



## **tasc 2017: From Professionals for Professionals**

**27./28.10.2017**

Areal Böhler, Düsseldorf

[» www.tasc-expo.de](http://www.tasc-expo.de)

### **Interview with Birgit Horn, Director of tasc, Messe Düsseldorf GmbH**

**What were your main reasons to organize a new trade show for automotive glass, smart repair and car detailing, even though there have already been meeting platforms for these industries?**

Our excellent contacts from the glass industry signalized the need for a new trade show focusing on automotive glass, smart repair and car detailing sectors. Our new project is a reaction to the changing market requiring additional services beyond the core business to maintain competitiveness. So far there has been a lack of any extensive platforms such as 'tasc'.

### **Why is Messe Düsseldorf the right organizer for 'tasc'?**

We are one of the greatest five trade show organizers worldwide and have 70 years of experience of developing and realizing target group oriented concepts. The professional competence of our partners from the industries and the support of federal associations create adequate preconditions to offer you an array of opportunities on a neutral and compact platform.

### **Until now, what is the feedback like?**

Since our official announcement of 'tasc', we have received a very positive feedback from automotive glass, smart repair and car detailing industries. The concept of organizing a trade show including three industries has been positively received by potential exhibitors and visitors. The whole tasc team is looking forward to the premiere!



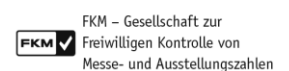
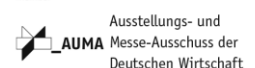
Messe Düsseldorf GmbH  
Postfach 10 10 06  
40001 Düsseldorf  
Messeplatz  
40474 Düsseldorf  
Germany

Telefon +49 (0) 2 11/45 60-01  
Telefax +49 (0) 2 11/45 60-6 68  
Internet [www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)  
E-Mail [info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)

Geschäftsführung:  
Werner M. Dornscheidt (Vorsitzender)  
Hans Werner Reinhard  
Joachim Schäfer  
Bernhard Stempfle  
Vorsitzender des Aufsichtsrates:  
Thomas Geisel

Amtsgericht Düsseldorf HRB 63  
USt-IdNr. DE 119 360 948  
St.Nr. 105/5830/0663

Mitgliedschaften der  
Messe Düsseldorf:



Öffentliche Verkehrsmittel:  
U78, U79: Messe Ost/Stockumer Kirchstr.  
Bus 722: Messe-Center Verwaltung



**In fall 2017, what do visitors and exhibitors have to expect from tasc?**

In collaboration with associations and companies, we offer our visitors an informative event program and an ideal environment for successful networking. All participants should be looking forward to this event!

tasc (trade show for automotive glass, smart repair and car detailing) will take place in the Kaltstahlhalle, Areal Böhler on October 27+28, 2017. If you are interested in becoming an exhibitor, please contact:

Herrn Ralph Surges: [SurgesR@messe-duesseldorf.de](mailto:SurgesR@messe-duesseldorf.de) und

Frau Anke Seltmann: [SeltmannA@messe-duesseldorf.de](mailto:SeltmannA@messe-duesseldorf.de)

Phone: +49 (0) 2 11 45 60-7285

Weitere Infos zur Veranstaltungen unter: [www.tasc-expo.de](http://www.tasc-expo.de)

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