



Information

Reifen 2012 at Messe Essen on June 5 - 8

World's Premier Fair in the International Tyre Sector with Informative Supporting Programme

Innovation Award for Pioneering Products and Services

On June 5 - 8, 2012, Messe Essen will become the meeting place of the international tyre sector. At Reifen 2012 (the world's premier fair), experts will obtain information about products and services for everything to do with new tyres, the tyre trade, tyre and chassis technology, tyre retreading, vulcanisation and garages. The fair will be rounded off by an informative supporting programme.

The Innovation Award will be handed over within the framework of the festive opening ceremony on June 4, 2012 where the speakers will include Peer Steinbrück, former Federal Minister of Finance. With this mark of distinction, Reifen 2012 will focus on pioneering products and services. Until the end of March 2012, exhibitors will be able to put themselves forward as candidates for one of the awards in the following categories: Technology and Products, Service Concepts and Process Optimisation as well as Environmental and Resource Conservation.

In its events, BRV Bundesverband Reifenhandel und Vulkaniseur-Handwerk e.V. ("Federal Association of the Tyre Trade and the Vulcanisers' Skilled Trade"), ideal sponsor of Reifen, will take up topical subjects in the sector. In the morning on June 5, 2012, the subjects of company assessment and company succession will be in the spotlight in a seminar. The new tyre label will be the subject of a podium discussion in the afternoon. On the second day of the fair, further seminars will be dedicated to the subjects of "Manners" as well as "The Human Being - A Safety Risk". Ongoing training close to practical needs for the specialised tyre trade and motor vehicle garages will be the objective of the BRV specialist conference called "Tyre Label" on June 7.

Further information at: www.reifen-messe.de



MESSE ESSEN GmbH
Messehaus Ost Norbertstraße
Postfach 100165
45001 Essen
Presse-Kontakt
Michael Herdemerten
Fon +49. (0)201.72 44-2 43
Presse-Sekretariat
Claudia Brügger
Fon +49. (0)201.72 44-2 44
Fax +49. (0)201.72 44-2 49
Pressefoto-Medienservice
Rainer Schimm
Fon +49. (0)201.72 44-2 47
presse@messe-essen.de
www.messe-essen.de
Veröffentlichung kostenfrei –
Beleg erbeten