GETTING BACK TO NATURE
Ten years of VIVANESS and how Generation Y is driving growth

A STRONG VOICE
Auma Obama advocates real trade, not fair trade
BEAUTIFUL AND GREEN

The natural cosmetics sector is booming. The different attitudes of a new generation of consumers are fuelling double-digit growth rates.

ECONOMY AND ECOLOGY

“It’s a matter of sustainable economic development. Real trade, not fair trade!” This was the powerful message from a strong woman. Auma Obama, the half-sister of US president Barack Obama, gave the keynote speech at this year’s BIOFACH – World’s Leading Trade Fair for Organic Food. The eloquent speaker is a passionate advocate of equal opportunity between North and South: “Everyone needs to benefit.”

RISK AND SECURITY

Built-in security is what Eugene Kaspersky – founder of one of the world’s largest security software companies – is demanding for the Internet of Things. At embedded world in Nuremberg – World-Leading exhibition for embedded systems, he advocated the introduction of standards and stressed that security had to be built in by developers right from the start. This year’s embedded world and conference demonstrated in impeccable fashion how cyber criminality can be stopped in its tracks.
Dear Readers,

Auma Obama, Eugene Kaspersky, and Professor Leila Sadat are people with a message for the world. They spoke to us about sustainability, security, and international criminal law – issues that affect us all – at a variety of trade fairs and conferences unique to Nuremberg: for example, at BIOFACH, the meeting place of the organic sector in Nuremberg, at embedded world, World-Leading exhibition for embedded systems, and at a high-calibre legal congress to commemorate the 70th anniversary of the Nuremberg Trials. You can read about all of these topics in this issue of Messe+Co.

The fact that visitors to our trade fairs in Nuremberg have had such a great experience that they are glad to return is all down to teamwork. That team includes the NürnbergMesse service providers, without which our hugely successful events would not be possible. Our event caterer Lehrieder, for example, ensures that our visitors enjoy their meals and since the beginning of the year has been offering original Franconian cuisine at the new Behaims restaurant during trade fair season. Read more on pages 14-15. Another of our service providers, stand builder Holtmann, is responsible for the set of 3plus1, the new TV talk show on economic and social issues that is broadcast from NürnbergMesse. You can find out about Holtmann’s other areas of expertise in the article starting on page 10.

We hope that you enjoy your read!

Yours sincerely,

Dr Roland Fleck             Peter Ottmann
The world meets in Nuremberg: IWA OutdoorClassics breaks new records

When 1,455 exhibitors from 56 countries and 45,530 trade visitors from 114 countries are swarming over 10 exhibition halls covering a total display area of almost 95,000 m², then it’s really no exaggeration to say that “the world meets in Nuremberg.” In this its 43rd year, the IWA OutdoorClassics – the leading international trade fair for hunting and shooting sports, outdoor equipment, and civilian and official security needs – broke new records. Thomas Preutenborbeck, Director Exhibition at NürnbergMesse, is delighted with this result: “Like my predecessor, I’ll be doing everything I can to continue to strengthen the framework of the trade fair industry,” he says. There are three major challenges in the sector: first, the digital transformation of industry, second, the need to adapt to the very different economic developments in the various economic regions, and third, the shifting situations in the areas of politics and security. Fleck: “These are things we have to work on while we’re promoting the interests of the major German trade fair companies.”

New subscription scam: AUMA issues warning about exhibitor directory

The “International Fairs Directory” has been writing to companies and promoting entries in an online exhibitor catalogue. Many exhibitors mistakenly assume that inclusion in this directory is free of charge, so they complete and return the associated form. However, as shown in the small print, the directory entry is not free but costs €1,212 per year. AUMA advises exhibitors affected by this to ignore invoices and reminders. www.auma.de/en/TippsForExhibitors
Info

A unique expression of elegance, Hall 3A was the first exhibition hall designed by Zaha Hadid, and it embodies the signature architectural curves for which she is renowned.

Vale Zaha Hadid, architect of Hall 3A

NürnbergMesse is mourning the loss of Zaha Hadid, the brilliant architect of our new Hall 3A. “We are shocked by the sudden death of Zaha Hadid and mourn her passing. Our deepest condolences go to her family and the entire team of Zaha Hadid Architects, London,” says a statement from the CEOs of NürnbergMesse Group, Dr Roland Fleck and Peter Ottmann. The internationally renowned architect also designed Hall 3C, which is scheduled for completion at the end of 2018. “By building the new hall, we will enable her ideas to live on.”

Safety and Security I: FeuerTRUTZ – No. 1 platform for fire protection

Architects, civil engineers, fire protection designers, certified inspectors and tradespeople from 26 countries flock to Nuremberg for the FeuerTRUTZ. “Since its debut five years ago, the event has become the most important industry gathering for all those involved in fire protection,” concluded Stefan Dittrich, Director Exhibition at NürnbergMesse. The numbers are gratifying: 245 exhibitors (up 13 percent) from nine countries, more than 6,000 trade visitors (up 15 percent), and 1,150 congress delegates (up 15 percent).

Safety and Security II: Perimeter Protection cracks the 100 mark

With a total of 100 exhibitors, the Perimeter Protection show in Nuremberg achieved three-digit figures for the first time this year. The trade fair for mechanical and electronic solutions for outdoor perimeter protection enjoyed very significant growth compared with 2014. Trade visitors were up 24 percent (to 2,771) and there was a strong increase in the international contingent. For Stefan Baumgartner, Managing Director of Draht Mayr GmbH in Dielheim, Baden-Württemberg, “The caliber and number of conversations were first-class!”

EUROGUSS: a meeting of experts that is “something special”

EUROGUSS, the trade fair for die casting, an industrial casting process for serial and mass production of structural components, is a drawing card for a wide range of visitors, including production specialists, developers, and purchasers from automotive suppliers, foundries, and machine and plant engineering companies as well as specialists from the electronics, medical, surface treatment, and energy technology sectors. And the event is getting bigger. This year it welcomed 12,032 trade visitors (up 8 percent) and 580 exhibitors (up 23 percent), with every second exhibitor coming from outside of Germany. This includes Jonathan Abbis, Head of Business Area Die Casting, Bühler AG, Switzerland, who is firmly convinced that „the distinctive focus on die casting makes the fair something special, even at an international level. Thanks to the many high-calibre contacts we made, EUROGUSS 2016 was a huge success for us.”

Change at the Helm II: Hufnagel hands over to Beckmann

Bahne N. Beckmann is the new Managing Director of NürnbergMesse Service GmbH. He succeeds Walter Hufnagel, who has been in charge of this first NürnbergMesse subsidiary since he became its founding director in 1992. “We would like to thank this veteran of NürnbergMesse for his long-standing commitment to the company. In his final role, he performed a great service to the Nuremberg Exhibition Centre”, said Dr Roland Fleck and Peter Ottmann, CEOs of NürnbergMesse Group. His successor Bahne Beckmann, Executive Director at NürnbergMesse, wishes above all to “continue and intensify” collaboration with Mesago Messe Frankfurt, which has existed right from the start.

NMfair.mag: the digital magazine with something for everyone

Find out about the healing power that comes from a 3D printer, the fire protection expertise available at NürnbergMesse, how the song “What a Wonderful World” signals the end of a fair, and how 3plus1 explores the issues of safety and well-being at home. NMfair.mag, the new online magazine from NürnbergMesse, presents the latest news, background stories, and interesting interviews from the Nuremberg Exhibition Centre, the Nuremberg region, and the huge, many-faceted trade-fair community around the globe. Offering a wide range of topics through a variety of media – text, images, and videos – the magazine is researched and compiled by a cross-divisional team with an eye for the unusual. Simply click on the orange fair.mag button on the right side of our home page, www.nuernbergmesse.de. You can also subscribe to our free newsletter to have the latest stories sent to you at home or work.
In the green beauty market, Gen Y looks for information and swaps experiences online.
They work differently, they live differently, and they consume differently. Today’s 20 to 35 year-olds – known as Generation Y or Gen Y – have a sense of responsibility. And it’s this generation that is largely behind the rapid growth of the “green” beauty market, making it the No. 1 target group for natural cosmetics producers worldwide. These businesses recently gathered for the tenth time at VIVANESS 2016, the industry’s international platform in Nuremberg.

The cosmetics sector is a billion-dollar business. It’s a ubiquitous presence in our everyday lives and dominates the ad breaks during popular TV shows like Germany’s Next Top Model and Shopping Queen. According to statistics from Cosmetics Europe, the European cosmetics and personal care industry association, more than €72 billion is spent on cosmetics in Europe every year. Germany, France, the UK, and Italy combined generate more than 60 percent of cosmetic sales in the EU.

Yet within this market there is one segment that is growing faster than all the others: natural cosmetics. Higher spending and greater numbers of consumers led to an increase in sales in Germany of 10 percent in 2015. Today €1.1 billion represents a market share of 8.3 percent. There are many causes behind the boom in natural cosmetics: for example, revelations about questionable ingredients in conventional cosmetics, higher productivity and professional handling, and the fact that the products are now available through a wide variety of distribution channels. However, the greatest boost to growth in this sector comes from the shifting value system embraced by one generation above all others: Generation Y. Denise Nordbeck from Germany’s largest market research institute, GfK, based in Nuremberg, confirms: “We’re observing strong growth in customer reach, especially among young consumers.”

But how well do manufacturers and retailers know their primary target group? “Young consumers look for products with a face behind the brand and a statement to make,” says natural cosmetics expert Elfriede Dambacher. “Anyone who can do this authentically will be one of the winners in this segment. However, it’s a segment that will only succeed by following the philosophy all or nothing”
channels like YouTube and its “haul” videos of shoppers’ experiences, online tutorials as the modern equivalent of the instruction manual, blogs that tell stories, and the photo platform Instagram to document the whole thing in images. This is all very effective, as indicated by the more than 125,000 contributions associated with the hashtag #organicskincare.

This is another distinguishing feature of Gen Y; it seems to be able to reconcile the irreconcilable, i.e., the technology of the future and the yearning to get “back to nature”. After all, nature was defining cosmetics long before the advent of industrial production and chemical preservatives. Everyone is familiar with the story of the Egyptian queen Cleopatra and her beautifying baths in donkey milk, or the striking black kohl-rimmed eyes of the pharaohs. The Roman poet Ovid wrote a poem on women’s beauty treatments, the Medicamina Faciei Femininae, and provided a recipe for a face mask with the ingredients barley, vetches, powdered deer antler, narcissus bulbs, and honey. Many a recipe from antiquity and knowledge passed down from generation to generation are more relevant today than ever in the field of natural cosmetics – “nature reloaded”, so to speak, or “Beauty 4.0”, in the lingo of Gen Y.

**Natural cosmetics gain market share**

What is growing, however, is the significance of Gen Y for the natural cosmetics sector. While from 2009 to 2015 the market shares in the younger target group fell by 1.9 and 2.7 percent respectively for conventional and semi-natural cosmetics, sales of natural cosmetics to this group were up 2.3 percent. Young consumers don’t take the easy way out, and they’re very difficult to impress. Photoshopped faces on the covers of glossy magazines or smiling down from huge billboards no longer do the job.

This is a generation that asks questions. And so it is perhaps entirely fitting that in English, “Y” sounds like “why.” These questions are largely being asked at the point of sale, in the chemist shops and drugstores that represent a 40 percent share of the market. But there are also a lot of questions being asked online. No other generation does this as frequently as Generation Y. But once again, they do things differently. Their preferred tool is not the search engine, but their favourite communication because “near-natural” is simply not enough. And the figures speak for themselves. The “near-natural” cosmetics segment is barely growing, up by just 2 to 3 percent in 2015.

**For our association, sponsoring the event provides the ideal framework for strengthening the certified natural cosmetic sector to deal with the challenges and issues it faces. We are delighted to be taking this crucial step that reinforces our long-standing relationship with NürnbergMesse, and we look forward to our future collaboration.”**

Klara Ahlers, President of NATRUE and Managing Director Laverana
“VIVANESS, as the international platform for natural and organic cosmetics, is the ideal opportunity for our worldwide association of standards and certification organisations to share knowledge with all industry players. So this is all the more reason for us to embrace this opportunity to continue to support NürnbergMesse in the future as the event’s sponsor. We look forward to a fruitful collaboration and the advancement of our shared goals.”

Harald Dittmar,
Managing Director BDIH, Member of the Board of COSMOS-Standard AISBL

VIVANESS: “This anniversary event was beautiful and truly inspiring”

Danila Brunner, Director Exhibition BIOFACH/VIVANESS

10 years of VIVANESS – what’s your verdict?
Very positive! This was actually my first VIVANESS and BIOFACH as Director, so I am all the more delighted about the great results in terms of quality and quantity. The mood in the halls was excellent. Both sectors, organic foodstuffs and natural cosmetics, continue to enjoy a boost in numbers, and the results of the combined show confirmed that the market is on course for growth. In 2016 VIVANESS welcomed 250 exhibitors, 46 more than in the previous year. We were naturally also very pleased about the record-breaking visitor numbers of 48,533 for the combined show. A fantastic, inspiring anniversary event in every respect!

91 percent of exhibitors regard VIVANESS as an important tool for keeping up with trends. What else is special about this trade show?
The premiere of “VIVANESS on stage”, the special display area “Breeze” for international newcomers and trendy niche markets, and the Novelty stand, an important port of call for trend scouts working in the beauty sector and a showcase for 179 featured products in 2016. As in previous years, these featured products all participated in the Best New Product Awards, which are chosen by trade visitors. An important distinguishing feature of VIVANESS, however, is also its reliability and transparency, thanks to stringent admission criteria that give the event credibility and provide a framework for specialist buyers.
Standing out

First impressions matter. At trade fairs, it is the exhibition stands that catch the eye first and foremost. Exhibition stand builder Holtmann, from Langenhagen near Hanover, has always had an eye for detail and a flair for special designs. The company is one of the pioneers of modern stand building and in this its seventh decade is a global player in the sector.

In 2015, Holtmann Messe + Event garnered one of the coveted FAMAB awards for creative communication for the fifth time in succession. It won the Golden Apple for “Best Stand Design” in the Architecture category for its successful execution of the trade show project for the Alape brand at the ISH fair in Frankfurt in 2014.

Wilhelm and Walter Holtmann were certainly not dreaming about golden apples when they established their carpentry and joinery business in 1950. But they did get off to a dream start.
They were barely out of the starting blocks when they found the winning formula with their exhibition stands, making a name for themselves as far back as the 1960s at many trade fair venues in Europe, including Frankfurt, Berlin, Milan, Paris, Moscow, London and Budapest. But also on their own doorstep, at Messe Hannover, where for what was at that time the largest exhibition hall in the world, they built 18,000 m² each of roof structures and floor-ceiling elements in just three months. From then, Holtmann continued to seek out challenges and gained more prominence. The Olympic village for the sailing competitions in Kiel in the early 1970s was built in just five months. Covering an area of 3,600 m², it was handed over turnkey-ready compete with all heating, ventilation and lighting installations. The Info Box, a temporary pavilion on Potsdamer Platz in Berlin, which in the 1990s was Europe’s biggest construction site, went up in just three months. The dawn of the new century saw the Langenhagen-based company step into the global spotlight. The breakthrough was the EXPO 2000 in Hanover, which marked the start of a new business segment for the company. Many more pavilions followed – for example, for the major world exhibitions in Switzerland in 2002, Japan in 2005, Shanghai in 2010 and Milan in 2015.

Holtmann Group: solutions in every size and scales

In the meantime, Holtmann has grown into the Holtmann Group, which includes the brand name :mesomondo. The trade fair service provider based in the Nuremberg exhibition grounds...
is also responsible for the set of the new 3plus1 TV format, which is transmitted four times a year and involves various personalities from industry, politics and the social sphere discussing topical issues. Up to 2.5 million viewers per episode also get to admire the show’s impressive set, which features a comfortable seating arrangement that encourages relaxed conversations against the spectacular backdrop of Hall 3A, designed by the late Zaha Hadid. “Designing sets for TV shows is a huge challenge,” says "mesomondo" Managing Director Charlotte Weber. They need to be easy to install and dismantle and should also not take up too much space if they have to be stored without getting damaged until the next broadcast.

The company’s expertise in the effective design of smaller spaces is prized in the meantime by a very large number of clients, from start-ups to major corporations. In the first two months of 2016, the company designed and built more than 22,000 m² of space in record time for no less than 800 companies. These are figures that speak for themselves.

If "mesomondo" is the specialist for “small is beautiful”, then the trademark of "Holtmann Messe + Events" could be described as “big but not bland”. This was recently confirmed by several stands at the World Mobile Congress in Barcelona in February. Meanwhile, back in Langenhagen, another team from the “India Desk” was working on a project for Jaquar, a large family-managed international company in India which manufactures premium-quality bathroom fittings in the Indian province of Haryana. E)(pomondo, a special Holtmann brand that focuses on brand architecture and retail, was commissioned to undertake the extensive project management and financial controlling of Jaquar’s new company museum designed to showcase all facets of the company’s history on a display area of 1,200 m². Jaquar had met the India Desk at the ISH show in Frankfurt and had been impressed by it at once.
Auma Obama

“Real trade not fair trade”

Naturally, he is there too, if only in spirit: Barack Obama, the US president. But it is his half-sister, Auma Obama, who is standing at the lectern at BIOFACH. And she is an imposing presence with a lot to say. At the BIOFACH – World’s Leading Trade Fair for Organic Food, Auma Obama is an eloquent advocate for equality of opportunity between North and South. In Africa, ecological agriculture is the norm. “It is the least expensive method of farming in that region, because it is generally undertaken by smallholder families who cannot afford expensive fertilisers or genetically modified seeds,” said Obama, who is in her mid-fifties, as she explained the main tenet of her message. Organic farming born out of necessity offered countless advantages to disadvantaged regions.

No development aid
The problem is trade barriers. Exporting their foodstuffs, e.g. to Europe, was simply too expensive due to customs tariffs etc., said Obama. This was exacerbated by subsidies to farmers in industrialised countries. Obama does not want handouts for her compatriots, but equal opportunity: “It’s a matter of sustainable economic development. Real trade not fair trade!” She repudiates “development aid” in the classical sense. “It’s about doing business in a spirit of partnership, so that ecological and economic interests can be reconciled. Everyone needs to benefit.” Despite the barriers to trade, the Kenyan remains firmly convinced that the organic route is the right one. “People in the South may not have any money, but they have land they can cultivate.” One of the things her Sauti Kuu (strong voices) Foundation does is to support smallholders in rural regions of Kenya to farm their land using traditional methods. The Foundation sets up programmes that help small farmers provide for themselves using sustainable agriculture and as a result become economically self-sufficient.

From Nairobi to Heidelberg
Of course it comes as a surprise that Auma Obama says all this in native speaker level German almost without a trace of an accent. This was unexpected, given that her homeland, Kenya, is very far away from Germany and has English as its first official language. But even as an adolescent, Auma Obama was interested in German literature, the serious nature of which very much appealed to her. Through the German Academic Exchange Service (DAAD) she was able to study German language and literature in Germany. She also undertook a course of studies at the German Film and Television Academy in Berlin, while at the same time working on her doctorate at the University of Bayreuth, about an hour’s drive from Nuremberg.

Just recently, Auma Obama received the German Speaker’s Award from the jury of the German Speakers Association (GSA). There is an appropriate sense of urgency to her wake-up call to farmers and growers: “We have to look after the most valuable thing that we possess: our land, our earth!”
Hospitality the Franconian way

Trade fair visitors come to Nuremberg to do good business. If, in the process, they also get to enjoy some typical Franconian hospitality, it adds a certain something to their stay. Since the beginning of the year, NürnbergMesse has been offering an extra helping of Franconian (frängisch’n, as the locals say) culture and cuisine at the newly opened Behaims restaurant at Mitte entrance.

“The international trade fair visitor has to miss out on Franconian cooking for around 360 days of the year,” joked CEO of NürnbergMesse, Dr Roland Fleck, at the official opening of Behaims. In other words, a trip to Nuremberg is not just worthwhile for doing business, it can certainly also be justified on culinary grounds. Traditional grilled sausages, “Schäufele” pork shoulder, apple tarts, Franconian tapas are sure to make your mouth water just by reading the menu, which features authentic Franconian, regional and seasonal dishes. At the start of the year, for instance, the restaurant serves brook trout, and in the summer months Franconian trout fillet.

“Only the best of the best” is the motto of Lehrieder, a family-run catering company which has been in the business of providing great food for 45 years. “Creating delectable culinary experiences is what drives us,” says Managing Director Nadine Cauers-Lehrieder. In their capacity as service partner, the event caterers have been doing this successfully on behalf of NürnbergMesse for the last 10 years. The Behaims is the first project to be successfully completed under the “Gastro Vision 2.0” initiative, which

Managing Director René Lehrieder describes thus: “It’s not about eating and drinking just for nutrition’s sake; it’s about creating an experience that is unforgettable.”

An experience for all the senses

This experience begins long before the first bite has reached your mouth. A supersized bronze-effect globe at the entrance is the centre of attention for the up to 130 diners who can be accommodated in the Franconian venue, which is a stylish blend of the traditional and the modern. Attention is immediately drawn to the architecture, featuring modern materials combined with rustic elements and individually-made solid wood furniture – all of it in warm hues. It is quite spectacular to see wait staff dressed in regional costumes serve traditional dishes with a modern twist on contemporary tableware. Lehrieder uses virtually no convenience items, sets great store by in-house production and always manages to conjure up a surprise or two from the kitchen. Like home-made jams, for example.

And looking down from a huge portrait on the wall, as though to make sure that everyone is enjoying their meal, is the restaurant’s namesake. Martin Behaim, merchant and explorer, was one of the greats of medieval Nuremberg and built the oldest terrestrial globe preserved to
And these visitors, fortified by the region’s culinary delights, can then go forth, to paraphrase Goethe: “feeling like newly born, stronger, braver and more skilled in their negotiations”. And they also make the best ambassadors for our welcoming Franconian hospitality all over the world.

Trade fair visitors don’t have to go far to enjoy a great dining experience: Dr Roland Fleck and Peter Ottmann, CEOs of NürnbergMesse Group, with Nadine Cauers-Lehrieder and René Lehrieder.

Wining and dining in a stylish ambience: the new Behaims delights with its impressive architecture and exquisite menu.

this day. As if he had already anticipated that more than 500 years later the world would be flocking to the Franconian metropolis. And to the Nuremberg Exhibition Centre as exhibitors, trade visitors or congress delegates. For NürnbergMesse CEO Peter Ottmann, the globe at the entrance to the Behaims restaurant has great symbolic value: “On the one hand, it alludes to the fact that as a company, we too are operating worldwide, and on the other, that we are the destination every year of hundreds of thousands of people from more than 160 countries.”
Eugene Kaspersky, web security expert, talks about cyber-attacks and how to prevent them.
Safety first

Security has to be built in by developers. This according to someone who is driving cyber security like no one else: Eugene Kaspersky. The head of the company of the same name that produces security software for end-user devices was the keynote speaker at embedded world in Nuremberg. It was the ideal venue for a passionate address to the people who needed to hear it most.

The embedded world 2016 was the biggest “of all times”. The organisers of the event can state this in good faith because the trade fair has been held at the Nuremberg Exhibition Centre since it started in 2003. It was from this venue that it experienced a meteoric rise from its humble beginnings to become the world’s No. 1 exhibition in this sector. It is a gathering place for the who’s who of embedded computer specialists, more than 30,000 of them this year. And increasingly, they are also coming to grips with security issues. Everyone is familiar with Kaspersky. The company with the striking green logo bearing its founder’s name is one of the world’s largest vendors of security software for end-user devices. And because embedded technologies are increasingly also having to tackle security issues, it was appropriate to bring the professionals together with one of the world’s leading anti-virus specialists: Eugene Kaspersky.

In the early days of the Internet, Kaspersky established Kaspersky Labs along with some colleagues. It was 1997, at a time when the Internet was becoming more and more familiar to private individuals, but still before Boris Becker helped the technology to a breakthrough in Germany as part of the AOL “Am I ‘in’ yet, or what?” advertising campaign.

The Internet itself, of course, has been around for a lot longer, and so as a graduate of the mathematics faculty of the KGB University, Kaspersky had already developed anti-virus technologies at the end of the 1980s. In the light of his educational background, Kaspersky called his work “applied mathematics” and became hugely successful. Like the late Steve Jobs, Kaspersky also started off quite small, with a workshop in a Moscow backyard. Today, he is one of the giants in the industry and his company Kaspersky Labs has a turnover of around half a billion euros per year. Kaspersky, who drives a bright red Ferrari and a large BMW, has the knack for getting people on his side.

Internet of Things: a target of cyber criminals
Kaspersky is loud and cheerful, charming and eloquent. But the subject he is addressing is serious. “The Long Hard Road Out of the Cyber Dark Ages” was the theme of his presentation at embedded world. Kaspersky was insistent that IT security aspects do not just affect the traditional PC but are also having more and more of an impact on the smaller, networked electronic gadgets that make life easier for us. This “Internet of Things”, that not only enables your printer to indicate when the ink cartridge is empty but can also automatically order a new one for you, is part of the future. And that is why it is attracting the attention of cyber criminals.

Wherever embedded systems are networked with one another and/or integrated into the Internet of Things, the risks to their security increase. For cyber security experts it is difficult, however, to protect systems whose design has not taken account of security aspects from the very beginning. Security has to be “built in”, and the developers has to include it and think ahead proactively from the very start, said the Internet guru.

Kaspersky pointed out, with self-assurance, that the best IT security engineers, but also the best hackers, come from Russia. This year’s embedded world provided excellent examples of how secure transmission channels can function and how security at different levels can be planned and built in systematically.

For Kaspersky, the issue of security is not just a lucrative business. In 2011, he had the personal misfortune to make the acquaintance of the “Cyber Dark Ages”. But it was not a security breach that led to the kidnapping of his son Iwan. The 20-year-old had simply done what millions of social network users do every day: he had revealed his home address. The crowning touch to the happy ending: Kaspersky’s own security team was involved in the rescue operation.
Seventy years ago, some of the most powerful figures of the Nazi regime sat in the dock in Courtroom 600 in the Nuremberg Palace of Justice. The first Nuremberg Trial is regarded as the blueprint for the International Criminal Court in The Hague. The “Nuremberg Principles” established at that time are the city’s legacy to international law – and remain acutely relevant through to the present.

In 2012, the judgment against Congolese militia leader Thomas Lubanga Dyilo was the first verdict passed by the International Criminal Court in The Hague. Highly symbolic was the closing of the prosecutor’s case by Benjamin Ferencz, one of the former prosecutors at the Nuremberg Trials. The 92-year-old pioneer of the International Criminal Court and recipient of the Grand Cross of the Order of Merit of the Federal Republic of Germany set the work of the court directly within the direct tradition of the Nuremberg Trials.

Also in their nineties are three of the last five surviving eyewitnesses to the Nuremberg Trials, who 70 years to the day after the opening of the International Military Tribunal – the first Nuremberg Trial – sat once again in Courtroom 600 of the Nuremberg Palace of Justice. They were there for the opening of the two-day conference “The Nuremberg Principles 70 Years Later – Contemporary Challenges”. In the roles of interpreter, guard and court assistant, George Sakheim, Moritz Fuchs and Yves Beigbeder, who were all in their early twenties at the time, experienced the events at close quarters. And even to those who were sitting in the very back rows of the packed courtroom, it was very obvious how much these elderly gentlemen were still affected by that experience today.

No less impressive was the subsequent legal congress in the Nürnberg ConventionCenter, thanks to the passionate arguments put forward by the high-calibre invited guests: Professor Leila Sadat, expert on human rights and international criminal law, Dr Shirin Ebadi, the first woman of Muslim faith to win the Nobel Peace Prize, Professor Shaheen Sardar Ali, the first female cabinet minister of a province in Pakistan, and Professor Tiyanjana Maluwa, former legal advisor to the...
African Union. This was a conference that welcomed seasoned experts and young legal professionals from four continents and provided impressive confirmation of the universal validity of the Nuremberg Principles into the present day.

The congress was organised by the International Nuremberg Principles Academy, a fairly recent institution whose aim is to actively promote international criminal law. The city of Nuremberg is one of its sponsors. With its Documentation Centre Nazi Party Rally Grounds and since 2010, the Nuremberg Trials Memorial, the city is also reminding the broader public of the history that was made there. “As a result, Nuremberg is developing into a unique centre,” says Henrike Claussen, the new director of the Nuremberg Trials Memorial. “It serves both an international lay audience and the professional community as a place of information, exchange and scholarly debate on issues relating to international criminal law.” And ultimately, it reminds us of the change that took place here 70 years ago: from a city of race laws and party political rallies to the present-day “City of Peace and Human Rights”.

“An indispensable service in the fight against any form of political fanaticism”

Documentation Centre, Memorial, Academy – what is the message that Nuremberg is sending out into the world with these institutions?

Dr Oscar Schneider: We want to maintain and extend the legacy that Chief US Prosecutor Robert H. Jackson handed down before the International Military Tribunal on 21 November 1945. We call for the consistent application of the statute for the International Military Tribunal (Nuremberg Principles) against all persons who are guilty of the same crimes as the main defendants before the Nuremberg Tribunal in 1945. We are documenting this trial and are disseminating worldwide the international criminal law applied for the first time in Nuremberg in 1945. In doing so we are acting in the service of peace according to the United Nations Charter.

What do the Nuremberg museums want to convey to visitors?

Dr Oscar Schneider: In the Documentation Centre they will learn about the NSDAP rallies. We show them the orchestrated perfection of the night-time appeals and ceremonies: the cathedrals of lights, the flames, flags and cult of the dead. We show that the Nazi propaganda machine succeeded in fascinatung the Germans and foreigners who were present and winning their support for the Third Reich. We want to show how it was and see it as our duty to show only the historical truth. The citizens of Nuremberg do not want to “overcome” the Nazi past; we want to face the truth, investigate it rigorously and convey it to the younger generation using the means and tools available in museum education. We are convinced that in doing so we are rendering an indispensable service in the fight against any kind of political extremism.
BUSINESS GROWS WHEN
THE WORLD COMES TOGETHER

International exhibition year 2016

ACREX India  (Mumbai, India)  25.02. – 27.02.
International Exhibition on Air Conditioning, Refrigeration & Building Services

ALUCAST  (Bangalore, India)  01.12. – 03.12.
Exhibition & Conference - Aluminium Die Casting

American Coatings Show  (Indianapolis, Indiana, USA)  12.04. – 14.04.


BIOFACH AMERICA – ALL THINGS ORGANIC  (Baltimore, USA)  22.09. – 24.09.

BIOFACH AMERICA LATINA – BIO BRAZIL FAIR  (São Paulo, Brazil)  08.06. – 11.06.
International Trade Fair of Organic Products and Agroecology

BIOFACH CHINA  (Shanghai, China)  26.05. – 28.05.
International Organic Trade Fair and Conference

BIOFACH INDIA together with INDIA ORGANIC  (New Delhi, India)  10.11. – 12.11.

BrauBeviale  (Munich, Germany)  08.11. – 10.11.
New Materials - Technologies - Logistics - Marketing

Chillventa  11.10. – 13.10.
International Exhibition Refrigeration | HVAC | Ventilation | Heat Pumps

China International Diecasting  12.07. – 14.07.

China International Pet Show  (Shanghai, China)  10.11. – 13.11.

embedded world  23.02. – 25.02.
Embedded Systems Conference

Enforce Tac *  International Exhibition & Conference  02.03. – 03.03.
Law Enforcement, Security and Tactical Solutions

EUROGUSS  12.01. – 14.01.
International Trade Fair for Die Casting, Technology, Processes, Products

FachPack  27.09. – 29.09.
European Trade Fair for Packaging, Technology, Processing and Logistics

FCE Cosmetique  (São Paulo, Brazil)  10.05. – 12.05.
International Exhibition of Technology for the Cosmetique Industry

FCE Pharma / POWTECH Brasil  (São Paulo, Brazil)  10.05. – 12.05.
International Trade Fair of Technology for the Pharmaceutical Industry

FENSTERBAU FRONTEAL  16.03. – 19.03.
The Trade Show Windows, Doors, Facades

FENSTERBAU FRONTEAL INDIA  (Mumbai, India)  25.02. – 27.02.
International Exhibition & Conference Window, Door and Facade Technologies, Components, Prefabulated Units

gardening, landscaping, greendesign

Glass South America  (São Paulo, Brazil)  08.06. – 11.06.
International Exhibition of Design, Technology for the Glass Industry

HOLZ-HANDWERK European Trade Fair for Machine Technology, Equipment and Supplies for the Wood Crafts  16.03. – 19.03.

HPCI India IN COOPERATION WITH The Indian Care Chemical Convention  (Mumbai, India)  10.03. – 11.03.

iENA * International Trade Fair Innovation New Products  27.10. – 30.10.

Insights-X *  High performance in target sport, leisure activities, protecting people

International Powder & Bulk Solids Processing Conference & Exhibition  (Shanghai, China)  19.10. – 21.10.

Interzoo * International Trade Fair for Pet Supplies  26.05. – 29.05.

It-sa Brasil  (São Paulo, Brazil)  13.09. – 14.09.
The IT Security Conference and Corporate Networking

It-sa The IT Security Expo and Congress  18.10. – 20.10.

IWA OutdoorClassics *  High performance in target sport, leisure activities, protecting people

ORGANIC EXPO together with BIOFACH JAPAN (Tokyo, Japan)  10.02. – 12.02.

PADDLEexpo * The Global Paddlesports Trade Show  07.10. – 09.10.

PAINTINDIA  (Mumbai, India)  21.01. – 23.01.
India’s proud global event for the paints, coatings, ink, construction chemicals and adhesives/sealants industries

PCIM Europe *  Power Electronics | Intelligent Motion | Renewable Energy | Energy Management  10.05. – 12.05.

Pet South America (São Paulo, Brazil)  30.08. – 01.09.
International Trade Show for Pet Industry Suppliers in Latin America

Your one stop event for material handling and processing

POWTECH World-leading Trade Fair for Processing, Analysis, and Handling of Powder and Bulk Solids  19.04. – 21.04.

R+T South America  (São Paulo, Brazil)  08.06. – 11.06.

SAE China Congress & Exhibition  (Beijing, China)  26.10. – 28.10.

SENSOR+TEST The Measurement Fair *  International Trade Fair for Sensors, Measuring and Testing Technologies with concurrent Conferences  10.05. – 12.05.


Spielwarenmesse * *  International Trade Fair for Toys, Games and Linens  27.01. – 01.02.

SPS IPC Drives *  22.11. – 24.11.

VIVANESS * International Trade Fair for Natural Personal Care  10.02. – 13.02.

* For trade buyers with legitimation only  * * by external organizer

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