

GERMANY

## Not without my World Wide Web

Whether new, revamped or proven online platforms: exhibition companies stimulate the dialogue via Internet – with and between their customers.

Approximately 11,500 exhibitors with a good 50,000 products are currently presenting themselves at the 14 “ask” industry platforms of the NürnbergMesse. The online platforms have become indispensable for visitors wishing to prepare themselves in detail for the exhibition. Information on exhibitions can be consulted around the clock. Moreover, providers increasingly report enquiries that they have received in the periods between exhibitions – thanks to participating in “ask”. Since it was introduced NürnbergMesse has continually improved the presentation; at present “ask” 3.0 is being introduced. The first exhibitions with the up-to-date version of “ask” will be the upcoming shows BioFach and Vivanness. All exhibitions will be updated successively. Since the software is for the most part tried and tested, only details have had to be

changed – such as the search process, the presentation of search results and registration. Better protection against spam will also be added ([www.nuernbergmesse.de](http://www.nuernbergmesse.de)).

**Productpilot.com, the business portal** from Messe Frankfurt, now has a completely modernised display. The online platform for a variety of industries with over 22,000 exhibitors offers many technical innovations. In its fourth year of existence Productpilot has improved its search technology and introduced a new “Business-Matching-Feature”. The search machine provides more substantial and more exact search results. Aside from the topics searched for the results take into account further aspects – for example the interests of the registered user, his or her country of origin or the preferred type of business contact. With automated “Business

Matching” new contacts are continuously suggested to users and exhibitors. These suggestions are made following calculated criteria. A further step forward is the integration of online videos in the exhibitor profile ([www.productpilot.com](http://www.productpilot.com)).

**In Offenbach professional visitors** to the International Leatherwear Exhibition (I.L.M) can register with the I.L.M community. After successfully entering visitors have access to a variety of possibilities offered by the online community, for example seeing data on exhibitors all year around or setting up personal lists of exhibiting firms. Those who want to can also read news and information on exhibitors in the community. Internet helps 365 days a year to stimulate business, find business partners and exchange the latest news. The I.L.M Community makes communication as well as building up and maintaining networks easier around the I.L.M Offenbach. These contacts are one more reason to visit Messe Offenbach and its leatherwear exhibition(s) – and to deepen relationships in a face-to-face dialogue ([www.ilm-community.com](http://www.ilm-community.com)).

Other Internet platforms want to similarly increase exhibition efficiency. Messe München has recently established an “Exhibition Success Initiative”. It aims to increase the positive effects of participating in an exhibition. The service for exhibiting companies includes a range of features specific to exhibitions, such as know-how measures, IT supported working tools and diverse other services. In this way exhibitors are assisted in the preparation, carrying out and post-exhibition processing of their presentation at an exhibition. The solutions offered include the exhibition budget planner, an exhibition stand planning assistant and an online appointment-making tool. In addition there are invitation services and lead management solutions, as well as interactive online training and workshops which encourage active exchange with other exhibitors. The complete service package will be offered by Messe München for the first time to exhibitors at the electronica in November 2010 ([www.initiative-messeerfolg.de](http://www.initiative-messeerfolg.de)).

**Raumwunder Hannover is the name** of a recently launched online platform. With it Deutsche Messe wants to more strongly market the largest exhibition fairground in the world. Conferences and events are now more in the platform’s focus. The planning of the



Raumwunder Hannover: Im November kommt die WM im Rollstuhltanzen. Space giant Hanover: In November it will host the Wheelchair Dancing World Championships.

website took into account emotional aspects, emphasise those responsible. Users will not merely find facts on the size and equipment of the individual rooms. They can also look at them in 3D. And they can view a variety of photos and films as well as 360 degree views of reference events. Deutsche Messe has already landed a special event for this year. On 6 and 7 November the World Championship in Wheelchair Dancing will be held in the Convention Center located at the fairground in the Lower Saxony capital. Approximately 250 dancers will find conditions accessible for people in wheelchairs for the German premiere of the competition. All rooms for the event can be accessed with wheelchairs via ramps and lifts ([www.raumwunder-hannover.de](http://www.raumwunder-hannover.de)). **PB**

## World Hydrogen Energy Conference at Messe Essen

Essen is not only Europe’s Cultural Capital in 2010. An important event in the world of environmentally friendly energy will make itself felt in the city on the Ruhr river. The 18th World Hydrogen Energy Conference (WHEC) will take place at the Messe Essen trade fair and congress centre from 16 to 21 May 2010 ([www.messe-essen.de](http://www.messe-essen.de)). The event is organised with support from the state of North Rhine-Westphalia by EnergieAgentur.NRW and is under the auspices of the International Association for Hydrogen Energy. The conference has the goal of positioning the energy source of hydrogen on its way towards becoming a sustainable, climate-friendly energy industry. The international conference with accompanying exhibition and diverse fringe events is expected to draw approximately 1,500 participants from Germany and abroad.

Hydrogen is indispensable as an energy source for a mobile future, emphasise those responsible for the show. “It fits in ideally in the current discussion on electromobility and renewable energies,” states Detlef Stolten from the Jülich Research Institute, who will act as Chairman of the 18th WHEC. “However, we have to promote the essential technical advantages of hydrogen more strongly among decision-makers,” adds the professor. In his preview of the WHEC 2010 Stolten makes the case for a sensible co-existence between battery and hydrogen technology – when this regards the climate-friendly vehicles of future production generations. “Hydrogen will play a significant part in environmentally-friendly mobility, not least in combination with fuel cells” ([www.whec2010.com](http://www.whec2010.com)).



BioFach und Vivanness sind up-to-date: Nürnbergs Messechef Bernd A. Diederichs (r.) mit Bundeslandwirtschaftsministerin Ilse Aigner (2.v.r.).

BioFach and Vivanness are up-to-date: Nuremberg’s Managing Director Bernd A. Diederichs (r.) with German Agriculture Minister Ilse Aigner (2.f.l.r.).