENTATION

The flexible nature of the Expotechnik exhibition concepts was put to the test by Krones AG at Pack Expo last October. When it comes to brand presentation, Krones AG has been supported by the Expotechnik Group for many years. For the leading international trade show of the packaging industry in Las Vegas, Krones AG commissioned the experts to develop a new booth concept.

Krones AG, which is headquartered in Neutraubling, is the world's market leader in the areas of process, filling and packaging technology. As a full-service supplier, the company has expanded its core competencies by the areas of lifecycle service, information technology, intralogistics and factory planning. For the most important meeting point of the industry on the American market, a trade show presentation was needed that mainly emphasized the company's customer focus and sustainability standard to the public at large. The objective was not to set up a time-consuming and cost-intensive presentation of large technical exhibits in Las Vegas. Instead, the aim was to explore new possibilities of product presentation.

In accordance with this task, the Expotechnik Group developed an individual booth concept for the leading trade show, which takes up the brand values and messages of the basic trade show concept and yet interprets the presentation to the public in a new way. The focus of the trade show presentation was on the service-oriented offer of Krones AG and the company's close customer support that comes with it. Visitors received information through personal talks with the employees and media elements, such as 3D animations and product films. Frame-like architecture modules surrounded the central communication area of the booth.



At Pack Expo in Las Vegas, Krones AG put the focus of the trade show presentation on the company's sustainability and customer focus.

At the same time, they provided attention-catching surfaces for the presentation of the individual business areas by means of branding elements and integrated monitors. This reduced approach of the Krones trade show presentation was used at Pack Expo in Las Vegas for the first time and demonstrates the adaptability of the Expotechnik solutions at events of many different sizes and for many different requirements. Flexibility, adaptability and openness are features that can have a significant impact on the success of a company. ■



Frame-like architecture modules surrounded the central communication area of the booth. They were also used to provide product information by means of branding elements and integrated monitors.



The presentation on a floor space of 391 square meters created an adequate atmosphere for the personal exchange with customers, partners and interested visitors.

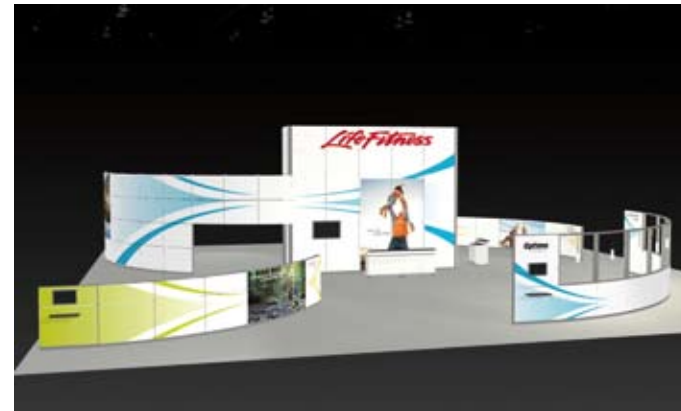


## LIFE FITNESS: ENDURANCE AND PERFORMANCE

Exercise machines have to adapt to their users – not the other way round. In line with this principle, Life Fitness has been successful on the market for decades: the company from Illinois develops, produces and sells cardio fitness and body-building equipment for the end consumer and also for gyms, prevention and health institutions. The company's first product, the Lifecycle bicycle ergometer, made history as the first electronic fitness machine more than 30 years ago. Today Life Fitness is the world market leader of its industry, has more than 1,700 employees and sells and distributes more than 300 products in over 120 countries.

Merely wanting to get into better shape, the Californian chemist and inventor Dr. Keene P. Dimick began developing the Lifecycle bicycle ergometer in 1968 – without suspecting that he would thus set off a movement in the world of sports. Only a few years later the two young entrepreneurs Ray Wilson and Augie Nieto recognized the potential of this invention. They acquired the rights to the prototype, optimized it, launched the product onto the market, and an exemplary story of success took its course. Today, the machine is the most frequently used bicycle ergometer in gyms.

The success of the Lifecycle bicycle ergometer inspired the company to develop further innovative power training and cardiovascular machines. In addition to the ergometer, treadmills, cross trainers and stair climbing machines are among the company's top sellers. The core competence of Life Fitness lies in particular in the highly specialized design of the products, which is geared toward the target groups. Not just great design is important, but above all the functionality of the products. Thus, an own biomechanical team of experts exclusively occupies itself with the functions and structures of the musculoskeletal system. The aim is that the users become one with the equipment and feel as good as possible during training. Each step, each turn of the pedal and each repeat should feel as natural as any kind of movement during the daily routine. Moreover, the products are above all known



Curved, dynamic shapes are the distinguishing features of the Life Fitness trade show presentation.

for their durability, reliability and quality. All cardio machines are tested for at least twice their service lives by own patented robots – proof of the products' far above-average quality. The products also pass the daily routine test. In 2009 Life Fitness received the bodyLIFE Award for the ninth time in succession. Such criteria as satisfaction and market presence are seen as the most important features of this award, which is based on a representative survey among users.

Life Fitness also offers the sports and health institutions comprehensive services – from equipment planning, marketing support, advanced training, flexible financing up to customer support service. This broad product range and the ground-breaking innovation and pioneer services of Life Fitness require an unrivalled presentation in public. The aim is to stage above all the products and users as an important component in the work of Life Fitness, as well as the core values of the company, emotionally and with a high recognition value. To this end Life Fitness has been placing its bets on the Expotechnik Group as competent experts in this field for many years. A general individual trade show concept was developed in close cooperation. Based upon this the Expotechnik Group supports fitness professionals with all services from one provider at numerous trade shows and events. The Life Fitness presentations will also be a brand experience of a special kind in 2010 thanks to the Expotechnik Group, true to the motto: "Life Fitness. What we live for." ■

# AMERICA



manroland impressed hundreds of visitors at Print in Chicago with a large and exceptional booth of a size of 650 square meters. The VAP tunnel met with great approval.

## MANROLAND: GROUNDBREAKING TRADE SHOW PRESENTATION

**The trade show booth of manroland AG presenting its new brand identity for the first time at drupa was considered a center of groundbreaking printing technology and an attractive communication point for the industry. It was based on a modular exhibition concept by the Expotechnik Group which can be flexibly configured. The concept offers the possibility to repeat the successful presentation completely or in parts at future events and to ensure a consistent long-term communication of the new brand strategy throughout the world.**

The PRINT exhibition in Chicago in mid-September, after the successful start at drupa, offered another opportunity to use the new concept. It is the largest and most comprehensive exhibition for graphic communications in America. manroland as the world's second largest manufacturer of printing systems, and the world's market leader in the web offset market did not pass up the chance of presenting itself to the graphics industry as a strong, reliable and competent partner. With its machines, the company produces print runs for advertising, publishing and packaging orders of over a million copies. For this purpose, manroland offers its customers many different technologies and techniques that are

presented in separate theme areas within the framework of the exhibition concept. The highlight and central presentation element at PRINT was the so called "VAP Tunnel," which was used for the second time after drupa and will play an important role at coming events as well.

The idea of the Value-Added Printing (VAP) Tunnel is to make the value-added strategy of manroland an emotional, multisensory experience. For this purpose, a special separate area in the form of a tunnel is created through architectural modules. Special technological components for increasing efficiency and product value, such as colors, foils and production facilities, are clearly explained by means of selected exhibits, and the benefits for the customer are illustrated by way of practical examples. Designed as a closed area, the visitors are guided through this special product world and thereby experience in an intense, exclusive setting what makes manroland solutions better, cheaper and faster for the customers than the products of the company's competitors. ■



# MEXICO

**FOUR HUNDRED YEARS OF  
JAPANESE-MEXICAN RELATIONS:  
NISSAN CONGRATULATES WITH NEW  
HIGH-PERFORMANCE PRODUCTS**

Nissan Mexicana presented itself in Mexico City with a 135-square-meter trade show booth at Semana Nacional PyME.



# MEXICO

## NISSAN MEXICANA: TWO FLAGSHIPS EMPHASIZE THE MARKET PRESENCE

**Fate brought Mexico and Japan together 400 years ago. For the anniversary of the start of the close cooperation between the countries Nissan consolidated its position on the Mexican automotive market with two innovations at Semana Nacional PyME in Mexico City.**

In 1609 a ship from Mexico ran aground on the coast of Onjuku. Of the 372 sailors, 317 were rescued by the native population. One year later the Shogun Tokugawa Ieyasu handed over a ship to the survivors for the safe journey home to Acapulco – the start of a long and successful friendship between the two countries. Four hundred years later the governments celebrated this anniversary with an extensive program in order to intensify their cultural and economic relations – among others with the invitation of Japan as host country at Semana Nacional PyME.

No one had to suffer a shipwreck here. On the contrary: the two innovations which Nissan presented were well received. The sports car Nissan GT-R and the Nissan Sentra were the eye-catchers at the booth of Expotechnik, which was designed completely in white.

For the first time the branch in Mexico set the stage for the appearance of the Japanese corporation. The white wooden floors, the white panels and the white lounge area formed a highly effective background for the high-quality presentation of the brand and the vehicles. The red information counter and the alternating light elements in the rear wall of the booth provided a charming setting.

Nissan is among the leading automotive manufacturers in Mexico. The group exports its vehicles to 60 countries worldwide. Nissan develops special products and solutions for its partner Renault. ■



Nissan Mexicana  
at Semana Nacional PyME.



Siemens Healthcare  
Diagnostics  
at Congreso Mexicano de  
Patología Clínica.



## SIEMENS HEALTHCARE DIAGNOSTICS: ANSWERS FOR LIFE

**Well-known Mexican pathologists met in the World Trade Center in Veracruz for the Congreso Mexicano de Patología Clínica in November. A good opportunity for Siemens Healthcare Diagnostics to show its colors and competence.**

Through the effective combination of orange and white, visible from afar, the trade show booth with a size of 225 square meters easily attracted the attention of the trade visitors. Graphical elements conveyed the brand values in a pleasant manner and also guaranteed that the brand was perfectly visible from a distance.

The high walls with orange-colored angles enabled a clear delimitation of the individual product focuses and served as quick direction guides. The numerous trade visitors at the booth were pleased to use these meeting points for intensive discussions.

“Answers for life” – with this promise Siemens Healthcare Diagnostics offers a broad range of products in immunity diagnostics, clinical chemistry, hematology, hemostasis, microbiology, molecular diagnostics, urinary analysis and blood gas analysis. The philosophy of the company envisages a consistent level of high-quality services and support in order to secure successful business relations. ■



# MEXICO

## INALARM: TWENTY YEARS OF SECURE SUCCESS



Expo Seguridad México is Mexico's most important event relating to the issue of security. In April Inalarm presented its services and products on more than 100 square meters – and at the same time celebrated its 20th anniversary on the market.

All relevant manufacturers of security products, dealers, service providers and end customers meet at Expo Seguridad México for a dialog about the innovations of the industry – among others, Smartcards, biometry and ID systems. The focus of the leading Mexican trade show was placed on facial, fingerprint and voice recognition as well as retina and iris scans.

As a pioneer on the Mexican security market, Inalarm was able to celebrate its 20th company anniversary at the trade show. Today the company markets more than 60 well-known security technology brands – including solutions for fire alarm system, access controls and alarm systems. With ten branches in Mexico and two others in the USA, it is safe to say that Inalarm is strategically well prepared and well equipped for the next 20 years. ■

Inalarm  
at the Expo Seguridad México.



## BMW: EXPERIENCE THE JOY OF DRIVING

In October you could not meet motorbike fans on the highways – but in the Centro Bancomer in Santa Fe. Salón Internacional de la Motocicleta presented the hottest innovations for fans of motorized two-wheelers. BMW Motorbike México also presented the newest bikes of the year.

Salón Internacional de la Motocicleta enjoys a particularly good reputation in Mexico as the only world-class meeting point. The most popular brands were represented with new models, famous drivers showed their skills and artistically designed individual performances fascinated the fans. The presentation of BMW was seen as the highlight of the trade show for many of the visitors. The joy of driving could be experienced live on 300 square meters. Generously used graphic elements structured the stand, and various materials clearly separated the two product areas motorbike and accessories from each other.

The visitors were able to touch and admire the new bikes at close range, the classy and coveted accessories on the other hand were protected in glass showcases. ■

BMW motorbike México  
at Salón Internacional de la  
Motocicleta.



Telmex  
at ExpoManagement.



## TELMEX MEETS IMPORTANT DECISION-MAKERS

**ExpoManagement is the most important meeting point for national decision-makers, executives and scientists – a forum to exchange ideas and trends. As a former state-owned company and well-known telecommunications provider Telmex was able to welcome high-caliber and important customers there.**

Trends for the management, global market developments and perspectives on the national and international market – the subjects for the talks in the Centro Banamex were demanding and there was a choice selection of trade visitors. Accordingly, Telmex presented itself to its guests with a high standard of quality. The former state telephone company, which was privatized in 1990, is increasingly investing in infrastructure in order to strengthen its position on the important cellular radio and Internet market.

Expotechnik developed a trade show presentation for Telmex which clearly separated meetings and entertainment from each other. In the play with colors and materials the stage was set for a high-quality, creative setting of the brand. Light-dark contrasts generated a classy, elegant setting in the lounge area. Since the lounge was elevated, the guests were able to enjoy their VIP status even more. ■



# JAPAN

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**STRONG BRAND SIGNALS  
INCREASE THE POWER  
OF ATTRACTION**

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BASF at Cite Japan  
in Tokyo with a booth area  
of 54 square meters.



# JAPAN

## CITE JAPAN: POWER OF THE COLORS



BASF goes for strong colors at the CITE Japan.

The trade visitors of CITE Japan in Tokyo did not have to look long in order to find the BASF booth. At the leading Japanese trade show for the cosmetics industry the red of the brand, which was visible from far away, dominated the surroundings of the booth.

At the trade show, which takes place every two years in Tokyo, BASF presented currently trendy color pigments which are used for a multitude of cosmetics products. In line with the fashion and beauty theme, the brand was presented in a trendy, attractive and exciting way at the exhibit booth.

BASF Japan has already successfully conducted numerous projects with Expotechnik. The special advantage of the concept, implemented in 2009, was the long-term view of looking past the trade show: the complete booth can continue to be used as a showroom for BASF Japan and is therefore an excellent example for the responsible handling of resources. ■

## SUNTECH: ENERGY FOR THE 21ST CENTURY



Suntech presents technologies which make solar energy a practical alternative source of energy for the 21st century.

The demand for energy is steadily growing and developing into a central environmental issue worldwide. Solar energy is gaining more and more in importance. This can also be seen in the growing number of exhibitors and trade visitors at PV Expo in Tokyo. The world's leading technology provider, Suntech was able to successfully position itself and establish valuable contacts.

Compared with its competitors, far more trade visitors were interested in the innovative solar energy solutions of Suntech. A large number of visitors kept visiting the booth around the clock, and customers were more than enthusiastic. The trade show presentation was put together by Expotechnik Japan – the strategic and conceptual support of the customer was carried out by the Expotechnik Group headquarters in Germany.

PV Expo is already regarded as Japan's most important meeting point for the solar industry although the trade show only took place for the second time in 2009. ■

## TRADE SHOW PREMIERE WITH A HIGH- LIGHT: AMADA DOMINATED COMPE- TITION AT THE FIRST MF-TOKYO



The AMADA Group is one of the largest manufacturers of machine tools for sheet metal processing worldwide and among the leading companies in the industry at an international level. The portfolio includes machine tools for cutting, punching, bending and laser technology, comprehensive services as well as software applications. AMADA is synonymous for trendsetting production solutions which achieve a maximum of cost-effectiveness and productivity.



For the first time the Metal Forming & Fabricating Fair in Tokyo opened its doors for interested trade visitors in the fall of 2009. AMADA was one of the first exhibitors with an impressive trade show setting.

Comparable with EuroBLECH in Europe and METALFORM & FABTECH in the USA, MF-Tokyo is to become the most important meeting point for the metal-processing industry in Japan. This significance is also reflected in AMADA's trade show presentation. With the booth of over 800 square meters, the group was among the most important exhibitors, and its large number of machines on display it once again clearly underlined its leading position on the market. The complete trade show presentation, including planning and execution, was carried out by Expotechnik. ■



# JAPAN

## VISIONS FOR THE FUTURE – FRAUNHOFER MAKES AN IMPRESSION AT NANO TECH

**With a clearly structured and sustainable setting – this is how the Fraunhofer Institute for Silicate Research ISC presented itself at nano tech in Tokyo, the international trade show for nanotechnology. The booth offered trade visitors the opportunity to gather information to communicate.**

For Fraunhofer ISC it was already the fifth cooperation with Expotechnik Japan. And like many times before, the excellent internal interaction of the teams proved to be efficient – even across the different continents. The Expotechnik Group headquarters in Germany was in charge of the planning and project management for the trade show presentation of the Fraunhofer Institute. The setup in Tokyo was carried out by local experts.

The presentation point Piazza was used in order to structure the exhibit booth clearly and at the same time offer numerous opportunities for gathering information. The concept, developed by Expotechnik and distinguished with the “iF product design award” in 2008, generated a clarity and transparency which matches the Fraunhofer brand. The booth concept will be repeated at other international trade shows.

Fraunhofer ISC develops innovative non-metallic materials for products of tomorrow. The aim during the entire value-added chain – from the production of materials, to their processing, down to the product itself – is to improve the efficiency of energy and resources. The benefits of nanotechnology are used responsibly in order to extend the range of the properties and functions of materials. ■



Clarity and transparency  
Fraunhofer ISC at nano tech.





## CHINA

## ATTENTION-CATCHING DESIGN – OERLIKON PRESENTS ITSELF IN SHANGHAI



Oerlikon Solar  
at SNEC in Shanghai with a  
booth area of 126 square meters.



**Two trade shows organized in Shanghai showed how valuable an eye-catching brand presentation can be in the face of fierce competition. Both Oerlikon Esec at SEMICON, and Oerlikon Solar at SNEC came up with unique high-quality presentations, impressing significantly more professional visitors than other exhibitors.**

The Oerlikon Esec booth is said to be one of the most beautiful booths in China thanks to its combination of red acrylic material and a light-flooded architecture. It was no surprise that Besi from the Netherlands, which took over Oerlikon's semiconductor technology business one month later, asked for a continuation of the creative and professional collaboration with Expotechnik Shanghai on the very first day of the trade show. Being booth neighbors at SEMICON, the new

owners could get a live picture of the impressive effect of Expotechnik's trade show presentation.

Many compliments were also paid to the high-quality presentation of Oerlikon Solar at SNEC. In fact, not only trade visitors and customers passed compliments. Even competitors applauded the special Expotechnik design that featured plenty of red acrylic, round structures and backlit displays.

Oerlikon Solar is part of the Swiss company Oerlikon and is the world's leading provider of solutions for solar modules – of automated turnkey production lines, laser systems and special-purpose machines. Oerlikon Solar has sales and service centers at 20 locations in North America, Europe and Asia. ■



Luxury on the High Seas:  
Lürssen demonstrates quality in  
Shanghai.

## ON THE COURSE OF SUCCESS – LÜRSENEN AT THE CHINA INTER- NATIONAL BOAT SHOW IN SHANGHAI

**The China International Boat Show in Shanghai started close to the wind. Thanks to an outstanding, high-quality brand presentation, the German yacht building company Lürssen could clearly distinguish itself from the other exhibitors.**

It was the first time for Expotechnik Shanghai to create the trade show presentation for the German ship builder. At first, the cooperation with the local office was not planned to be very extensive – “only some furniture” was to be rented for the booth. However, the high standards of the Expotechnik concepts convinced the customer, who chose a complete small-scale structure. The decision turned out to be right and successful. In 2010, Lürssen will set sail again with Expotechnik and aim for high goals.

The company, which as a long history, has been successfully building ships with all kinds of requirements for more than 125 years – for customers throughout the world. The product portfolio includes exclusive yachts, naval vessels as well as special-purpose ships, such as ferries and ships for carrying out research and measurements. The brand is synonymous for the highest possible quality and extremely precise manufacturing processes worldwide.

The Bremen-based company has already created impressive presentations at the Monaco Yacht Show, the Abu Dhabi Yacht Show and the Fort Lauderdale International Boat Show in cooperation with the Expotechnik Group. ■



# CHINA



AEG Power Solutions  
at Heat Treatment Expo in  
Beijing.

## NEW BRAND PRESENCE – AEG POWER SOLUTIONS IN BEIJING

**The newly named AEG Power Solutions presented itself in at CIPPE, the China International Petroleum & Petrochemical Technology and Equipment Exhibition, and at Heat Treatment Expo. Both trade show appearances featured a very special approach regarding development and execution.**

Global planning, local execution: AEG Power Solutions has been a customer of the Expotechnik Group since 2007. The Taunusstein headquarters plans and coordinates the international exhibition program, which is then executed on site by the local Expotechnik branch. The portfolio of trade shows and exhibitions includes events in China, Singapore, the United Arab Emirates, India and China.

The complete concept development and execution for both trade show presentations in Beijing was carried out by the colleagues in Shanghai. The customer was particularly impressed by the efficient interplay of the design department and project management – even the realization of last-minute wishes was perfect.

AEG Power Solutions supports customers worldwide with innovative products, solutions and services for industrial power supply – from power conversion modules and UPS systems to industrial chargers and DC systems. The group was previously known by the names Saft Power Systems and AEG Power Supply Systems. Under the new brand roof, the company will continue to ensure reliability and technical high-class developments in the future. ■

## BE THE FIRST – ENGEL AT CHINAPLAS IN GUANGZHOU



Open for Shanghai  
ENGEL at Chinaplas.

**The Austrian manufacturer of injection molding machines, ENGEL, impressed a large number of customers and trade visitors in Guangzhou with an open exhibition booth. Despite the high level of complexity, the performance on the 264-square-meter booth area was professional and very convincing.**

“be the first”: with this slogan the world market and technology leader ENGEL offers integrated system solutions to its international customers – machines, project planning for injection moulds, automation, processes, training and service. ENGEL's position as market leader is based on two cornerstones: the high-technology business and the production of large quantities, which makes it possible to finance cost-intensive developments. In the business year 2008/2009, ENGEL generated a turnover of EUR 591 million with 2,900 employees worldwide.

The Expotechnik Group headquarters in Taunusstein has been supporting ENGEL since the '90s. The presentation at K, for instance, the International Trade show for Plastics and Rubber in Düsseldorf, is one of the joint projects. So it stood to reason for the Austrians to choose a familiar name in the search for a suitable partner for the presentation on the important Asian market.

The complete support, planning and execution of the trade show presentation at Chinaplas was carried out by the Expotechnik team in Shanghai. With its excellent work, the team has recommended itself as a partner for future ENGEL projects in Asia. The customer was impressed with Expotechnik's professionalism and efficiency. Nothing stands in the way of a further cooperation. ■



# SINGAPORE

## POWER WITH PASSION – VOLVO CONSTRUCTION EQUIPMENT AT EXCON INDIA

**The weather in India is moody and unstable. Nevertheless, Volvo Construction Equipment East Asia was able to welcome numerous trade visitors on the open-air exhibition ground of Excon India and impress them with a variety of products and its performance.**

The Indian market is particularly interesting for the third-largest manufacturer of construction machines in the world owing to high investments in infrastructure. Attending Excon India, the largest specialist trade show for construction equipment and technologies in the South Asian region, was therefore important. Decision-makers, buyers and users meet there every two years in order to find out about the newest products, machines and solutions for the building industry. The main interest of the visitors was in improving

efficiency, productivity, safety, environmental protection and building quality.

Volvo showed its competence and efficiency at a 1,440-square-meter outdoor booth – presenting a broad range of construction machines, including particularly reasonably priced road construction machines of the Chinese SDLG brand, which the company has acquired. This equipment is specially produced for emerging markets.

Since 2007 Volvo has placed its trust in its cooperation with Expotechnik Asia when presenting its brand and its products. The exhibitor braved the weather and aroused the enthusiasm of the customers with high-quality solutions and a great deal of professional commitment. ■



**The focus was on the machines:**  
Volvo Construction Equipment  
at Excon India.



**Meeting places for dialogs:**

- 01 Middle East Electricity (MEE) in Dubai.
- 02 SOLARCON in Hyderabad.
- 03 World Future Energy Summit (WFES) in Abu Dhabi.

## THE FOCUS IS PLACED ON INDIA – AEG POWER SOLUTIONS PRESENTS ITSELF AT SOLARCON

**The modern International Conference Center in Hyderabad was the venue for the largest and most important trade show of the Indian photovoltaic industry. AEG Power Solutions presented itself there for the first time on the Indian market and will increasingly gain in significance.**

The current government is planning substantial investments in research and industry. Experts expect that India will play a leading role in the global solar energy market in the next few years. With SOLARCON the national and international industry for the first time found a joint meeting place in Hyderabad in 2009.

After the World Future Energy Summit in Abu Dhabi and the Middle East Electricity in Dubai it was the third big trade show presentation which AEG Power Solutions created together with Expotechnik Asia in the past year. The technology company presented a comprehensive product portfolio for the power supply market for each of the fairs. The course was set for important matters regarding future cooperation arrangements in discussions with decision-makers in order to successfully position AEG as a leading solution provider in India as well. ■



# AUSTRALIA

## DESIGN AND SUSTAINABILITY – ARCHITECTURE MEDIA AND EVERDURE AT DESIGNEX

**Australia's most important trade show for design and architecture poses a major challenge when it comes to trade show design. After all, the standard in esthetics and customer approach is very high at exhibitions. With a used car, old suitcases and delicious steaks, the professional visitors in Melbourne were surprised and delighted even twice.**

It was the highlight for many trade show visitors: there had never been a live demonstration with real Australian barbecue at an Expotechnik exhibition booth before. Casio-owned Everdure, one of the biggest Australian manufacturers of gas heaters and barbecues, presented itself at designEx. Numerous innovative Everdure heaters and barbecue grills were exhibited – attractive products that visually upgrade the overall appearance of terraces and gardens in the eyes of many customers. Expotechnik Australia there presented its products in an artful style that emphasized their superior quality. Behind the large open frames enclosing the booth, the exhibits looked like real masterpieces.

Architecture Media, the Australian publishing house for high-class architecture magazines, put the emphasis on resource-conserving materials for its brand presentation. Sustainably produced plywood was the material for the three-dimensional logo of the publishing house. Green Forbo linoleum – also from sustainable production – was used for the flooring, and the eye-catchers were made from recycled material as well: the exhibited MINI had already been used for billboards before the trade show and the decorative suitcases were second-hand. The exhibition booth for Architecture Media therefore was an outstanding example of a sustainable and particularly effective presentation.

In line to this standard, the exhibition booths of both companies were based on the Expotechnik exhibition system certified in 2009 with the GECA label (Good Environmental Choice) of the Green Building Council of Australia, which is in fact the first and up to now only exhibition system that has received this label. Expotechnik has thus strengthened its leading position as provider of sustainable solutions. ■



**Architecture Media**  
Sustainable and particularly effective presentation.

**Everdure**  
Skillfully framed brand.



**manroland**  
Pure brand presence instead of product presentation.



**MAN Ferrostaal**  
Large-format printing machines as proof of performance.

## FOCUSING THE ESSENTIALS – MANROLAND AND MAN FERROSTAAL AT PACPRINT

**Australia's biggest and most important trade exhibition for the printing industry takes place every four years in the Melbourne Convention and Exhibition Center. At the end of May, two exhibition booths at PacPrint were particularly fascinating since they were as different from one another as they could possibly be: namely the booths of manroland and MAN Ferrostaal.**

Without a single printing machine exhibit, but only with print results, manroland Australasia distinguished itself from its competitors, celebrating a superior debut. The sole objective was the visual presence of the company with the challenging message: "We are here now. In grand style." The presentation had been reduced in complexity for a reason. After the company was founded, there remained only three weeks until the opening of the exhibition. Thanks to efficient planning, professional execution and smooth communication, Expotechnik Australia could turn the apparent disadvantage of not having much time into an advantage for the customer.

It was also the first trade show presentation for the newly formed MAN Ferrostaal as a representative of big brands, such as Bobst, MBO, Palamides, Marchetti, Kodak and Canon. A total of five large-format printing machines fascinated the trade visitors – including two Bobst machines, which were presented to this market for the first time. The second focus was clearly on the idea of "coming together". More than 40 people could be simultaneously pampered with culinary delights and refreshments in the vast hospitality area. ■



# AUSTRALIA

## DISCOVERY TOUR – THREE HIGHLIGHTS OF THE AUSTRALIAN TOURISM EXCHANGE (ATE)

After Perth, the international forum for the tourism industry ATE took place in Melbourne in June 2009. Products and services covering all aspects of traveling and enjoyment were presented to potential Australian and international customers. A number of visitors streamed to the booths of Accor, Tourism Victoria and Hertz Australia.

Host of the event was Tourism Victoria, which presented itself on a booth area that was larger than usual. Almost 650 square meters and numerous additional areas gave interested visitors an idea of Melbourne's attractions – including fashion highlights, culinary specialties and fine wines. Under the roof of Tourism Victoria, almost 50 providers demonstrated their competence and wide range of products.

The facade of the exhibition booth was a detailed copy of the famous Flinders Street Railway Station in Melbourne. With this concept, Expotechnik won a fierce pitch for the planning and execution of the presentation.

The presentation of Hertz Australia was significantly smaller but highly functional and brand-compliant. The car rental company is a long-standing customer of Expotechnik Australia and values the trouble-free and familiar collaboration with the exhibition expert.



In a separate lounge, visitors could experience Sofitel, the premium Accor brand. Hospitality was the main focus of the entire Accor trade show presentation. A central bar delighted the visitors with local culinary specialties and provided for relaxed and informal communication. Two additional meeting areas allowed for deeper discussions about the service offer of the other company brands, Mercure, ibis, Novotel and all seasons. ■



**Tourism Victoria**  
The trade show host proves its greatness.



**Hertz**  
Recognizable brand presentation worldwide.



**Accor**  
The long-standing customer of Expotechnik Australia could once again impress the audience at the International Tourism Exchange (ITB) in Berlin.



# PANORAMA

## FUTUREHOTEL – A JOURNEY INTO THE FUTURE OF LIVING

**A very special kind of laboratory. The team members working on the “FutureHotel – Visions and Solutions for the Hotels of Tomorrow” project have 1,500 square meters of research space at their disposal. But instead of test tubes, Bunsen burners and bubbling liquids, the team is surrounded by completely different elements. Its mission: to develop the hotel standard for the 21st century.**

The scenario project, which started in September 2008, has already created a prototype of a room in which travelers will probably really stay some day. The luxurious retreat has little in common with the four square walls of the typical room with which we are familiar today. Instead, the completely round room is reminiscent of an igloo. “We know that round shapes make people feel more at home and at ease, because they are more natural than straight walls,” says project manager Vanessa Borkmann, explaining the reasoning behind the room’s unusual design.

The futuristic journey starts right at check-in: the hotel guests of tomorrow will not need a room key; instead, they will be assigned a PIN code at the reception desk which they can then use to open the door with their own cell phone. When they enter the room, intelligent floor sensors adjust the lighting. Blindly groping around the wall in the dark looking for the light switch will be a thing of the past. A vast array of LEDs in the ceiling allows guests to change the color of the room to suit their personality and mood: a refreshing green,

revitalizing blue or inspiring orange. The researchers want to find out which lighting scenarios are most popular among the guests when they wake up in the morning or enter the room in the evening.

The interior of the room welcomes the traveler with a large panoramic window that lets the guest enjoy the view during the daytime, as is customary today. In the evening, the window can be converted into a screen for watching movies. And if that is not enough: the amazing screen can even play digital images, for example a video conference or personal pictures. For instance, a guest could display a forest scene and jog on the treadmill through the virtual woods while talking to colleagues in another city.

Guests are softly rocked to a good night’s sleep by the gentle swinging motion of the bed, which is activated by voice command. Guests can order room service or ask for the restaurant menu in the same way – and even command the room’s own personal robot to unobtrusively fulfil their requests: conveniently bring their shoes to the bed or get them a drink from a centrally located beverage station.

At night, a slender light strip safely guides sleepy guests to a bathroom that they will not be so eager to leave: if desired, infrared heaters mounted on the walls can transform the room into a pleasantly warm sauna. And guests can lean back and relax with a foot reflexology massage in the sunken whirlpool. In the blink of an eye, the bathroom becomes a wellness oasis called “FutureSpa”.

The hotel room of the future – this is how it could look according to the Fraunhofer Institute for Industrial Engineering IAO



# TRENDS / DESIGN

This vision of a luxury hotel is just the tip of the iceberg. Rooms for assisted living facilities, nursing homes and hospitals as well as office and conference rooms are being tested in the same building. For example, senior couples who tend to stay at hotels for weekend trips have very different preferences than business travelers. Older couples may prefer larger rooms, for instance. To accommodate different needs, the researchers are experimenting with moveable wall partitions, which, e.g., can be used to turn two small rooms accommodating business travelers during the week into a large suite on the weekend. On Monday morning, the staff then moves the soundproof walls to make two rooms from one. Global trends, such as the demographic shift, growing environmental awareness and increasing mobility are changing what guests need and want from the hotel industry.

In addition, advances in media technology along with the development of innovative hotel concepts and ever greater demand in the luxury segment present new opportunities and challenges. The Fraunhofer Institute for Industrial Engineering IAO (Fraunhofer-Institut für Arbeitswirtschaft und Organisation IAO) is thus working on creating scenarios and solutions for the hotel sector. The guests can enjoy unimagined comfort and conveniences there. But not every luxury is practical, of course. Trend analyses, user surveys, scientific studies and best-practice evaluations are being conducted to determine the trends of tomorrow.

To this end, experts and guests were surveyed to determine what people particularly appreciate and criticize about hotels, and what they expect from them in the future. The topics of

the survey included the design, architecture and interior design, furnishings and amenities of hotels, the use of technologies as well as the range of offers and services. For example, the survey addressed options for letting business travelers work in their hotel rooms, what technical equipment guests would like in a hotel room, the user-friendliness of entertainment systems, and lighting, air conditioning and sleeping comfort. For now, price is not a factor being studied by the researchers at the Fraunhofer Institute, they are concerned with implementing what is technologically feasible – at least in the laboratory. And who knows, perhaps this vision of the future may actually soon become part of our present. ■



The gently swinging bed rocks the hotel guest to sleep. In the background, a glass panel provides a view of the wellness oasis that is the bathroom.



The workstation of tomorrow lets guests set up their own personal workspace with the personal settings they carry on their USB drives. For example, a guest can continue working on the version of the document that he or she last saved on the company server the night before.

The panoramic window: in the evening, the window can be turned into a screen for playing movies or displaying digital images.



Even the quality of the bathroom fixtures is subject to a thorough scientific assessment: an expert team conducted a user-based comparative test of handheld shower heads.



FutureSpa: organic forms as well as natural colors and materials determine the bathroom of the future. Integrated infrared lamps provide a pleasant temperature; the futuristic standard equipment also includes a sunken whirlpool tub.



# EXPO 2010 SHANGHAI BETTER CITY, BETTER LIFE



Sponsor of  
Consortium German Pavilion  
Expo 2010 Shanghai

## THE GERMAN PAVILION SHOWS A BALANCED CITY



The German pavilion will cover an area of 6,000 square meters – the largest possible site for a country's participation at the EXPO.



## WELCOME TO BALANCITY – THE CITY OF THE FUTURE

**The German Pavilion in Shanghai is the largest EXPO participation of Germany of all times, however there will be nothing left of it after six months. In this respect the regular trade show construction and the World Exhibition in Shanghai share the same fate: they have a short life. Yet their expectations for both temporary buildings are particularly high. “With this type of architecture everything has to be instantly impressive,” believes Lennart Wiechell, the architect in charge of the German Pavilion of the World Exhibition in Shanghai. “The visitors must be fascinated and amazed from the get-go.”**

More than seven million people are expected in the German Pavilion in the 184 days of the EXPO. The countdown to the start is running – the EXPO Shanghai will open its doors under the theme of “Better City, Better Life” from May 1 until October 31, 2010. The message of the German Pavilion in this respect is: it is definitely desirable to live in a city if it has the right balance – the balance between renewal and preservation, innovation and tradition, city and nature, community and individual, globalization and national identity, work and leisure. Therefore, the German contribution to EXPO 2010 is called Balancity, an artificial word from Balance and City.

Therefore, the German Pavilion has a futuristic appearance; it does not present itself to the visitors as a building, but as a walkable, three-dimensional room sculpture. Interior and exterior space, green space and urban space fuse into each other, forming an exciting balance. This sculpture consists of four large exhibition objects which, when regarded on their own, have an instable balance. A stable balance is only produced in the interaction of the objects, which reflects the idea of “balancity” from an architectural point of view.

The path through the “balancity” is designed like a promenade. As in a real city, the visitors move on foot, on moving floors or on escalators. They are accompanied – first virtually – by Jens and Yanyan. The young German shows the Chinese student of architecture, Yanyan, his country and his environment. The journey across the site of the pavilion begins outside in the natural surroundings and leads into the city through a tunnel. Starting at the port the visitors stroll with Jens and Yanyan through gardens and parks, via an urban planning office and a factory, past a town square and finally into the energy control station, the power plant of the city. On their discovery tour the visitors encounter many interactive exhibits which convey fascinating and informative insights into life in Germany. Oversized postcards of German landscapes and sights from the 16 federal states, written by Jens and Yanyan, make the walk more meaningful, as do supplementary texts, exciting facts and figures about the Federal Republic of Germany.

At the climax of the tour the visitors are led into an impressive room where a light choreography is played imaginatively – the energy control station. It forms the core of balancity. The energy which a city needs to live, is produced here. This energy is controlled by the people, who live, work and spend their leisure time here. The spectators look onto the central element of the room from a gallery: the globe. It has a diameter of three meters and its surface is fitted with almost 400,000 LEDs on which flowing images, colors and shapes are produced. Here the visitors meet Jens and Yanyan once again – this time no longer virtually, but personally. The two instruct the visitors to make the globe oscillate by calling out loud. A spectacular light, image and sound show begins, which is controlled directly by the visitors to the energy control station. The globe swings back and forth, gains momentum, its colors become more and more intensive and various images race past the eyes of the spectators. At the end of the seven-minute show the globe stops oscillating and silence spreads in the room. The visitors are bidden farewell from balancity fully charged with a multitude of images and positive impressions.



### German Pavilion EXPO Shanghai 2010

Overall responsibility: Federal Ministry for Economic Affairs and Technology  
Preparation and operation: Koelnmesse International GmbH  
Concept, planning and execution: Consortium German Pavilion  
Architecture and general planning: Schmidhuber + Kaindl GmbH, Munich  
Exhibition and media design: Milla und Partner GmbH, Stuttgart  
Execution and project management: NÜSSLI (Deutschland) GmbH, Roth

Webpage German Pavilion  
[www.expo2010-germany.com](http://www.expo2010-germany.com)

### World debuts and famous buildings that were shown at world exhibitions

**London, 1851**  
Crystal Palace

**Paris, 1855**  
Concrete boat  
Espresso machine  
Matches

**London, 1862**  
Sewing machine

**Paris, 1867**  
Ice cream soda  
Reed organ  
Aircraft piston engine

**Vienna, 1873**  
Rotunda

**Philadelphia, 1876**  
Telephone

**Paris, 1878**  
Refrigerator  
Forerunner of the record player

**Amsterdam, 1883**  
Lipstick

**Paris, 1889**  
Eiffel Tower  
Gallery of the Machines

**Chicago, 1893**  
Zipper

**Paris, 1900**  
Grand Palais  
Petit Palais  
Gare d'Orsay  
Pont Alexandre III  
Metro  
Forerunner of the escalator  
Krim champagne  
Trolley bus  
Lohner-Porsche  
Brilliantine  
Krasnoyarsk railway bridge

**Mailand, 1906**  
Pavilion Marina

**Seattle, 1909**  
Stamp vending machine

**San Francisco, 1915**  
Tower of Jewels  
Palace of Fine Arts

**Paris, 1925**  
Hotel d'un Collectionneur

**Philadelphia, 1926**  
Sound film  
Electric typewriter

**Barcelona, 1929**  
German Pavilion

**Paris, 1937**  
Palais de Chaillot

**Brussels, 1958**  
Atomium

**New York, 1964**  
Premiere of the color television

**Montreal, 1967**  
Atomic clock





## AN INTERVIEW WITH LENNART WIECHELL, ARCHITECT OF THE GERMAN PAVILION

Lennart Wiechell  
Responsible for the architecture  
of the German Pavilion.



Lennart Wiechell has been responsible for the architecture of the German Pavilion at EXPO 2010 in Shanghai since August 2007. It does not bother him very much that his works are not planned for eternity: he is pleased to design temporary buildings.

### > Mr Wiechell, the German Pavilion is the largest EXPO participation of all times. Which challenges did you face with this project?

L. W.: The German Pavilion is a particularly large project with many different challenges. One of them was to form a joint plan from the various expectations and demands of all partners. Not just the wishes of the customers, that is to say, those of the Federal Ministry for Economic Affairs, but also, to name just a few, those of the colleagues of Koelnmesse International, the representatives of the 16 federal states and the Department of State had to be taken into account. We managed this very well in the altogether two-year planning phase. In addition, the building as exhibition space requires certain functionalities. We expect 40,000 people every day, which means, for example, that we also had to think about managing the lines of people together with Koelnmesse International, which will operate the pavilion by order of the Federal Ministry for Economic Affairs, and find useful solutions in this respect.

### > How is the international cooperation working?

L. W.: That is very exciting. As German planners we were not even allowed to appear just by ourselves, but had to convey our plans to Chinese partners, who then adapted our ideas to the Chinese laws. It was generally important that we cooperated with a network of internationally operating companies. Without reliable partners, such as Expotechnik, which supply very good quality and have branches both in Shanghai and in Germany, this would hardly have been possible.

### > What is so special about this particular project?

L. W.: The fact alone that we work in China, in the large city of Shanghai, is a highlight for me personally. I am fascinated by the encounter with a completely different culture, way of thinking and method of working. You meet colleagues from all over the world here. With regard to the pavilion, the conceptual design of the building is very special. You have to tell a story. The objects have to be developed as in a film. The important thing is to grab the visitors, draw them into this world, beguile them and to bid them farewell in an appropriate manner at the end.

### > What appeals to you generally speaking about creating temporary buildings?

L. W.: It is a completely different type of work, a lot more creative and interesting than planning an office building or hospital. Temporary buildings are often experimental spatial concepts where we do not have to consider such very strict functional requirements. Moreover, I can usually do a lot of projects at once and, above all, quickly.

### > Nevertheless: so much work, and after six months the pavilion no longer exists.

L. W.: A lot will stay, as we are basically building two houses. We have created a giant network over the last two years, built a house of relationships and contacts for us. These valuable contacts will continue to exist and new, exciting projects will arise from these.

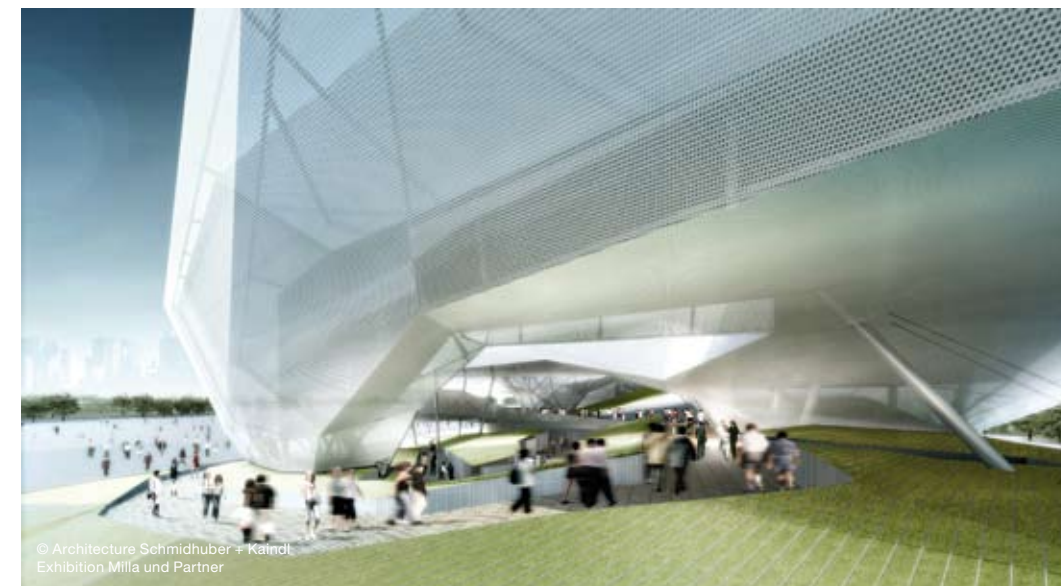
[www.schmidhuber.de](http://www.schmidhuber.de)



The German Pavilion presents itself to the visitors as a futuristic, walkable, three-dimensional room sculpture. Interior and exterior space, green space and urban space fuse into each other, forming an exciting balance.



EXPO regulations stipulate a maximum building height of 20 meters, on a maximum of 60 to 80 percent of the area. The German Pavilion goes to the full limit of this stipulation.





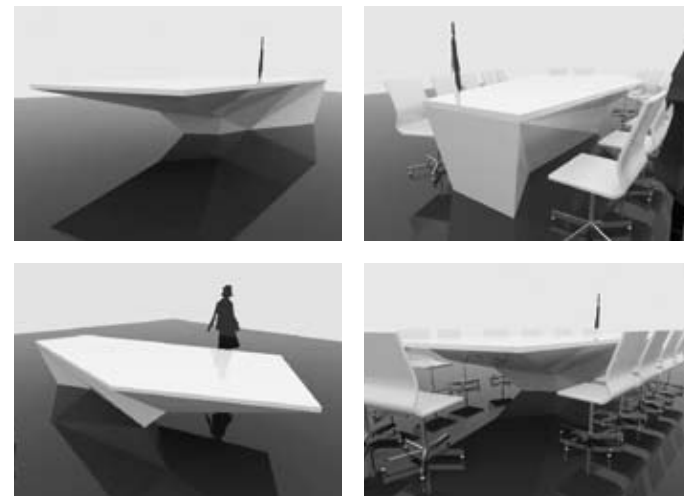
## A BALANCING ACT WITH IMPRESSIVE RESULTS

**The idea behind the word creation “balancity” is to bring the interaction of all elements into balance. The production process of the German Pavilion was also a balancing act of sorts, as numerous different partners participated in a cooperation to realize the project.**

The Expotechnik Group was commissioned with the interior finishing work of the VIP lounge, the restaurant, the visitor's information desk and the souvenir shop by the German Pavilion Consortium. For Expotechnik it was necessary to find a balance in two respects: On the one hand it had to take into account the requirements and ideas of the architects from Schmidhuber + Kaindl – an exciting experience for Expotechnik to understand the thoughts and ideas of another company. On the other hand the design and quality understanding of the Asian colleagues, which was completely foreign to a European way of thinking, had to be harmonized with their own ideas on site. Through the many years of experience in international business and the know-how of its own branch in Shanghai, Expotechnik succeeded in meeting these various requirements. The aim was also the interior of the pavilion with its impressive external appearance.

In order to match the seemingly floating shape of the whole pavilion, the VIP Lounge was designed in dynamic and flowing forms. Expotechnik was responsible for the complete interior finishing work including wall and ceiling paneling. These had to be adjusted exactly owing to the asymmetric, geometrically complex architecture with numerous slopes, angles and intersections, which demanded very precise work down to the last detail. The task also included the furnishing of the various areas, which to a large extent required specially designed furniture. Among other elements, Expotechnik built counter segments, a bar counter with integrated benches and free-standing seating areas according to the architects' instructions. The colors black and white and high-gloss surfaces dominate the design. The central material of the space-forming construction was glass developed by SCHOTT AG, which SCHOTT AG provided as sponsor of the German Pavilion Consortium.

A special display cabinet top attachment was produced for the shop, for which Amiran® was used, a SCHOTT glass that reduces light reflections to less than one percent. In alternating light conditions, normal glass often it is often difficult to look inside from the outside. Amiran® avoids this negative effect and moreover makes it possible to present the objects and colors authentically behind glass. The material is almost invisible and has an easy-to-clean and very durable, long-lasting surface – optimum prerequisites for a display cabinet at the World Exhibition.

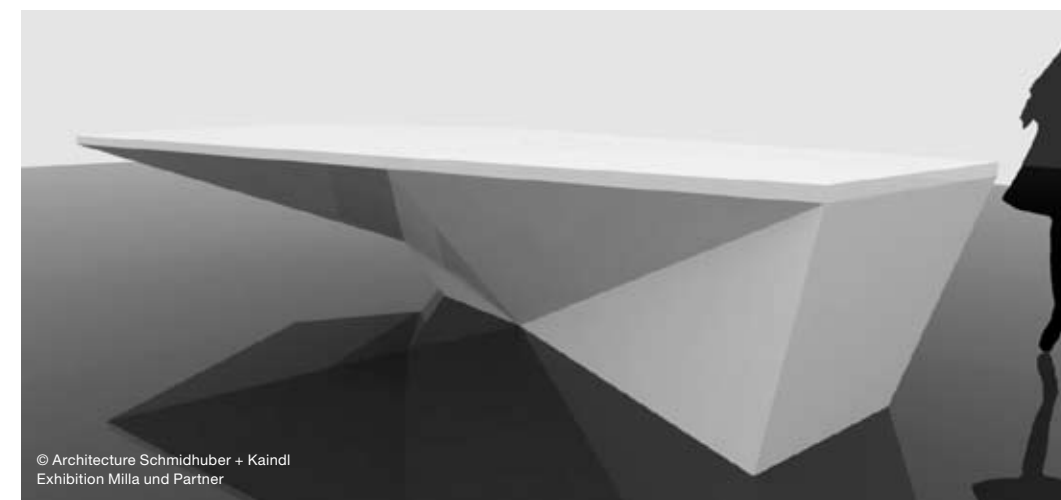


The Expotechnik Group had to build a specially designed conference table. With its pentagonal top and a complex base, its shape resembles a multi-edged rock. Its white surface, on the other hand, gives an upscale look and makes it match perfectly with the whole design of the room. Expotechnik used a special glass from SCHOTT for the wall paneling here as well.

These examples illustrate the major importance of the individual shapes and materials – and, above all, all their interaction with the design. For Expotechnik the collaboration in the German Pavilion was not just an excellent possibility to demonstrate its own skills, but also a distinction and a particularly impressive experience. ■



© Architecture Schmidhuber + Kaindl  
Exhibition Milla und Partner



© Architecture Schmidhuber + Kaindl  
Exhibition Milla und Partner

According to the stipulations of the architects, the furnishing of the VIP Lounge – counter segments, a bar counter with integrated benches and free-standing seating elements, among other features – was specially built.

The finishing work of the interior of the VIP Lounge required an exact adjustment down to the last detail by the Expotechnik Group owing to the asymmetric, geometrically complex architecture.

The conference table, which was especially designed by Schmidhuber + Kaindl with an asymmetrical base and monoplex bends, repeats the polygonal shape of the German Pavilion.

» The cooperation with the Expotechnik Group in the shop area of the German Pavilion was excellent. With such a special project unexpected questions and tasks are part of the daily routine. The Expotechnik Group always responded reliably and quickly provided us optimum support in this respect. We very much appreciate this professionalism. «

Salvatore Ruggiero  
Director of event management at SCHOTT AG



# HOTSPOT

# ABU DHABI

ON THE FAST LANE  
INTO THE FUTURE

Yas Marina Circuit is a racing track on Yas Island in Abu Dhabi with a length of 5,554 kilometers. It was designed by the German racing track designer and civil engineer Hermann Tilke, and completed in October 2009. The Formula 1 Grand Prix of Abu Dhabi has taken place here since November 2009.





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## ABU DHABI – A CITY WITH A HISTORY OF THOUSANDS OF YEARS

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The Sheikh Zayed Mosque is considered one of the biggest mosques in the world. Real gold was used for the interior design. It is lined with a handmade carpet from Iran with a size of more than 5,600 square meters, which weighs 47 tons and is also considered to be the largest in the world. All kinds of different premium materials were used for the construction of the Sheikh Zayed Mosque, such as 15 different types of marble.





## TREND CAPITAL ABU DHABI – THE FUTURE BUILDS ON DESERT SAND

Hassan Rashed appears relaxed this morning as he looks over the Persian Gulf from the 21st floor of the Silver Tower. The 28-year-old works as a guide in Abu Dhabi and knows the city like the back of his hand. His eyes wander in the distance, past small yachts, date palm trees and the magnificent beach promenade, the famous Corniche. "In Dubai you can in fact look even further out to the sea, but only because we have paid for it," he says with a smile. Just a few weeks before the highest skyscraper in the world opened, the "Burj Khalifa." "Burj Dubai" had been the intended name for the mega tower with a height of 828 meters – until the once model emirate suffered from a financial crisis. Only a financial injection of billions of dollars from Abu Dhabi made the opening of the monumental building even possible at all. The bitter consequence: a renaming of the skyscraper in honor of Khalifa bin Zayed bin Sultan Al Nahyan, the sheik of Abu Dhabi. "Humiliation for Dubai, a day of honor for us," Hassan laughs. "Maybe they should build mud huts on their palm tree islands again, that is easy to the budget."

### Next step: the Orient of the future

Mud huts, often without electricity and flowing water, also characterized the cityscape in Abu Dhabi as little as 50 years ago. With small cutters fishing for pearls off the coast, the Emirate, which was founded in 1791, held itself above water economically. Then however crude oil production began – and with it a steep rise which catapulted the once poverty-stricken country into the Orient of the future. Its inhabitants now have one of the highest per capita incomes in the world. And the "generation of the future" likes to flaunt this: with expensive cars, fine jewelry and trendy

smartphones. The former Bedouin settlement became a hypermodern large glittering city a long time ago. A dazzling business hot spot and trade show venue of international rank. Anyone who wants to be up-to-date, no matter whether privately or for business reasons, will not get around a visit to Abu Dhabi.

### Projects worth billions are part of the daily routine

The country's enormous financial potential quickly became known all over the world. Thus, it is no longer just the local citizens who have been profiting from the power of innovation of their city for a long time. Foreign companies flock to Abu Dhabi in droves – even from the neighboring Emirate of Dubai. Thus, it was only a question of time until important trade shows such as the Abu Dhabi International Motor Show (ADIMS) or the crude oil trade show ADIPEC also successfully settled in Abu Dhabi – and this is only the beginning, because the rich capital city of the United Arab Emirates attracts businesses with its gigantic plans and orders, large reserves of crude oil and well-filled coffers of money. If Abu Dhabi is looking for foreign partners, it is therefore mainly looking for know-how. Expertise from Germany is particularly in demand. Besides technical know-how the Arabs above all appreciate German punctuality, careful work and precision.

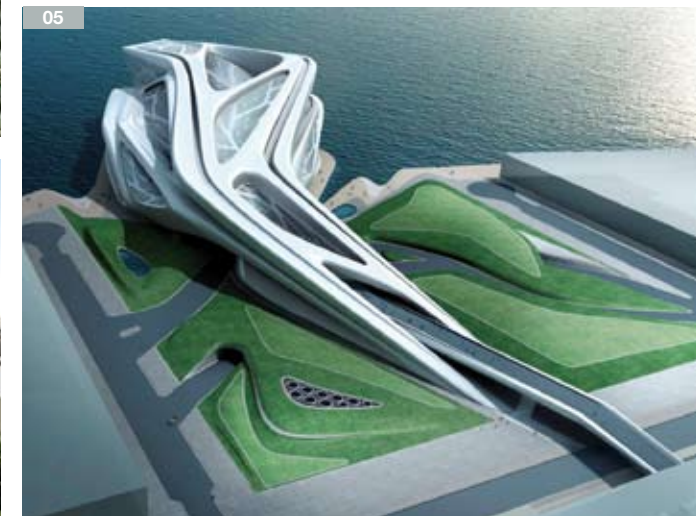
It is important now for a company to present itself to the Arabian sheiks and business-people in order to get a piece of the big pie. An excellent place for this is the Abu Dhabi International Exhibition Center. The trade show center, which opened in 2007, is considered to be one of the most modern in the world and



01, 02 Masdar is a global urban development project, initiated by the Abu Dhabi Future Energy Company (ADFE) and Sheik Muhammad bin Zayed Al Nahyan. The core is Masdar City, a "CO<sub>2</sub>-neutral science city." It should be completely supplied by renewable energies and be almost waste-free through consistent recycling. No point in the urban area will be more than 200 meters away from a stop of the local public transport system. The project was started in 2006, the first people are to move there in 2016.

03 Besides the Yas Marina Circuit, Yas Island also accommodates the Ferrari World, the first theme park for the Ferrari brand. Around 20 attractions all relating to fast car driving are offered here. They include a fully functional leisure racetrack, a large historical and actual Ferrari product exhibition, a theater complex and the fastest roller coaster in the world with a top speed of more than 200 kilometers per hour, among others. The park is to be opened in the second half of this year.

04 Saadiyat Island is to become the cultural center in the oriental region. Numerous futuristic cultural buildings are to be erected in the "Cultural District" on the island by 2018 on an area of 2,700 hectares. Branches of the



Guggenheim Museum in New York and the Louvre in Paris, but also a national and maritime shipping museum, are to be established. Moreover, a Performing arts centre, further exhibition pavilions and universities, an opera house and various luxurious hotels, restaurants and cafés are planned. Above all contemporary art, but also world-famous works are to attract visitors to Abu Dhabi and establish the city in the art and culture industry.

05 The Performing Arts Centre – the ultra-futuristic building will have a total of 14 floors and a height of 62 meters. According to the designs of the architect, Zaha Hadid, the building has no right angles and will be characterized only by bionic shapes. A large organically formed window network serves as a roof and ensures that the rooms are flooded with light and have magnificent views.

06 The Louvre Abu Dhabi is one of the museums on Saadiyat Island and a branch of the world-famous Louvre in Paris. Alternating loans of world-famous works of art will be exhibited here over a period of 20 years. The futuristic design of the building with a size of 24,000 square meters was created by the star architect Jean Nouvel.



offers all prerequisites for a perfect trade show presentation. Eleven innovative exhibition halls combine to form one giant exhibition space with a size of 55,000 square meters – the convention hall alone offers space for 5,000 visitors, and with its 18,000 square meters is the largest air-conditioned hall in the world. The superlatives of the trade show center also include the glass facade, which almost covers the whole external shell and is slanted outward – an all-glass construction larger than any that has been built before. Any company that presents itself here is guaranteed to make a great impression.

#### Superlatives as far as the eye can see

The building boom has also continued non-stop in Abu Dhabi for decades, high-rise buildings are shooting up to the sky everywhere. “Contrary to Dubai, we have hardly felt the economic crisis at all so far,” says Hassan and points towards the sea. The ADIA Tower rises into the sky majestically there, a whole 185 meters. Nevertheless it will soon have lost its title as the highest building in the city. 15 new skyscrapers at the same time will exceed the previous top place and extend to a height of up to 380 meters. Further mega projects are already planned or under



The Abu Dhabi International Exhibition Center is one of the most modern trade show centers in the world.



construction including the ecological town Masdar and the conversion of the island Saadiyat into a top class holiday paradise. The city is expected to grow to 3.1 million inhabitants by 2030 – today it has only just under 900,000.

The conversion of the Corniche, the magnificent beach promenade of Abu Dhabi, is already completed. The six-kilometer-stretch of coast on the Persian Gulf was converted into a generous leisure boulevard for 150 million dollars – including evergreen gardens. Stylish restaurants now invite guests to dinner with a sea view in the flare of the skyscrapers. Hassan is also enthusiastic: “I love jogging in the morning near the Corniche with a slight sea breeze.”

#### Oriental feeling between glass palaces

Lovers of sport should take a break at Fort Qasr al-Hosn with its tin-covered, bright white walls. The fort at the Corniche, which was erected in 1793, served as the seat of the ruling family until 1966 and today is considered to be the oldest building in the city. Right near-by the traditional souks invite visitors to a long stroll. Arts and crafts, spices, jewelry plus the smell of Arabian eateries: hardly anywhere is the large city as down-to-earth and authentic as here. Particularly the Iranian souk is worth a small detour.

This also applies to the Sheik Zayed Mosque. The house of worship, which was opened in 2007 and has 115-meters-tall minarets, is the third biggest mosque in the world, providing space for more than 30,000 believers. One of the many highlights: a large carpet with a size of more than 5,600 square meters and 2.2 billion (!) knots, which was woven in 18 months of manual labor by 1,200 weavers. Art lovers should however already mark the year 2012. That is when the first branch of the Louvre in Paris will open in Abu Dhabi – of course with original works of art from the French capital. Various other new museum buildings, including a branch of the Guggenheim Museum, are meant to turn the city into an art and culture capital – the arguably greatest difference to its lifestyle “sister” Dubai.

#### Pleasure and nightlife with class

The majority of the restaurants in Abu Dhabi are located within the (freely accessible) hotel complexes. The same applies to bars and night clubs. In terms of restaurant businesses there is a downright cosmopolitan variety. One of the many highlights: the revolving restaurant Al Fanar on the roof of Le Royal Meridien Hotel on Khalifa Street, 31 floors high and with a magnificent view over the city. Particularly the grilled fish is a real specialty. The Italian cuisine of the “BiCE” (in the Hilton Hotel) and the Arabian delicacies in the “Darbar” (Electra Road) are also worth a visit.

When night falls in Abu Dhabi, locals and tourists are attracted to the numerous bars and clubs. There is a large range to choose from, the trends change quickly. The “Plastik” in the Golden Tulip Hotel in Ghantoot promises exclusive lounge clubbing with a sea view, the trendy “Sho Cho” serves first-rate cocktails and has excellent DJs. Anyone who would like to dance should try the “AMPM” in the Hotel Intercontinental or the “Colosseum” next to the German Embassy. A look into the Internet is also worthwhile: [www.timeoutabudhabi.com](http://www.timeoutabudhabi.com) is considered to be a virtual meeting point for night owls.

#### On the fast lane into the future

Booming economic location and fascinating holiday oasis at the same time – Abu Dhabi is the new trend capital in every respect. Besides its history of thousands of years and its Oriental culture, its the enthusiasm for innovative, financially attractive major projects and mega events, such as the Formula 1 Grand Prix, are increasingly attracting thousands of tourists and business people to the desert state. “Dubai has to get ready for this,” says Hassan with a smile and looks at his Blackberry. The next travel group is waiting already. At the Starbucks at the Nakheel Tower. Welcome to the Orient of the future. ■



01 The Yas Hotel is a five-star hotel on Yas Island. It is integrated into the Yas Marina Circuit. Hotel guests can follow the events on the racetrack from recreation rooms and balustrades on the top floors. The hotel consists of two buildings, which are spanned by a curved, self-supporting roof with a size of 16,000 square meters. This is formed from 5,100 rhombus-shaped glass panels and 10,500 connection elements made of steel. It is fitted with light-emitting diodes and can shine in alternating colors.

02 The Corniche, the promenade directly on the waterline of Abu Dhabi, has been elaborately redesigned. In addition to boat moorings, benches, park areas, pavilions, playgrounds and picnic areas, the approximately 7.7-kilometer-long and four-meter-wide promenade offers an impressive view of the skyline of Abu Dhabi.

03 Owing to its fast growth, Abu Dhabi is among the most modern cities in the world. High-rise buildings which are striking from an architectural point of view, partly with Arabian elements and generously built roads characterize the cityscape. Just a few traces from previous centuries, such as Fort Qasr al-Hosn, traditional buildings, residential palaces and numerous, mostly newly built mosques, can be found in between.

04 Besides large, ultramodern shopping malls, the traditional shopping streets, called souks, offer a shopping experience of a special kind with their oriental and exotic charm.

We thank the Abu Dhabi Tourism Authority for providing their photos.



# PRODUCTS

## SCANDIUM UND TITANIUM: DOUBLE INNOVATION

**Sensational booth constructions are possible with the two innovative Expotechnik superstructure concepts Scandium and Titanium. Whereas Scandium – distinguished with the “iF product design award” and the “red dot design award 2010” – is ideal for smaller floor spaces, Titanium is ideal as a superstructure system for larger booth areas.**

The high standard placed on design, quality and functionality was a requirement for both concepts. The Scandium beam-column construction allows for architectures that span areas of four to eight meters with projections of up to two meters in all directions. Scandium creates a harmonious framework and elegantly integrates all communication elements as well as lighting technology. Ceiling panels can be designed as perforated aluminum sheets or canvas. Designed for booth sizes of up to 400 square meters, Scandium provides an optimal visual effect from a distance and is remarkable for its high functionality and timeless design vocabulary.

Titanium shows its versatility with constructions larger than 400 square meters. Expotechnik creates impressive presentations with architectures that span areas of currently up to ten meters. Lighting is integrated into the large-size ceiling panels with Titanium as well. This creates a homogenous surface at the soffit. A special advantage of the system is its quick installation.

Scandium and Titanium are another proof of Expotechnik’s particular sense of elaborate architectural solutions which are highly functional and utterly pleasing esthetically. ■

### Scandium

Superstructure systems for booth sizes of up to 400 square meters.



### Titanium

Superstructure systems for booth sizes of more than 400 square meters.



iF product design award  
Award for outstanding design,  
2010.



red dot design award  
Award for high design quality,  
2010.



## WITH A STRONG SENSE OF STYLE: EXPOTECHNIK EPSILON SERIES

**Excellent design is often a question of versatility: whether it is a bar, lounge, info desk or presentation counter – every element of the innovative Expotechnik Epsilon series stands out for its flexible functions, high-quality workmanship and exceptional elegance.**

Once more the designers at Expotechnik have created a composition that impresses both controllers and esthetes. Epsilon is the new counter and presentation product family for upscale exhibitions and events.

Its special feature are the multifunctional, alterable elements – the counter modules with a straight, convex or concave shape, the elegant sideboard as well as the lighted glass cabinet with 15" LCD screen.

Color and material of the front faces can be adapted to the individual customer's wishes. Plain but clear lines combined with the incomparable aluminum look create modern, stylish presentations – eye-catchers for customers and visitors. ■

Epsilon is a counter and presentation product family with multifunctional, convertible elements: counter modules with a straight, convex or concave shape, an elegant sideboard and an illuminated glass cabinet with 15" LCD screen allow for numerous different uses and settings possible.



# PRODUCTS



## FLEXIBLE AND FUNCTIONAL: EXPOTECHNIK CONTINUUM SERIES

**Straight or curved, striking or inviting – Continuum creates a new impressive three-dimensional presence. The new creative counter series from Expotechnik almost looks like a sculpture. With a high esthetic standard and at the same time a large number of supreme functions, it constitutes the center of completely successful trade show presentations.**

The flexible design options allow for layout variations that make it possible to create appealing configurations both on small and large building areas. The front shells can be customized with an individual design and allow for different attachment techniques. Attention-

catching colors and precious materials, such as fabric, leather, Alcantara® and lacquer, provide for brand-compliant adaptations – according to the customer's wishes.

With closable drawers and doors, shelves and integrated waste containers, the inside is optimally prepared to meet the requirements of product and brand presentations in the three-dimensional space. ■



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### Publisher

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according to German  
press law)

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Expotechnik  
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### Print run

2,000 copies each in  
German and English

## COMPANIES MENTIONED IN THIS ISSUE

Accor  
AEG Power Solutions  
AMADA  
Architecture Media  
Barco  
BASF  
BMW Motorrad  
ENGEL  
Everdure  
Expotechnik  
Fraunhofer Gesellschaft  
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## PREVIEW OF ISSUE 5



LSG Sky Chefs at the Aircraft Interiors Expo in Hamburg.



Volvo CE at bauma in Munich.



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