FASTER, FASTER
Why logistics is becoming a key sector in the digital age

LORD’S SUPPER
Top gastronome Michael Käfer and Abbot Johannes Eckert on praying—and the joy of eating

ON THE OFFENSIVE
New products make Messe München even more attractive to customers
For three simple reasons: We know a lot about logistics. We know a lot about real estate. And the first link in any efficient supply chain is strong financing.

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What we see at fairs today will change our lives tomorrow

There was once a time when it was only natural for there to be a road atlas in every car and no fresh strawberries on the table at Christmas. Today, many people are no longer familiar with the term “road atlas,” because we are guided to even the remotest of places by our navigation system, and we can buy fresh strawberries at the grocery store 365 days a year. We can even go shopping without leaving the house.

Modern logistics and digitization are changing our modern world at a speed that is virtually Olympic standard. Efficiency is the engine driving this process. We are not only witnessing this at the worldwide transport and logistics fairs of Messe München. Logistics is one of the key industries of the digital age. That is why we have placed logistics at the center of our first Messe München magazine, which you are now holding in your hands. Find out for yourself how the logistics industry is developing and what Messe München is doing and offering in the areas of logistics and digitization.

Trade fairs are more than mere exhibition areas. They are an international platform for the topics of the future, a seismograph for developments. What we see at fairs today will change our lives tomorrow.

KLAUS DITTRICH
Chairman of the Management Board of Messe München
IN BRIEF
German records, water-management policies in China—and robots that will soon be smarter than all humans put together

FASTER, HIGHER AND FURTHER
The logistics sector is the flywheel of the economy. Freight companies must become increasingly efficient to ensure industrial production lines don’t come to a standstill. A look at why logistics is becoming the key sector of the digital age

LORD’S SUPPER IN MUNICH
One man has exquisite meals prepared for his guests, the other preaches about it when he can. Top gastronome Michael Kefer and Abbot Johannes Eckert on praying—and the joy of eating

BUILDING NETWORKS
What makes Expo Real such an international success

CONSTRUCTING THE FUTURE
A visit to the construction site where Messe München is building two new halls and a new conference area

ON THE OFFENSIVE
Chief Digital Officer Markus Dirr on new opportunities in the B2B business

TAKE A BREAK
There is rarely room for long sightseeing trips in the tight schedules of trade fair visitors. Five insider tips on how to experience Munich at its best when time is of the essence
DATA STORAGE

Lawyers, banks or land registries? If it were up to Canadian management thinkers Don and Alex Tapscott, we would do without them. In their book Blockchain Revolution, they envisage a world in which people can execute trustworthy business transactions without requiring an independent third party. This can be done by computer networking, recording every business transaction decentralized and authenticating it by the power of mass collaboration. This form of data storage has already proven effective in trade with the virtual currency bitcoin. However, the potential applications are even more extensive. It can be used to record and verify every transfer in a manipulation-proof manner. The technology is not yet in use by the general public, but substantial amounts of money are already flowing. By the end of 2016, venture capitalists had invested over USD 1.4 billion in the nascent blockchain business.

CORPORATE CULTURE

THE BLOCKCHAIN REVOLUTION

The Americans may have Silicon Valley, but the Germans also have something to boast about. The country did not earn the title of “Export World Champion 2016” for its unmatched start-up culture or large businesses. After all, the USA is home to four times as many Fortune Global 500 companies. Instead, Germany’s strong “Mittelstand” is the main reason for its success in exports. It’s the hidden champions—largely unknown world market leaders from small towns—that make the German model so unique. Hermann Simon, a retired professor of business and a consultant in Bonn, has been collecting data on these exceptionally successful companies since the 1990s. His current list of global market leaders includes 2,700 companies, 1,300 of which are in Germany. This means there are around 16 world market leaders in Germany for every one million inhabitants; in the United States, the figure is barely 1.2.

IN THE CHAMPIONS LEAGUE

DEUS EX MACHINA

Not only do they work round-the-clock, but they don’t complain or need a vacation either: Having conquered manufacturing areas, robots are now making their way to the upper echelons of office life. “In the future, there will no longer be any relevant tasks carried out by humans that can’t be taken over almost as effectively by a self-learning neuronal network,” says Jürgen Schmidhuber, Scientific Director of the Swiss Research Institute for Artificial Intelligence (IDSI). Today, start-ups in the financial sector are already forging financial consultants and instead are relying on intelligent machines to develop investment strategies. Even in the field of medical diagnostics, artificial intelligence has replaced what used to be reserved for doctors only. According to Schmidhuber, in 50 years’ time, “We will have computers available that can accomplish as much as all of the human brains in this world put together.”

ROBOTICS

ENVIRONMENTAL PROTECTION

IN DEEP WATER

All good things come from above? Not always. Especially not in China, where entire cities are sinking under water due to strong rains. Sewage systems have not been built fast enough to keep up with the breathtaking speed of the country’s urbanization. In many places, the ground can no longer absorb the masses of water because natural catchments like ponds and wetlands have been ruthlessly built up and densely populated. The government in Beijing has resolved to counteract this development. As early as 2015, it started the so-called sponge city program, which will initially benefit 16 Chinese cities. Instead of populating the metropolises ever more densely, five million euros are to be invested in water-sensitive urban development in each city by the year 2018, which will include creating new reservoirs, filtration basins and roads constructed with water-permeable pavement. According to the planners, the goal is for the cities to be able to absorb up to 70 percent of their rainwater and store it for future use, just like sponges. This is important, because many districts in China are also suffering from an acute water shortage. The government program plans to provide one-fifth of the cities with the infrastructure needed to efficiently collect water with modern sewage systems by 2020. This share is then supposed to be increased to 80 percent by 2030. Accordingly, it is only fitting that modern architecture obeys just one law: the law of the superlative, both below and above ground. The Burj Khalifa—the 2,716-foot-high skyscraper in Dubai and currently the tallest building in the world—will also have to record for very long. Engineers are already planning a much longer tunnel in China. It is planned to cover 76 miles, with 56 miles of it beneath the ocean. Starting in 2020, the tunnel will connect the industrial cities of Dalian and Yantai. It seems that modern architecture obeys just one law: the law of the superlative, both below and above ground. The Burj Khalifa—the 2,716-foot-high skyscraper in Dubai and currently the tallest building in the world—will also have to surrender its position at the top soon. Currently under construction in the western Saudi Arabian city of Jeddah, the Jeddah Tower (photo) will be the first building to surpass the one-kilometer mark and from 2020 will offer its guests a view over the African continent from a height of 3,304 feet.

ARCHITECTURE

ENVIRONMENTAL TRADE FAIRS

The next IE expo China will take place in Shanghai from May 3 to 5, 2018; its new sister trade fair, IE expo Guangzhou, will be held before that, from September 20 to 22, 2017; and the original event, IFAT, will take place in Munich again, from May 14 to 18, 2018.
Take a simple fruit yogurt from a dairy company in Stuttgart: The strawberries are from Poland, the bacteria culture is from Schleswig-Holstein and the aluminum lid is from the Rhineland. Trucks have to drive all the way across Europe before that simple yogurt makes it onto your supermarket shelf: a distance of 5,664 miles. That is what regional development planner and traffic expert Stefanie Böge once calculated while working on an exceptionally elaborate study. And this is just one of countless examples. The distances our consumer goods travel, whether pineapples from Costa Rica or Valentine roses from Kenya, are becoming longer each year. Even a common North Sea crab has accumulated around 3,700 miles by the time it lands on the plate of a fish restaurant in Schleswig-Holstein after shelling in Morocco. “From an ecological standpoint, the increasingly shorter delivery times are a particular problem because they rob us of any potential for optimization,” says Michael ten Hompel, Professor for Transport and Storage Studies at the Technical University of Dortmund, and Managing Director of the Fraunhofer Institute for Material Flow and Logistics. “However, we should also not forget that the actions of the logistics companies are by no means an end to themselves. Instead, they are working by order of a shared-labor global economy that makes it possible for our modern consumer world even to exist.” Consequently, the key question is how the industry can carry out its orders as quickly as possible and in a manner that spares resources to the greatest possible extent. Not an easy task, especially when the demands on logistics specialists are increasing enormously. While the global volume of freight was just 48,558 trillion ton miles in 2010, OECD forecasts predict that it will be more than four times that amount by the
Drones are still science fiction in the transport business. However, 33 percent of German citizens already think it would be great to have their packages delivered by airmail in the future. At every board meeting, we have the subject of digitization on the agenda and discuss the question of where the risks are and where there are new opportunities.

JOCHEN THEWES, DB SCHENKER

The opportunities are plentiful and the Schenker managers have already made use of some. Just recently, they invested around 24 million euros in Uship, a freight exchange headquartered in the USA that functions like an Uber for the transport business. Transport orders can be sold by auction on mobile devices and every customer obtains full transparency of capacities and prices. The Americans have already been successful with this business model in over 19 countries, with almost all the business in the consumer sector.

However, DB Schenker’s entry may change this very soon. The Deutsche Bahn subsidiary has its own DriveSchenker platform, now also based on UShip technology. There are approximately 30,000 partners in the European network who will be able to recognize in real time where there is still additional cargo on their routes and better utilize their capacities in future. “That will make our transport management quicker, easier and more efficient, and also help us, as market leaders in European land transport, handle even larger volumes of freight,” says Thewes.

And that is by no means the only digitization offensive currently rocking the industry. As early as 2014, Kühne + Nagel (K+N) set up a fully digitized platform solution for booking and tracking consignments of air and sea freight deliveries by the name of FreightNet. It is set soon to be available for land transport. Recently, Lufthansa Cargo began marketing a cost-effective product in the mass goods business called td.Basic that can only be booked electronically. And DB Schenker itself just
specialists refer to this new technology as platooning. It enables multiple trucks to drive very close behind each other, connected by means of electronic drawbars and car-to-car communication. The first truck determines the speed and route, while the other trucks follow in its slipstream. This all takes place without any human intervention, except in an emergency or when the system explicitly requires it.

Alongside MAN, other truck manufacturers are conducting their own pilot projects for this traffic concept of the future, including Daimler, Volvo, Scania, DAF and Iveco. Platooning offers enormous advantages for all stakeholders. “We expect this concept to deliver a reduction in fuel consumption of up to ten percent, lower CO₂ emissions, much better utilization of road infrastructure capacity and, ultimately, improved traffic safety,” says DB Schenker CEO Thewes.

However, new regulations will be needed before the fully networked truck—which may eventually even become self-driving—can proceed from use on a trial basis to a commonly accepted operation. The German parliament recently passed a law on highly and fully automated driving, thereby paving the way for the future of automobiles, but not all of the issues that will be relevant in the future can be resolved conclusively at this time. When the autopilot system assumes full control of the vehicle, how is the algorithm supposed to instantly decide what is right or wrong in a crucial situation?

 signings a cooperation agreement on a development partnership for the use of fully networked truck convoys with truck manufacturer MAN at the transport logistic fair. The convoys are scheduled to start traveling on the A9 freeway between Munich and Nuremberg on a trial basis starting in 2018.

More than 2,000 exhibitors from well over 60 different countries: These are the standout figures from the 2017 transport logistic exhibition, the most important meeting worldwide for providers of logistics services, mobility, IT and supply chain management. “We are more than just a business platform. With our extensive conference program, we are also an important trendsetter for the entire sector,” says Stefan Rummel, Managing Director of Messe München.

And this trend has been very well received. The trade fair has been inviting the industry to Munich since 1978 and is growing year by year. For comparison: In 1990, there were just 453 exhibitors at the fair and 26,000 guests, only half of today’s visitors.

“This development confirms that we are on the right path with our concept,” says Rummel. “For the providers, more than ever, it comes down to seeking solutions that extend beyond corporate and national boundaries to successfully manage logistics chains. They are becoming ever more closely entwined globally, from beginning to end.”

For some time now, logistics has been about much more than just transporting goods from A to B. “It’s about sustainability in the supply chain, digitized business models for dealing with the growing volumes of transport and about intelligent delivery systems for metropolitan areas, which are becoming ever larger, just to name three important topics,” Rummel explains.

At the same time, the trade fair company itself has accomplished a truly unique feat in terms of logistics, as the officially nominated carriers, DB Schenker and Kühne + Nagel, had to coordinate more than 1,500 ingoing and outgoing trucks this time, not including providing transport for the extremely large exhibits.

“We are the only Messe München event that uses its own train connection as an exhibition area so that the railway freight sector can present its latest logistics solutions here,” says Rummel.

It all sounds so simple, but it requires tremendous planning—and a wide range of technology. Granted, the locomotives and wagons reached the fairgrounds again this year via rail connection, but they still had to be put in position. Due to the construction of the new exhibition halls C5 and C6, some of the railway vehicles had to be lifted on to auxiliary rails by huge car cranes with a load capacity of 100 tons each.

The exhibition stands have all long since been dismantled, but this subject will continue to occupy the trade fair organizers in the coming months. After all, Messe München and its partners organize five other industry-specific events abroad besides the transport logistic event, including shows in India, China, the US and Turkey. The next one will be the Logitrans exhibition in Istanbul, from November 15 to 17, so it won’t be long before everyone meets again, at the Bosphorus.

MEETUP FOR THE LOGISTICS WORLD
The transport logistic exhibition is the leading international trade fair for logistics, mobility, IT and supply chain management. In 2017, it boasted a record number of 2,162 exhibitors from 62 countries. The number of visitors grew by 9.5 percent, totaling 60,726 from 123 countries.
The loading capacity of container ships has increased by around 1,200 percent in the past 50 years. Amounts in 20-foot containers (TEU):

<table>
<thead>
<tr>
<th>Year</th>
<th>Ship Size</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1968</td>
<td>Encounter Bay</td>
<td>1,530</td>
</tr>
<tr>
<td>1996</td>
<td>Regina Maersk</td>
<td>6,400</td>
</tr>
<tr>
<td>2018</td>
<td>Next ship size</td>
<td>22,000</td>
</tr>
</tbody>
</table>

Sources: ITF/OECD; Statistisches Bundesamt; Die Welt; Lufthansa; BDL, airliners.de, BIEK, Bitkom

With a length of up to 82 feet and a total weight of up to 17.6 tons, the long truck that is also referred to as the EuroCombi or Gigaliner can replace three normal-sized trucks in freight traffic. By using these giant trucks, carbon emissions can be reduced by 30 percent.

The transport logistic trade show, organized by Messe München, is one of the most important meetups of the industry worldwide. More than 2,000 companies from over 60 countries presented their latest logistics solutions across 1.2 million square feet from May 9th to 12th, 2017.

Sources: ITF/OECD; Statistisches Bundesamt; Die Welt; Lufthansa; BDL, airliners.de, BIEK, Bitkom
In a world where every business model involves software, digital illiterates can no longer make responsible decisions alone

MICHAEL TEN HOMPEL, TECHNICAL UNIVERSITY DORTMUND

In Frankfurt, Munich and Düsseldorf, Germany’s three major hubs in international passenger and freight traffic, the operating times are largely restricted at night, because inhabitants plagued by noise insist that it doesn’t really matter if goods leave the airport at 3 am or 6 am. This won’t cause freight to disappear into thin air, they say.

While that may be true, airport operators take an entirely different view. In addition to disrupting logistics chains with increasingly complex interdependencies, a closed airport is just as easy to fly around as an annoying bad weather front. If the general conditions in Frankfurt, Munich or Düsseldorf are not suitable, goods will simply be transported by truck to Amsterdam or Paris, where planes can take off and land 24 hours a day.

Those in a hurry can quickly find alternatives, both at home and abroad. Accordingly, Frank Rausch, CEO of Hermes Germany GmbH, decided many years ago to make the Leipzig/Halle airport the central airfreight hub for his company, in addition to Frankfurt, whenever consignments were sent to Haldensleben in Saxony-Anhalt, where the Otto company operates a large warehouse: “That shortened the delivery time for consignments from the Far East by two days,” he explains.

W henver speed is of the essence, such as when a spare part from mechanical engineering production is needed urgently in a remote country overseas, there simply is no alternative to air transport. The problem, though, is that airplanes can’t always take off as quickly as those involved would like. “Because of rules and regulations that we have imposed on ourselves, we are simply no longer competitive enough,” says Lufthansa Cargo manager Peter Gerber.

In a world where every business model involves software, digital illiterates can no longer make responsible decisions alone

Should it drive the vehicle against a wall and accept the death of a passenger or should it run over a pedestrian instead?

General political conditions have a strong influence on the business of logistics, not always to the advantage of the industry, and especially not in air traffic. Compared to airfreight, air traffic is by no means uncertain. A ngela Titzrath, new CEO of the Hamburg harbor and logistics corporation, HHLA, is having to deal with a strategic disadvantage of a completely different sort—the Elbe River is simply too shallow for the latest generation of container giants. Currently, ships are forced to dock in Rotterdam and Antwerp. There are plans to dig the channels deeper so container ships with a draft of up to 48 feet can reach the Hamburg terminals in high and low tide. Unfortunately, these plans don’t stand a chance of materializing any time soon.

According to the decision of the Federal Administrative Court of Leipzig in February, Hamburg will have to carry out further improvements in environmental protection before the mega-project can finally be tackled—55 years after the city submitted its first application. After the lengthy proceedings, HHLA CEO Titzrath surely would have preferred a different result. But she is sure that the future of Hamburg’s port is by no means uncertain.

With its good connectivity to the rest of the country, a high quality of clearance processing and the use of cutting-edge technology, the Hamburg port managers want to be at the head of the pack in the future as well. They are strongly supported in this effort by IT service provider Dakosy. Customers justifiably refer to the company’s Port Community System as the “brain of the port,” because this platform interlinks each party in a network: land, air and sea transport companies, and customs agencies.

► Continue on page 17
FULL SPEED AHEAD
A transport ship with 19,000 containers has an amount of goods on board that would fill more than 9,500 trucks with a loading volume of 44 tons each. This corresponds to a truck convoy 590 miles long.
The OECD forecasts that the global freight volume will increase more than fourfold, to 210,695 trillion ton-miles, by the year 2050. How will the logistics sector be able to handle this mammoth task?

MICHAEL TEN HOMPEL | Software is the “raw material” of logistics. We won’t be able to carry out the tasks confronting us unless we process this material intelligently and apply it by using intelligent algorithms. It will be a question of planning the best possible supply chains to utilize resources even more efficiently and sustainably.

That sounds like logistics will become the key sector of our digital age.

TEN HOMPEL | Logistics has made globalization, the mail-order business and today’s e-commerce possible. And, yes, logistics is also the driving force of the Fourth Industrial Revolution. I would like to add, though, that logistics has long since become a key sector, a classic hidden champion. But transport is really just the tip of the iceberg. Without the control capabilities of logistics, a car or a cell phone, for example, would be unaffordable, let alone capable of being produced with a justifiable use of resources.

What will the logistics world of the future look like?

TEN HOMPEL | The logistics centers will increasingly be transformed into high-tech sites. Swarms of cellular transport vehicles will carry out commissions and storage jobs. Containers will become intelligent and network themselves with shelves. Converging with shelves will become completely normal. We will leave a good part of thinking up to machines. In the EU Production project at the Fraunhofer Institute, we have created a model of a networked industry, called the Social Networked Industry. It stands for the industrially oriented forms of social networks in which humans and cyber-physical systems cooperate with each other, but it also represents new forms of networking with extensive collaboration between companies.

When will the first fully automatically delivered vehicles be driving on our roads?

TEN HOMPEL | The first trials are already under way, and I can well imagine it happening soon in certain niche markets. As far as the technology goes, there is nothing preventing it in actual practice, though, I would consider electric bicycles and other hybrids to be more likely for the time being. In a few years, platooning—that is, the networking of trucks driving in a convoy—will make its way onto the freeways.

Do you mean that we already hold in our hands the technologies needed to start this Fourth Industrial Revolution?

TEN HOMPEL | Essentially, yes. This time, it’s not about developing basic technology, but rather about the consistent use of what already exists. However, we still have a long way to go in practice. The most important advice I can give won’t even cost companies a penny. Change your approach! The changes that are currently taking place are so revolutionary that they will even put the business models into question that are assumed to be fixed. In the end, the same will happen as in other industrial revolutions: Those who are quickest will be the winners.

Specifically, what do companies have to do towards that end?

TEN HOMPEL | Providers of logistics services have to enter into IT development themselves, because software will be the most important competitive advantage in the future. The business model of an innovative logistics service provider has long changed from just transport from A to B. It is much more the architect of supply chains. We are now just reaching the next step. A key requirement of Industry 4.0 is to plan close to real time at increasingly shorter intervals. This, though, requires lots and lots of data. The more, the better, for example, on traffic conditions, the weather, but also information from the systems of partners who are involved. As a precondition of this, parties involved must share data along the logistics chain. After all, the data won’t attain any value unless it is shared. Anyone who isolates themselves and their data will not have any relevant benefit from digitization. Storing is silver, but sharing is golden.

Our systems are able to collect and examine all of the information relating to transport,” says Dakosy CEO Ulrich Wrase. “Only this uninterrupted, fully digitized flow of data can produce the transparency needed to operate a port of Hamburg’s size.

“Argo declarations, formerly a set of papers as fat as a telephone book, are now compressed into computer files that are accessible for all those involved and can be tracked every step of the way so those in charge always know where a container is at any given time and which procedural step comes next in the import or export process. This database integrates seamlessly into the IT traffic-control systems in the port area and on the Elbe River, making the industrial location of Hamburg what it is today: a transshipment hub for goods totaling 152 million tons in weight a year—more than twice as much as in 1990. Up to 8,000 trucks drive to the piers in Hamburg daily to bring or pick up contain-
ers. This would result in a gigantic backlog of traffic that would helplessly clog the limited port area if it wasn’t for a few clever conductors working in the background. To use the existing infrastructure more efficiently, a software solution developed in collabora-
tion with SAP and Telekom called smartPort logistics (SPL) now supplies all those involved with customized information about waiting times at the transshipment terminals, construction sites, traffic jams, bridge opening times and parking availability—all accessible via telematic units in the vehicles, as well as on smartphones and tablets. It is a system that ultimately benefits everyone: the truck drivers who can reach their destination without detours, the dispatchers who can ship more goods and the port traffic manager who can analyze and plan the flow of transport even more accurately.

This example convincingly demonstrates that sophisticated technology and data communication, both within and outside companies, are absolutely essential in the modern world of logistics, be it in ports, on roads or in the air. Accordingly, Frankfurt airport uses the FAIR@Link community system—also developed by IT specialist Dakosy—which intends to further improve the flow of standardized data between companies.

The current situation reminds me a lot of 15 years ago, when the Internet hype began,” says Logistics Professor Michael ten Hompel. “Today, a basic understanding of information technologies and their programming is as important as reading and writing. In a world where every business model involves software, digital illiterates can no longer make responsible decisions alone. Those who lack digital expertise do not possess the most important raw material of the digital revolution.”

Ten Hompel apparently already has the home stretch in mind. The Internet of Things will radically change the industry in the years ahead. Once the world of devices is fully established, things will never be the same again. Cyber-physical systems will then act quasi-independently. With the use of cameras and sensors, autonomous vehicles will steer through warehouses, and intelligent cranes will communicate with each other and find their way to their destination almost completely on their own. “These developments are already in the starting blocks. Decision-makers are not able to free their minds and it is slowing down the inevitable,” says ten Hompel. “With or without them, the technology needed to start this Fourth Industrial Revolution already exists.”

And it is urgently needed. Consumer market research institute GfK expects the online share of total retail turnover to almost double to 35 percent by the year 2025. That means even more work for the courier, express and parcel services. They are already fighting fiercely over that last mile, attempting to make their way through congested cities with traditional delivery vehicles, or even cargo bicycles like in grandpa’s day. After guaranteeing next-day and same-day delivery, transport companies quickly jumped to promising delivery within just 60 minutes. And it’s not just the established companies racing to do so.

A mazon, the largest online business in the world, has now entered the delivery business itself. At the northern city limits of Berlin, in a hall of the former Borsig engineering plant, 150 employees currently pack 10,000 parcels a day, round-the-clock, six days a week, that are then delivered by regional logistics partners within a minimum of time. “With online purchasing and delivery from one source, we are even closer to the customer,” says Bernd Schwenger, Amazon’s logistics manager in Germany. “Every day, we’re learning right on their doorsteps.”

It’s not hard to guess what Amazon wants to learn there. When is the customer...
In a world where everything is supposed to be available to everyone, only the companies that can offer the best logistics will be able to stay ahead of the competition in the long run. Everyone in the industry knows that. The only question is whether there will be room for improvement on same-day or same-hour delivery. And it almost looks like even that is not impossible.

Anticipatory shipping refers to a process pursued by Amazon’s CEO, Jeff Bezos. The idea behind it: Even before the customer clicks on the order button, the goods they want should already be on their way to them. Amazon is able to do this thanks to big data, the analysis of previous orders and the return behavior of their customers, along with the wish lists on their website. The company already knows what people want before they even place their order. The only question is whether all customers will really appreciate that in the end.

Franz-Joseph Miller, a man with expert knowledge of ultra-fast delivery times, is one of the company’s codfounders. He already built up the express freight expert times for Lufthansa Cargo—a company specialized in international emergency and spare parts logistics. “The speed you need” is not an empty company slogan, but rather a promise that has been bringing the company above-average growth rates for a number of years. Its turnover in 2016 was 70 million euros, an increase of almost ten percent compared to the previous year.

Miller now wants to transfer this success to the end-customer business with Liefery. “Same-day delivery, delivery within just 90 minutes or at a chosen time—these are disrupting that last mile in the online business,” he says. “Retailers can work all day on selecting their products and structuring their prices, but ultimately, punctual delivery is crucial for customer satisfaction.”

In more than 60 cities, Miller’s couriers are already delivering parcels with a mixed pool of bicycles, small vehicles and delivery vehicles, depending on the requirements. The company already carries out 500,000 deliveries per month. The turnover increased more than tenfold in 2016 compared to the previous year—a business development that has made the new majority shareholder more than happy. “Same-day delivery combines the convenience of online shopping with the immediate product availability of bricks-and-mortar commerce,” says Hermes Germany CEO Rausch. “As a parcel service specialized in high-volume business delivering over one million parcels a day through its infrastructure in Germany, we are not able to operate this business in a meaningful fashion ourselves, neither in terms of organization, nor economics. At the same time, though, we are well advised to participate in this market of the future early on. Therefore, we are only acting consistently by increasing our participation in Liefery at this time.”
One man has exquisite meals prepared for his guests every evening, while the other preaches about it when he can. We talked to top restaurant owner and gastronome Michael Käfer and Abbot Johannes Eckert about the perfect Lord’s Supper, the joy of eating and why there were no radishes on the menu at St. Boniface’s Abbey.

INTERVIEW: STEFAN LEMLE AND STEFAN SCHMORTTE
PHOTOS: ROBERT BREMBECK

MM | Abbot Johannes, when was the last time you dined in a Michelin-starred restaurant?
ABBOT JOHANNES | Maybe last Friday. I had a confirmation and was invited to dinner. However, I’m not sure whether the restaurant had any stars. That wasn’t really important to me.

MM | And you, Mr. Käfer? When was the last time you prayed?
MICHAEL KÄFER | About six weeks ago. My wife is very religious. For her, it’s an important ritual to go to church on Sundays. Sometimes, I accompany her.

MM | Which brings us to our main subject. We would like to talk to you about food and religion. What does the Lord’s Supper mean to you personally, Abbot Johannes?
ABBOT JOHANNES | The theme of a common meal is present in all religions, including Christianity. It’s about communion. Abraham gave hospitality to strangers, thereby experiencing closeness to God. The Lord’s Supper expresses this ritual with particular vividness. When Jesus celebrated the Last Supper with his disciples before he died, he said: “Whenever you gather in remembrance of me, I will be with you. Then I will be present with you with my body and blood, through bread and wine. Then you will have communion with me.” Therefore, when we celebrate the Lord’s Supper in its ritualized form of the celebration of the Eucharist, we believe that we are experiencing the closeness of Jesus.

MICHAEL KÄFER | As a gastronome, of course, I have a different perspective. First and foremost, the evening meal is an economic factor in our business. But our job also consists of making the people who come to us happy. If they leave the restaurant and say they had a wonderful time, then we’ve done everything right. We’ve given our guests a social experience in addition to a good meal.

MM | So Mr. Käfer operates a God-fearing business, Abbot Johannes?
If people can't think of anything else, then they just become vegan.

MICHAEL KÄFER
makes the atmosphere more relaxed. But if you really want to enjoy a meal, business tends to interfere with that.

**MM** | Should we refrain from talking while eating?

**ABBOT JOHANNES** | When we eat together here in the monastery, someone reads aloud at the table. That is something very beautiful, because you aren’t just nourishing yourself physically with food, but spiritually as well.

**MICKAEK KAEP** | And the person reading aloud has to eat alone afterwards?

**ABBOT JOHANNES** | Yes, but not just from the Bible. We just read Kenkleby by Hubert Wolf. Next on the list is a biography of former [German chancellor] Konrad Adenauer. Everyone can suggest something.

**MICKAEK KAEP** | What do you read aloud from the Bible?

**ABBOT JOHANNES** | That’s also a difficult question. Worst of all is the Oktoberfest, where I see entire platters going back half-full. Then we realize: There are people with nothing to eat and here it’s being thrown away. That’s reality. But it’s still hard to take.

**MM** | Where does enjoyment end and gluttony begin?

**ABBOT JOHANNES** | That’s also a difficult subject. What is considered gluttony by one person won’t necessarily be seen that way by another. St. Benedict is reluctant to prescribe an amount for foods or beverages in his rules, because he knew that people are very different. But when a society totally drifts off into consumption, it is right to talk about excess inasmuch.

**MM** | When you sit down to eat, do you ever think about how much you have?

**ABBOT JOHANNES** | I think the first person to put cooking on TV in Germany was Alfred Eisele. He didn’t sit there and criticize anyone. Back then, they celebrated the ritual of chopping vegetables and talking. And that’s what makes cooking so much fun. You lift the lid to see what’s simmering in the pot and have a taste. I enjoy doing that, too.

**MM** | Can you cook, Abbé Johannes?

**ABBOT JOHANNES** | No, but it makes me happy when someone else has that gift. Sometimes, before and during Easter, I make egg noodles, pastas with sauces. Spätzle, for example. I once asked a committed vegan what she fed her big dog. She had trouble explaining that one.

**MM** | You are what you eat. When that subject comes up, people occasionally get somewhat fundamentalist. Today, there are vegetarians, flexitarians, raw food eaters and vegans. Are all these people crazy, Mr. Käfer?

**MICKAEK KAEP** | That’s just individualization. We humans always want to be different in some way or another. And if people can’t think of anything else, then they just become vegan. Everyone has a reason by now. I understand vegetarians one hundred percent. I understand that someone decides not to eat anything that has eyes and so on. That is a very clear attitude to life. But I don’t understand being vegan. Why shouldn’t a person be allowed to eat an egg?

**ABBOT JOHANNES** | Or guinea pigs? I have relatives in Peru. There, guinea pigs are a delicacy. And they don’t taste all that bad. But once, when I was a chaplain, I told the First Communion children that I had eaten guinea pigs in Peru. They didn’t think that was good at all.

**MM** | And your personal favorites in terms of food?

**MICKAEK KAEP** | Well, I like everything to do with bread, really fantastic bread. We’ve just discovered a bakery in Vienna that bakes the best bread I have ever eaten in my whole life. Everything made by hand and with the best ingredients. And, on a general level, as we live in Bavaria, I like potato dumplings. By the way, it’s incredibly hard to cook those right.

**MM** | Does Bavaria have the best cuisine in Germany?

**MICKAEK KAEP** | Yes, but only because we’re close to Austria. **ABBOT JOHANNES** | It’s dangerous for me to disclose my favorite food, because then I would get that at every communion. So, just between us: I’m from the Bavarian region, so I love Spätzle egg noodles, pastas with sauces.

**MM** | There is one last question we must ask before we finish. Who is the greatest cook of all?

**ABBOT JOHANNES** | I wouldn’t even know how to butcher an animal. But, that is also a sign of alienation, of course. We have all become very far removed from natural processes. I once asked a committed vegan what she fed her big dog. She had trouble explaining that one.

**MM** | If he even exists, then the greatest cook of all is God.

**ABBOT JOHANNES** | I wouldn’t even know how to butcher an animal. But, that is also a sign of alienation, of course. We have all become very far removed from natural processes. I once asked a committed vegan what she fed her big dog. She had trouble explaining that one.

**MM** | That wouldn’t be the worst thing.

**ABBOT JOHANNES** | No, that wouldn’t be bad at all. And seen that way, I would say that God is certainly the greatest cook of all when he invites us to dine at his table.

**MM** | Thank you both very much for the conversation.
An expedition to the top of Mount Everest in the year 2017 can represent a real strain. Sure, you need to be fit, but you also have to select the right equipment: To begin with, there are the glasses with a stereo monitor that shield you from the outside world. Then, of course, a headset, a computer with adequate computing power, electricity, manual input devices and a room that is large enough that you won’t bump into anything. Weatherproof clothing, on the other hand, is entirely unnecessary.

With Everest VR, new software from Icelandic start-up Sólfar, a climb to the summit from your living room is no longer a problem. Technology sends the user up the highest mountain in the world with high-resolution photos and videos. As true to real life and as fascinating as if you were really ascending to the roof of the world in the tracks of Sir Edmund Hillary—but without the frostbite and without the droves of recreational alpinists that make their way up to the top every year.

What was pretty much unimaginable just a few years ago, has meanwhile become a photorealistic attraction for almost anyone. Today, virtual reality is no longer a labored game played by a few eccentric technology freaks. Instead, it has almost become a mass phenomenon. According to a study by Germany’s digital association Bitkom, every tenth citizen has already used virtual reality glasses at least once.

“The possible applications of this technology are almost unlimited,” says Timm Lutter, Division Manager of Consumer Electronics & Digital Media at Bitkom. But let’s look at things one at a time.

The desire to see more than is physically present in a room is by no means a new yearning of our times. As early as in the 19th century, the Laterna Magica, a kind of early version of the slide projector, was extremely popular. It made it possible to project images of smoke and artificial fog onto the stage in the theaters of Goethe’s time. This was a spectacle that would sometimes genuinely frighten the audience—literally. Thus, the Laterna Magica was often referred to as the “horror lantern.”

Virtual reality is more than just a pair of glasses with two monitors. This technology now offers entirely new perspectives to both companies and consumers.
Since then, tools and methods have, of course, improved considerably. Instead of using a projection of smoke and artificial fog, theaters today use razor-sharp LCD displays. Position and acceleration sensors measure every slightest movement of the head and infrared systems locate the body in space. The results is an almost perfect illusion that can no longer be distinguished from the real world.

The games industry is still the major driver, but the potential applications extend far beyond that. Be it in medicine, architecture, education or industrial manufacturing, every user expects immense benefits from virtual reality 3D animation. "In the field of entertainment, the media industry or tourism, virtual reality will create new worlds of experience," says Bitkom expert Lutter.

Sponsoring producers have long since left the stage of merely trying with ideas. Adidas, for example, is experimenting with virtual reality glasses that the customer individually configures the new sweater, tries it on and can then have it produced immediately in the local boutique. Boogner is also doing truly pioneering work in this field. The company recently presented technology developed by the Fraunhofer Institute for Integrated Circuits (IIS) known as Holodeck 4.0 VR at the Ispo Munich 2017 fair. With this technology, it is possible for the first time not only to experience virtual reality alone, but altogether with around 100 other users that appear as avatars in more than 450,000 square feet of artificial worlds. "In a revolutionary manner, this new technology enables us to take our visitors and customers along onto a ski slope and give them the feeling of being there live," says ski legend and company owner Willy Bogner.

Of course, the major digital corporations are all at the forefront of this development. For example, Project Tango makes it possible today to measure entire rooms in real time—a technology that is tailor-made for carpenters, interior designers and stand builders. Instead of working with plans and 3D models, they can now use this technology platform to directly place simulations in a virtual room and be able to experience the results before the project has started. And by no means does the development end here. Advances in sensor and simulation technology will also bring the senses of touch and smell into the virtual world in the future and perfect the artificial world to the extent that it can almost no longer be distinguished from the real world.

The experts agree: Virtual reality is much more than just a short-lived trend. Completely new fields of business and forms of interaction are already appearing on the basis of this complex technology. Companies and consumers alike are profiting from the development. Even the most notorious technology pessimists have no reason to be afraid. After all, all the possibilities offered by this new technology aim, at most, to enrich the real world and not to replace it. There's no reason for having to decide one way or the other—the best about both worlds is that they belong together.
underestimated. I have seen that confirmed again and again in conversations with fellow specialists. With the new Digital Division, Messe München has created a space within which we can enjoy great freedom in shaping business, even though the overall risk is very high. If you take a closer look at successful digital business models, you will quickly recognize that these are often platforms in which people share, do business and network, such as eBay, Amazon or Uber, just to name three examples. In this respect, we have a clear strategic advantage, because trade fairs have always been platforms.

MM | While writing your doctoral thesis, you developed a toolbox for identifying digital growth potential. Can you tell us in more detail how that might look?

DIRR | The method is called SocialFORCE. Essentially, it’s all about just four questions: How can I stage a pull effect in the market? How do I integrate the user into the added value of a product? How do I make a product successful by digitization? And, last but not least: How can I understand the rules of the game of start-ups as an established company?

MM | What do you think Messe München can learn from that?

DIRR | We simply have to reduce the flops and improve penetrating power when we launch new products. In individual cases, that can result in platform models, but actually, we only want to do whatever will lead to added value for the customer and matches our strategic positioning.

MM | Mr. Dirr, you have held your role for a few months. Have you settled in well?

MARKUS DIRR | There wasn’t much of a grace period for me. Productivity was called for from day one. But yes, the reception from my colleagues was very open, albeit understandably, there were questions.

MM | What question were you asked most often?

DIRR | “How are we supposed to achieve that?” That was probably the most frequent question in the beginning. Ultimately, though, what they are doing is making a list of to-do items for me. It’s a question of making the opportunities digitalization offers clear to everyone. In order to be successful, we all have to work together efficiently.

MM | Before coming to Messe München, you worked successfully in e-commerce and the digital business for over 13 years. What do you like about your new position?

DIRR | B2B, absolutely. I am convinced that the opportunities in the B2B business are
We only want to do whatever will lead to added value for the customer.
CONSTRUCTING THE FUTURE

BY CHRISTIAN BRUNSCHEDE

Messe München is expanding. A visit to the construction site of two new halls and a new conference area

The giant cranes stretch out stiffly towards the sky. At their feet are three-foot-thick cement pylons and portals, and a dozen construction workers calling, hammering and steering construction vehicles. They are racing against time. On the other side of the street wait white steel beams, each around 115 feet long, that will form the roof. In their shadow, the trailers for the workers look like toy building blocks in comparison.

“This winter was extremely cold, which delayed the time it took to lay the concrete for the basement by several weeks,” explains Betina Selzer, Manager of the Structure and Engineering Department at Messe München. “Now we need to condense the rest of the construction process to finish on time. That requires meticulous planning.”

Selzer is the organizational brain for the latest of the building projects of Messe München, the construction of the new halls C5 and C6. Soon, there will be 215,000 square feet of additional exhibition space. But she still has a considerable amount of work to do before that happens. Every day, new challenges appear: They involve planning, organization and, of course, logistics. Countless gears must be coordinated in order to keep the construction site running like clockwork.

MASTER BUILDER
Betina Selzer, Manager of Structure and Engineering, is responsible for organizing the construction of the new halls C5 and C6

Despite the winter obstacles, the project has, so far, stayed on schedule and within budget—thanks to the up to 300 construction workers, and to the committed team in the Structure and Engineering Department. And thanks to the constructive working style of all those involved in the project. “A construction project like this can only function with clear communication,” says Selzer. “That has worked well for us so far, because everyone has pulled together and done their share toward achieving our goal.”

Without an ounce of glorification, almost reservedly, Selzer talks about her tasks, although the site is anything but ordinary. The new halls will soon be held up by 6,283 tons of steel, with another 2,866 tons of steel on top for the roof construction. The beams were already transported to the site in April, brought in on special crawler vehicles and hoisted onto the cement portals with special cranes. A Bavarian company is responsible for the roof, and Messe München relies on local quality, with 77 percent of the firms on the site based in its home state.

Construction of the roof will run until June. According to the plan, the new halls will be used for the first time in May 2018 for IFAT, the world’s leading trade fair for water, sewage, waste and raw materials management. After that, the expansion of the new Conference Center Nord is planned.

And then? Betina Selzer glances at her computer. The monitor shows a webcam image. The construction site for halls C5 and C6 is recognizable. Trucks. Workers. And the white steel beams. Not far away, an area remains empty. “Parking is the next thing that needs to be addressed,” says Selzer. “For the upcoming Bauma in 2019, we will need enough additional parking spaces. That is the next big project we will have to tackle.”

STRENGTH IN DEVELOPMENT

With the new halls C5 and C6, Messe München is investing in the future. Some numbers for the project:

- 215,000 square feet of additional exhibition space
- 6,283 tons of steel for the buildings, and an additional 2,866 tons of steel for the roof construction
- 24 months of construction time
- 105.8 million euros in construction costs

SOLID FINANCES

In 1998, Messe München started with twelve halls and 1.5 million square feet of exhibition space in Riem. Upon completion of halls C5 and C6, the total space will amount to nearly 2.2 million square feet. A total of 37,218 exhibitors were at Messe München in 2016, 18 percent more than in 1998. In the same time frame, group revenue has risen from 178.9 to 428 million euros.
Together with Messe München, communities in the prosperous and rapidly growing east of Munich have requested better connectivity to public transportation. Messe München therefore helped set up the cross-party initiative “S-Bahn-Bündnis Ost” (S-Bahn Alliance East) in the summer of 2015. It is supported by the communities, counties, federal and state politicians, Chamber of Industry and Commerce, and the Chamber of Crafts for Munich and Upper Bavaria. The common goal: expansion of four train tracks between Munich Riem and Markt Schwaben, and the option of having a separate Messe S-Bahn station. The number of supporters is growing steadily. Federal Transport Minister Alexander Dobrindt and Bavaria’s Interior Minister, Joachim Herrmann, also support the project.

The highest growth potential is in international business. Which is why Messe München has a targeted internationalization strategy, most recently looking to new markets in Russia, Brazil, USA and China. Within just one year, two major acquisitions occurred in quick succession, each by far the most significant new event investments in the history of the firm.

After acquiring the construction equipment trade fair CTT, in Moscow, at the end of 2015, Messe München was already able to extend its position internationally as a leading organizer in this sector. It marked another important building block in the Bauma cluster, joining existing events in Munich, Shanghai, Delhi and Johannesburg. And now there is another new exhibition: the M&T Expo, a specialist machinery trade fair in São Paulo. Part of a long-term cooperation with the organizers, the Brazilian Association of Technology for Construction and Mining Sobratema, the new partners will host the continent’s second-largest trade fair together in 2018. “This cooperation provides us entry into what we see as by far the most important South American market, and strengthens our global position as leading organizers of construction machinery trade fairs,” explains Klaus Dittrich, Messe München Chairman and CEO.

The second-largest acquisition came at the end of 2016, with the majority takeover of Fenestration China. “It is the ideal addition to our world-leading trade fair BAU in Munich,” says Reinhard Pfeiffer, Deputy CEO. “With the acquisition of the most important trade fair for windows and facades in China, we will establish an event based on the Munich BAU, with an emphasis on sustainability and quality in planning and building.” And there’s more: Starting in 2018, Messe München will be active for the first time in the United States, with a logistics event organized and realized by the British ITE Group. In April, the two partners will organize the newly created Transportation & Logistics Americas event together in Atlanta.

Forging connections and bringing people together are the main goals of every trade fair. They are also the idea behind the network “Frauen verbinden” (Connecting Women), in which female entrepreneurs, professors, media professionals and politicians support each other and take on social responsibilities. The most recent example is the “Sport verbindet Menschen” (Sport Connects People) project, in which 50 disadvantaged children, teens and adults were driven in a fan bus to see the FC Bayern Munich women’s team play. Partners included the Clasiss and Michael Käfer Foundation, Münchner Bank and SOS-Kinderdorf. Girl power is alive and well at Messe München, where women make up about 30 percent of the leadership team. And the number of women in the network is constant — more than 400 active members.

The next Ispo events:
- The next Ispo events: July 6 to 8, 2017, in Shanghai; January 24 to 27, 2018, in Beijing; January 28 to 31, 2018, in Munich

More information about the network: frauen-verbinden.de

Facebook: frauen-verbinden-eat.de and frauen-verbinden-de

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TRADE FAIR HIGHLIGHTS

WINNERS
Presenter Gerd Rubenbauer celebrates with Ispo trophy winner Hermann Maier.

TOP ATHLETES
Klaus Dittrich (above left) greets surfing legend Robby Naish (above right), and FC Bayern Munich women’s team with men’s team coach Carlo Ancelotti (left).

MATCHING COLORS
Model Franziska Knuppe before the Inhorgenta awards.

CREATORS
MM_0117_38-39_Events_People_LS_Korr3.indd   38 06.06.17   12:59

TRANSPORT LOGISTIC
The Transport Logistic fair from May 9 to 12, 2017, focused on current developments in the market. Does the logistics industry have to fundamentally reinvent itself in view of the demand for increasingly faster delivery? Over 2,000 international exhibitors from the logistics, mobility, IT and supply chain management sectors shared exciting new ideas relating to this question across an area of 1.2 million square feet in Munich.

INHORGENTA
From February 18 to 21, Munich got to show off its dazzling side again. Inhorgenta Munich 2017, the meeting point for the jewelry and watch industry, drew in more exhibitors than ever before. A total of 987 exhibitors from 40 countries meant a growth of five percent compared to the previous year. The number of visitors also rose by five percent, to 27,500.

BUSINESS OF TOMORROW
Roland Auschel, Executive Board Member and responsible for Global Sales at adidas AG, during his keynote speech.

CLOTHES OF THE FUTURE
Skier Bode Miller and Messe CEO Klaus Dittrich at the Aztec Mountain stand.

STAR POWER
Celebrities such as TV presenter Susann Abell (above right), fashion designer Michael Michalsky (opposite, left) and model Shermine Shahmir (right) attended the events at Inhorgenta Munich.

LIVELY EXCHANGE
Above, from left: Messe München Managing Director Stefan Rummel, Federal Minister of Transport and Digital Infrastructure Alexander Dobrindt, DB Schenker CEO Jochen Thewes, DB Cargo CEO Jürgen Wilder and Messe München CEO Klaus Dittrich. Right: Munich Airport CEO Michael Kerkloh with Stefan Rummel.

ISPO MUNICH
With over 85,000 visitors and 2,732 exhibitors from 120 countries, Munich again served as the meeting point for the international sporting industry, from February 5 to 8. Visitors were enthusiastic about many of the new products, and initiatives like “Your winter. Your sport.” provided new impulses for the industry. A key topic this year was women in sports. A clear trend: the digitalized sporting market.
Messe München is represented in the world’s most important growth markets. Alongside Munich, this includes China, India, Turkey, Brazil, Africa, Russia, Iran and Vietnam. The Messe München portfolio includes 56 events, with 22 in Munich and 34 abroad. Here is an overview of events and locations:

GERMANY
- Munich
- analytica
- AUTOMATICA
- BAU
- bauma
- ceramitec
- Die 66
- drinktec
- electronica
- EXPO REAL
- f.r.e.
- IFAT
- INHORGENTA MUNICH
- INTERFORST
- ISPO MUNICH
- IT2industry
- LASER World of PHOTONICS
- LOPEC
- MAINTAIN
- orafaits
- productronica
- transport logistic
- Trendset

CHINA
- Beijing
- ISPO Beijing
- Guangzhou
- IE Expo Guangzhou
- Hong Kong
- electronicAsia
- Shanghai
- bauma China
- FENESTRATION BAU China
- transport logistic China
- PeriLog – fresh logistic China
- LASER World of PHOTONICS China
- electronica China
- productronica China
- analytica China
- IE expo China
- ISPO Shanghai
- China Brew China Beverage

INDIA
- Ahmedabad
  - Indian Ceramics
- Bangalore/Delhi
  - electronica India
  - productronica India
- Laser World of PHOTONICS
- Delhi
  - BAUMA CONEXPO INDIA
  - Hyderabad
    - analytica Anacon India + India Lab Expo
- Mumbai/Delhi
  - drink technology India
  - Mumbai
  - IFAT India

BRAZIL
- São Paulo
  - Brasil Expo
  - MAT P&S Construction Expo

IRAN
- Tehran
  - IranConMin

NIGERIA
- Abuja
  - ConMin West Africa

RUSSIA
- Moscow
  - CTT-part of bauma network

SOUTH AFRICA
- Johannesburg
  - BAUMA CONEXPO AFRICA
  - food & drink technology Africa
  - IFAT Africa

TURKEY
- Istanbul
  - IFAT EURASIA
  - logitrans

VIETNAM
- Hanoi / Ho Chi Minh City
  - analytica Vietnam

*held every other year
LIVING ART

With 31 institutions, Kunstareal München offers nonstop highlights all year round. The third Kunstareal Festival, on June 24 to 25, gives visitors the chance to take a peek into a selection of the city’s museums for free. The organizers have put together an exciting program around the theme ENCOUNTERS. Some 140 events will be offered around the Kunstareal (which means ‘art area’), ranging from dialog-based tours, workshops and talks, to concerts, film screenings or a view behind the scenes.

COZY UP

Those looking for a change from stuffy meetings can find it in one of the many traditional Munich breweries, common ground for long-established Munich locals and guests from all over the world. A summertime idyll to which you can escape the chaos of the inner city is the beer garden of the Hofbräuhaus München. Step through the impressive archway to reach the interior and immediately feel at ease. Take a seat under the old chestnut trees and enjoy a tasty Hofbräu Original beer or one of the homemade delicacies from the in-house butcher or confectioner—a must for every visitor.

FIVE TIPS FOR BUSINESS TRAVELERS

BY VRONI HACKL

Extensive sightseeing can be difficult for trade fair visitors on tight schedules. But these five insider tips will reveal Munich at its best, even when time is short. So you may be able to combine business with pleasure after all.

MUNICH UP HIGH

Whether it’s an Alpine backdrop or a city panorama, the most beautiful of Munich’s views will sweep the worries off your shoulders. Embedded in a garden landscape, the terrace of the grand Bayerischer Hof hotel offers breathtaking views, and a cool drink from the Blue Spa Bar is the perfect accompaniment. Those with even higher ambitions should visit the Olympic Tower. Standing at a height of 952 feet, it peaks into the beautiful white-blue sky.

C O Z Y  U P

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HAVE A DRINK

Anyone who travels a lot knows the value of a bar that feels like home. Schumann’s on Odeonsplatz is that kind of place. It works its special magic at any time of day, whether during a business lunch, coffee break or evening drink. Also a popular meeting place for business travelers is Tabacco on Hartmannstraße. A Bible-thick cocktail menu, whiskeys for miles, heavy leather furniture and dim lighting—everything is set up for you to stay awhile and forget your worries.

SCHUMANN’S BAR AM HOFGARTEN
ODEONSPLATZ 6–7, 80539 MUNICH
BAR TABACCO
HARTMANNSTRASSE 8, 80333 MUNICH

BREATHE IT IN

Nature, blue skies and fresh air were always the secret recipe for combating stress. The Residenz offers up its majestic Hofgarten (Court Garden) as a place to unwind in the middle of Munich: Go for a walk, play boules or simply sit down and take it all in. In Munich’s oldest park, you can relax at any time of year. Locals also like to cross Galeriestraße and turn into the Dichtergarten (Poet’s Garden). This idyllic park is less frequented and a real insider tip.

HOFGARTEN
HOFGARTENSTRASSE 1, 80538 MUNICH

DISCOVER YOUR TERRITORY

TERRITORY – CONTENT TO RESULTS. Every day, more than 1,000 employees work to give companies and brands relevance. Instead of worlds of advertising, we create communicative territories for our customers: for the positioning of a company, for product and sales marketing, for employer branding, for internal communication, for collaborative customer engagement and for content campaigning. Discover what content communication can do for you. www.territory.de
MUNICH LOVE

HEY, GIRL!
These darling dolls are hand-painted with the Munich coat of arms — Matryoshka Munich-style.

obacht-shop.de

ELEGANT BAVARIAN DRESS
Business at the Oktoberfest? Totally acceptable in Munich. But be sure to arrive in style with the appropriate clothing. Available at lodenfrey.de

SCENT OF THE EISBACH STREAM
Perfumes stir our senses. This very personal love letter to Munich awakens a sense of home and goes straight to the heart. For her and him. lengling.de

THIRST FOR ADVENTURE
The R nineT Urban G/S is the most interesting 2017 innovation of the Bavarian motorcycle manufacturer BMW. Visually, an homage to the R 80 G/S of the 1980s; technically, state of the art. bmw-motorrad.de

LOCAL STYLE

A SOUVENIR

HIGH-TECH

BAVARIA TRADITIONALLY DIFFERENT

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The BMW Group Event Forum is the first-choice venue for event hosts with high expectations. With BMW Welt, the BMW Museum and the new BMW Group Classic spaces in close proximity, we are able to offer you an exclusive and generously proportioned event architecture together with the accompanying infrastructure needed for hosting high-culture events. Top-class catering provided by Kitley (for BMW Welt) and Koller & Kompagnie (for the BMW Museum and BMW Group Classic) ensures your guests enjoy the very finest in culinary delights too.

No matter whether it's an awards ceremony in the adaptable BMW Welt auditorium, a fashion show in the BMW Museum or an exclusive reception in the historical industrial building that is home to BMW Group Classic, we organise truly unique experiences with individual service in accordance with your exact requirements.

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