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spring Messe Management GmbH & Co. KG, Gueterhallenstrasse 18a, 68159 Mannheim – Germany



www.messe.org

Exhibitions for Human Resource Management

Newsletter

The latest news from 9 European HR events

Zukunft Personal 

9. Fachmesse für Personalwesen
9th Exhibition for Human Resource Management

PERSONAL 

9. Fachmesse für Personalmanagement

Personal Moscow 

4th Exhibition for Human Resource Management
4-я Специализированная выставка по кадровому менеджменту

Personal España 

Exhibition for Human Resource Management
Exposición Profesional de Recursos Humanos

Personal Swiss 


7. Fachmesse für Personalmanagement
7ème salon solutions ressources humaines

PL Swiss Professional Learning

RH Salon Solutions Ressources Humaines

Personal Austria 

6. Fachmesse für Personalwesen
6th Exhibition for Human Resource Management

Personal Hungary 

4th Exhibition for Human Resource Management
4. Emberi Erőforrás Management Szakkiállítás

HRM  **de**



Welcome



KoelnMesse
09-10 September 2008

Welcome to our exhibitions for HR management!



Globalisation is a constant process, also in the HR management. This year, more than 20,000 HR professionals will meet approximately 1,200 exhibitors at our 9 HR events in 6 countries. We are more than pleased to meet the needs of a growing international view on HR. Besides the well-established HR events, we have two exciting premieres this year: Geneva and Barcelona.

Our cross-national engagement is based on the fact, that internationalisation of the market creates new challenges, not only for the HR professionals who are facing an international workforce, expatriates and high HR standards, that have to be implemented across the globe. Also, you as an HR service provider need to go along with your customers developing new markets, in order to survive in your domestic market. Standardised software solutions and accountancy across the borders, as well as an integrated concept of HR development being a company-wide strategy, are indispensable keys for a successful business.

Whether Barcelona, Budapest, Cologne, Geneva, Moscow, Stuttgart, Vienna or Zurich – all our HR exhibitions are driven by an extensive media campaign and active national support. You can count on the same high quality service and experienced contact persons who are professionals in the local HR market, in order to satisfy your demand. At the same time, we minimise your planning effort: You plan once and we will organise your participation identical for up to 6 countries. All you need to do is simply mark the exhibition you would like to attend.

All our exhibitions are reserved to HR professionals only, who are decision makers of their company. You can either address your target group with an exhibition stand or in addition use the opportunity to attract potential customers as a speaker in the practical forums.

Strengthen your market position and even break into new markets along with us. Bank on marketing within the range of HR management without any spreading loss: for further information please use the reply fax included. If we can be of any further assistance to you, please do not hesitate to get in touch with us.

Count on us – we are looking forward to it!

Kind regards,

Alexander R. Petsch
CEO
spring Messe Management



Europe's largest HR Event – 420 exhibitors, 6,000 visitors



Europe's largest exhibition for human resource management will open its doors to an international audience for the 9th time on 09-10 September 2008 in Cologne, Germany. This well-established meeting point was able to achieve a considerable rise in its exhibitors by 40 percent (compared to 2006). In three halls, which are dedicated to the topics of further education and training, hard- and software solutions, as well as services and consultancy, more than 420 exhibitors from ten countries will present their products and services to the HR world.

The core competence of Zukunft Personal is the combination of trade fair and practical forums. Within those practical forums, the latest HR trends will be showcased from more than 100 experts in numerous presentations, lectures and panel discussions, which are not only held by keynote speakers, but also by well-known chief editors. Besides the exhibition and its practical forums, there will be several other events such as an award show, the Action-Zones, a MeetingPoint and two special areas that cover the topic „HR on the internet“ as well as „HR consultancy“.

The Action-Zones are forums for 16 trainers presenting extracts from their seminars and workshops in units of 30 minutes. Visitors are encouraged to interact and learn by experience. It is an awesome possibility finding the suitable coach for your enterprise.

Within the special area “HR on the internet”, visitors get information about new developments in staff recruiting, online applications and web-based HR tools.

Within the area “HR consultancy”, specialists can inform themselves about new innovations in the field of consultancy. This area provides a good opportunity to present their products and services.

Theoretical lectures are not always useful, if they do not correspond to the own situation. Within the MeetingPoint, visitors have the opportunity to exchange information and interact in an informal atmosphere. Questions and concerns regarding the HR world are covered. The discussions are moderated.

Further information can be found at: www.zukunft-personal.de

Futurologist Matthias Horx at the Personal Austria



The HR world has been meeting in the halls of the Austria Center Vienna for 6 years and attracts numerous exhibitors. It is an excellent platform for networking with other HR professionals. More than 150 exhibitors will introduce several innovations to the public in 2007.

The exhibition is supported by two practical forums having more than 55 lectures and panel discussions, which will give you an update of the latest developments. Furthermore, CEO's such as Mrs. Schatzdorfer (Schatzdorfer Gerätebau) will talk about human asset being relevant for a company's success.

What persuades you more than learning from a colleague? Within the forum for Best Practice, companies have the opportunity to highlight their products and services. Decision makers are giving lectures about their product experiences.

The organiser is especially proud to welcome Matthias Horx as a keynote speaker. He will make a speech on the topic of "the future of work". Mr. Horx is supposed to be the most influential trend scout and futurologist in the German-speaking area.

We converted following request of our exhibitors: All CEO's, managing directors and HR- service providers are acknowledged to visit the Personal Austria 2007. Consultants and trainer, who do not exhibit, need a special invitation. HR decision makers remain among each other in order to strengthen the idea of networking.

Personal Austria is sponsored by



Media partner are



LATEST EXHIBITORS

- Catro Media
- I.K. Hofmann GmbH
- ISG Personalmanagement GmbH
- Jobfinder Austria GmbH
- perfect training Personalentwicklung GmbH
- Salzburger Nachrichten Verlagsgesellschaft m.b.H. & Co. KG
- T-SYSTEMS AUSTRIA GESMBH
- UNIQA Group
- willhaben internet service GmbH & Co KG

ABOUT 180 EXHIBITORS

Further information can be found at: www.personal-austria.at

Your key to Hungarian and Eastern European market

HR professionals will congregate for the 4th time on 14-15 November 2007 at the Personal Hungary in Budapest, which is the leading HR exhibition in the East-European area. Last year's Personal Hungary attracted about 1,680 visitors and it keeps growing, internationally. Besides Hungarian companies German, Austrian, Swiss and Slovakian exhibitors attend Personal Hungary.

In 2007, more than 70 exhibitors will present novelty within the HR world. The exhibition will be inaugurated by the State Secretary (Ministry of Social Affairs and Labour), Mr. Csizmár Gábor. A multifaceted programme in two practical forums, intensive discussions at the MeetingPoint as well as interactive presentations at the Action-Zone Training complete the bargain. The largest software companies such as NEXON, SAP, VT-Soft and Perbit discuss about the trends and future developments in HR software industry. MERCER participates in a panel discussion with the topic of HR development concerning the surrounding countries.

The "5th European PR Discussion Forum" will be hosted for the first time during the exhibition. The event is organised by the Association of Hungarian Journalists (MÚOSZ) and is dedicated to the comprehensive topic of Corporate Social Responsibility (CSR).

Partners of Personal Hungary are

hvg jobline.hu



LATEST EXHIBITORS

- Audi Akademie GmbH
- Budai Egészségközpont Kft.
- CEU Business School
- DEKRA Arbeit Magyarország Kft.
- DGS GLOBAL RESEARCH
- Doit HR Szolgáltató és Tanácsadó Kft.
- Pepper Rendszerház Zrt.
- Recruitment International
- RODIN Management Service Kft.
- StepStone Solutions GmbH

ABOUT 70 EXHIBITORS

Further information can be found at: www.personal-hungary.hu

Germany's HR Exhibition in the South!

With 201 exhibitors and 2,507 visitors, the PERSONAL2007 was more than successful for all attendees. Nicole Kobjoll, who talked about motivation of employees and Prof. Dr. Mag. Pircher-Friedrich, who spoke about the achieve of sustained success were amongst keynote speakers.

PERSONAL2008 will take place at the new exhibition centre near the airport in Stuttgart. With 10,000 sqm, the new halls are an ideal platform for HR professionals in Southern Germany. PERSONAL2008 will offer four practical forums with nearly 100 different lectures, speeches and best practice examples. Keynote speakers and various panel discussions will supplement the programme. Presentations, which were held in the practical forums in 2007, can be downloaded as mp3 at www.personal-messe.de.

The special section e-HR is a major part of the PERSONAL2008. It informs about solutions in digitalised HR work. A new activity at the PERSONAL2008 will be the Action-Zone Training. Having 8 trainers, this forum presents excerpt from their seminars as well as workshops in units of 30 minutes.

Further information can be found at: www.personal-messe.de



HRM.de: the social network for HR professionals

HRM.de is a brand-new social network for HR executives and a knowledge pool for HR management. Each user sets a personal profile which basically has the function of a business card. Users can contact experts of the HR management, get in contact with former colleagues and fellow students or discuss HR topics with professionals. However, HRM.de is more than just a networking service: apart from the access to press releases, studies, MP3's lectures of experts as well as check lists and template letters, the online portal offers the opportunity to even create the contents themselves. Own articles, blogs and discussion forums strengthen the knowledge base immensely. Members assist in creating a valuable information source for their every day work.

The section HR companies is a search function for the HR management and serves just as Yellow Pages for the branch. Detailed presentations of companies and products of leading HR suppliers can be found here. The section replaces the online exhibition Personal-Expo and offers a well-defined overvalues: since companies log their employee's profiles, the initial contact can be made via HRM.de, directly.

Further information can be found at: www.hrm.de

Barcelona – Premiere for the HR world in Spain



We have extended our activities in Spain! The first Personal España will receive its premiere on 17-18 October 2007 in the Fira de Barcelona due to numerous inquiries of our exhibitors in other countries. Barcelona is an economic metropolis in Spain and the ideal platform for HR managers that will exchange information during the exhibition. Approximately 40 exhibitors from Spain, Germany and Great Britain will showcase their commodities and services to the Spanish HR professionals. Abutted on our other human resource management exhibition, Personal España is also based upon the three columns which are software/hardware, service/consulting as well as training/further education.

Recent HR developments will be covered in the practical forums. Dr. Wolfgang Sturz and Dr. Silvia Gómez Ansón are keynote speakers at the Personal España. Dra. Sturz will talk about "knowledge, a raw material of the future" and Dra. Silvia Ansón will cover the topic "governance in Spain: boards of directors and compliance with the code of best practice."

Partners of Personal España are



LATEST EXHIBITORS

- Aedipe CATALUNYA
- AURALOG
- BELBIN ASSOCIATES
- HR ACCESS
- INTERNATIONAL SOFTMACHINE SYSTEMS, S.L.
- PSICÓLOGOS EMPRESARIALES Y ASOCIADOS, S.A.
- SAGE LOGIC CONTROL
- SDP Ibérica, S.A.
- SERESCO, S.A.
- THOMAS INTERNATIONAL

Further information can be found at: www.personal-espana.es

RH Salon Solutions
Ressources Humaines

Geneva Palexpo
03-04 October 2007
08-09 October 2008

Personal Swiss 8⁰⁰²⁰
7. Fachmesse für
Personalmanagement
7ème salon solutions ressources
humaines

Zurich Exhibition Centre
22-23 April 2008

Finally in French!

Due to the extraordinary success of Personal Swiss in Zurich, Switzerland's French-speaking area will have its first HR exhibition in October 2007. Geneva, being the country's economic and cultural metropolis in the West, offers ideal premises to host the exhibition. More than 90 exhibitors present their products and services to HR professionals.

The Salon RH focuses on a positive economic environment: Since 2004, Switzerland has been experienced a continuously increasing economic growth as well as a decreasing unemployment rate. However, HR managers do only partially take advantage of these favourable conditions. As a matter of fact, there is a demand in suitable applicants for certain jobs.

Two practical forums as well as the Action-Zone Training offer a wide programme with more than 25 innovations.

Salon RH is supported by

mediapartner
L'AGEFI
La couleur de l'économie.

l'Hebdo

HR Today
The International HR Magazine

AHRMIO

HR
SECTIONS
ROMANDES

Further information can be found at: www.salon-rh.ch

Personal Moscow 8⁰⁰²⁰
4th Exhibition for
Human Resource Management
4-я Специализированная выставка
по кадровому менеджменту

Expoentr, Moscow
16-17 April 2008

The place to be for HR professionals

Personal Swiss has been the country's leading exhibition for HR management since 2002. It is a get-together of decision-makers as well as leading industry suppliers offering their expertise on the latest products and services for the HR management. More than 180 exhibitors and 2,700 visitors clarify the value of the exhibition. Once again 90% of the visitors would come again next year.

Consciously, the exhibition will have practical forums instead of time-killing seminar programmes. Exhibitors have the possibility to target their potential customers with the help of lectures and speeches, directly.

And the winner of the 8th Swiss HR-Award is?

Last year's winner IBM Schweiz AG is a perfect example, how to implement a strategic HR management in every business process. The Swiss HR-Award is presented by the trade journal HR Today in cooperation with the exhibition organiser spring Messe Management.

Personal Swiss is supported by

ZGp Zürcher Gesellschaft für
Personalmanagement

NZZexecutive

HR Today
The International HR Magazine

n|w Fachhochschule
Nordwestschweiz

Further information can be found at: www.personal-swiss.ch

The fastest growing HR market in Europe

The Personal Moscow 2008, taking place on 16-17 April 2008 in Moscow, is an ideal platform for presenting an overview of your products and services. It is the market leader as well as an established exhibition in Russia and the CIS countries. During the last Personal Moscow, 2,911 HR professionals visited the exhibition being not only from Russia, Kazakhstan, Georgian Republic but also from Germany, Moldavia, Ukraine and India. Besides the HR event, visitors have the opportunity to inform themselves in the practical forums. The latest HR trends will be presented in several presentations, panel discussions and lectures that are not only held by keynote speaker, but also by well-known chief editors. Additionally, specialists have the chance to exchange information and interact in an informal environment within our "Expert Talks".



Further information can be found at: www.personal-moscow.ru

Especially for further education

The new exhibition for HR development, training and e-learning attends to one of the major challenges the Swiss economy has to face in the near future: on-the-job training.

Currently, the labour and educational environment experiences a dynamic change. This change necessarily increases standards of employees as well as entrepreneurs. Swiss Professional Learning stays abreast of changes and offers industry suppliers a wide forum to exchange amongst HR professionals from administration, economy and science.

Main topics such as on-the-job training, HR development and e-learning as well as web-based training, motivation/team-building and courses of studies abroad will be presented.

Take the chance to benefit from two incorporating exhibitions, in order to strengthen your market position and acquire new potential customers. We will gladly send you current hall plans and make a proposal for a stand position.

Further information can be found at: www.professional-learning.ch

PL Swiss
Professional Learning

Zurich Exhibition Centre
22-23 April 2008

spring Messe Management GmbH & Co. KG
Gueterhallenstrasse 18a
68159 Mannheim - Germany
Phone: +49 621 70019-0
E-Mail: info@messe.org

- Please send me detailed information for exhibitors
- Please suggest a stand position

We require approx. sqm space in the following area:

- We are not interested in the exhibitions for the target group HR management. Please delete our entry in your database.

- Zukunft Personal**, Cologne
- Personal Austria**, Vienna
- Personal Hungary**, Budapest
- PERSONAL2007**, Stuttgart
- Personal España**, Barcelona
- Salon RH**, Geneva
- Personal Swiss**, Zurich
- Swiss Professional Learning**, Zurich
- Personal Moscow**, Moscow
- HRM.de** – Online network for the HR world

Company name

Contact person	Position	Phone	Fax
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Street/Number	Email
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Postal code/City	Product range
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13 reasons for your exhibition success

Exhibitors taking centre stage

We combine exhibitions and practical forums, thus the exhibitor will take centre stage at our exhibitions. Literally, even if the visitor attends lectures, he will still be accessible for the exhibitor. Our practical forums are open lecture rooms which are integrated into the exhibition.

Your target customers = our trade visitors

You can expect professional talks, since the exhibition is for specialists only. Thus, you will always address HR decision makers.

Top level support

Branch and trade associations are committed to our exhibitions. For that reason, they support both you and us.

Top locations

Barcelona, Budapest, Cologne, Geneva, Moscow, Stuttgart, Vienna or Zurich, all eight locations are the first class in their country, being economic conurbations. Furthermore, they provide an extraordinary infrastructure.

The trade meets

All nine exhibitions reflect the entire spectrum of HR management: HR services, HR and management consultancy, HR software/hardware, time management, further education and training, e-learning and blended learning.

Boundless service

The spring Messe Management as organiser understands itself as partner of the exhibitors as well as visitors. Our motto: your exhibition success is our target. Our motivated and experienced team will be available for you at any time.

Custom-made constructional planning

You have precise expectations how your stand should look like? We will manage your ideas. Please ask us for your individual stand position, concerning halls, environment as well as dimensions, in order to have all the information you need from the very first time on.

Strong media partners

All nine exhibitions are actively supported by the most important trade media as media partners and are assessed as the most important exhibitions of the sector.

Professional marketing - the key for your exhibition success

A fully developed marketing concept for exhibitors and visitors accompanies the preparation of each exhibition. Besides advertisements and supplements to the trade press, the marketing is composed of active public relations, special publications regarding the exhibitions, direct mailings to the target group, special supplements, e-mail newsletters and information on the internet.

Exhibition specials, the extra advertising

For all exhibitions, an exhibition journal will be published in the run-up of the exhibition. This special provides information on current topics of the exhibition and the contents of the practical forums. The journal will be printed in a high circulation and will be attached to the most important media. Furthermore, the target group will receive a direct mailing.

Time – and cost – efficient

All exhibitions last only two days, which clearly defines costs.

Effective business abroad

You plan once and we will organise your participation identical for all 6 countries.

Time-saving

Exhibitions offer fast and personal contacts to potential clients. You do not need to spend weeks on travelling and arranging appointments. Meeting that number of potential customers and talk to them personally is quite incomparable.