

**ambiente** **christmasworld** **paperworld** **creativeworld**

Under the motto "Home of Consumer Goods", Messe Frankfurt will offer the world's most innovative and comprehensive range of consumer goods from 2023 onwards

**Frankfurt am Main, 10.02.2022. Messe Frankfurt is actively fulfilling its mission to promote the economy by creating new platforms for the global consumer goods industry. As a first step, starting in February 2023, the three leading consumer goods trade fairs Ambiente, Christmasworld, and Creativeworld will be held simultaneously for the first time at the Frankfurt exhibition center from 3/4 to 7 February 2023. Under the new motto "Home of Consumer Goods," the redesigned offering will provide a unique, comprehensive portfolio of products and solutions and actively leverage synergy effects for exhibitors, visitors and the media. In a second step, the Global Sourcing section of the three leading trade fairs will be merged into a joint offering and marketed internationally. This strategic development step will be supplemented by a new, regionally based Design & Lifestyle offering in Frankfurt in the second half of the year.**

The global consumer goods industry is in upheaval. Fundamental parameters are being called into question. New forms of retail and distribution, digitization in all its facets at the point of sale, rising online sales shares combined with falling customer footfall in once attractive retail locations and the consumer's active search for sustainable alternatives, supply chains strained to breaking point with resulting material bottlenecks, and pandemic-influenced business travel behaviour are just some of the diverse but crucial drivers that are keeping the globally active industry on its toes and presenting it with new challenges every day. In addition, the Covid-19 pandemic, which has now been rampant worldwide for more than two years, has contributed to an acceleration of global structural change. This is accompanied by an increasingly rapid change in attitudes to life, lifestyles and consumer behaviours.

"Messe Frankfurt provides answers to the current changes and challenges and redefines the marketplaces of tomorrow. By establishing innovative formats at the location and internationally, we create growth opportunities, provide orientation and security in volatile times, and actively help shape a global industry in transition," says Detlef Braun, Member of the Executive Board of Messe Frankfurt. "With our four-component strategy, we are creating the new guiding stars of an industry that is at home in Frankfurt and active and successful throughout the world. In addition to the newly created offering under the motto 'Home of Consumer Goods' here in Frankfurt, our existing consumer goods fairs in the Middle East and Asia, the targeted expansion of global sourcing and an innovative, regional offering are the future guarantors of success."

**"Home of Consumer Goods" is the new one-stop shop for the global order season**

In a first step, spring will be rethought in the consumer goods sector in 2023 under the motto "Home of Consumer Goods". From February 3/4 to 7, 2023, **Ambiente**,

**Christmasworld**, and **Creativeworld**<sup>1</sup> will be held simultaneously for the first time at one of the world's most modern trade fair centers. The newly created combination of three successful leading trade fairs at one location at one time thus combines their strengths and thus offers an unprecedented, simultaneously available, future-oriented product range in quality and quantity. Frankfurt is once again the center of the global ordering season, boosting synergy effects and efficiency for all involved, making it the one, comprehensive inspiration, ordering and networking event for a globalized industry. This is where the hottest trends are presented and the global metatrends can be experienced and seen.



"Frankfurt is thus the one-stop shop for the global consumer goods industry. Here the lifestyle of generations is decided and shaped. We are thus offering the industry reliability and growth in challenging times. This is where business will be done from February 2023, where people will finally exchange ideas again and define the trends that consumers around the globe will be able to experience and purchase on site and online over the next twelve to 18 months," explains Philipp Ferger, Vice President Consumer Goods Fairs. The synergy-rich product mix will be supplemented by additional product groups and presented in a completely realigned hall structure. Under the motto "Home of Consumer Goods", the three leading trade fairs are the future-proof intersection for all forms of retail as well as for HoReCa, Contract Business and Concept Decoration, thus strengthening Frankfurt's importance as an international hub.

### **Ambiente Working, a new section of the world's leading trade fair, builds innovatively and consistently on the successes of Paperworld in Frankfurt**

The combination of home and office, lifestyle and workstyle will continue to define the way we live and work in the future. The Covid-19 pandemic has manifested itself as a catalyst for new developments, particularly in the areas of living and working. And as innovative products reach market maturity, new offerings are positioned and consumer demand behaviour changes, the marketplace must also renew itself. Messe Frankfurt is taking this as an opportunity to rethink what Paperworld has to offer and to open up completely new and unique perspectives and thus potential for exhibitors and visitors. The new design of the Working product area under the umbrella of the world's leading trade fair Ambiente creates future-oriented impulses for manufacturers as well as for dealers, designers, architects and office furnishers. At the same time, the world's leading trade fair is positioning itself with the new **Ambiente Working** living area and is recharging its product range in all its facets. Ambiente creates new impulses for the stationery sector - from contract business to the megatrend of sustainability and the perennial favorite Design & Lifestyle to target groups in the hotel and catering trade. In addition, Ambiente Giving will be further developed with the newly designed range of stationery products, including

<sup>1</sup> As before, Creativeworld will start one day later and thus not until 4 February.

stationery and school supplies. The Paperworld product groups with matching themes will also find a new business home at Christmasworld and Creativeworld. Internationally, the Paperworld brand events will continue at their traditional trade fair venues in China, India and the Middle East.

### **Global Sourcing as an international brand**

Messe Frankfurt already offers the largest sourcing platform outside China. The sourcing offering, which has so far been integrated into the four leading trade fairs, will be expanded in Frankfurt from 2023 under the label "**Global Sourcing**" and positioned at other international locations at other times. Additional markets and sales channels will thus be opened up for producers and uncomplicated access will also be created for buyers who have not previously sourced globally. To complement this, Messe Frankfurt also plans to respond to supply and demand disruptions and transport bottlenecks in logistics chains with a series of near-sourcing events. Companies worldwide are currently being forced to re-evaluate their supply chains and reorganize as a result. Messe Frankfurt is therefore creating on-site business formats in selected sourcing countries, to which buyers can travel easily and quickly in order to examine an initial selection of potential suppliers and enter into business relationships directly.

### **New regional format for Frankfurt and the surrounding area**

In order to foster business development and the consumer goods industry, Messe Frankfurt will offer a brand-focused **lifestyle and inspiration platform for the city and the region** in the second half of the year, starting in summer 2023. After two challenging years due to the pandemic for the entire business travel-focused industry consisting of restaurants, hotels and service providers, the new offering not only replaces previous summer trade show platforms, but opens up an innovative growth path for the industry, which can once again be offered reliability and security here. "With our new format we create synergies and offer a new and unique inspiration and trend platform, especially for the innovative forms of retail in the region. We are thus setting a real accent for the entire industry in Germany," says Ferger.

### **Digital platforms as basis for business success**

Messe Frankfurt has already been offering active help for retailers to help themselves all year round since 2019 with **Nextrade**, as the first order and data management platform for the home and living sector, and **Conzoom Solutions**, as an information and inspiration platform for the global consumer goods industry. "Two years without corresponding flagship trade fairs in Frankfurt pose considerable and in some cases existence-threatening challenges for retailers worldwide," explains Braun. "The live ordering, inspiration and networking formats are missing. With our digital offerings, we are providing targeted support to our partners in industry and retail in this volatile situation. Nevertheless, there is no substitute for meeting in real life."

**For more information:** [www.consumergoods-frankfurt.com](http://www.consumergoods-frankfurt.com)

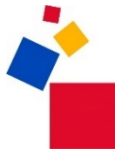
### **Press releases & images:**

<http://ambiente.messefrankfurt.com/press>

<http://christmasworld.messefrankfurt.com/press>

<http://paperworld.messefrankfurt.com/press>

<http://creativeworld.messefrankfurt.com/press>

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**Nexttrade – the digital marketplace**

The digital ordering and data management system for suppliers and retailers in the consumer goods industry extends the trade fair and allows orders to be placed at any time of day or night, 365 days a year.

[www.nexttrade.market](http://www.nexttrade.market)

**Conzoom Solutions – the platform for retailers**

Conzoom Solutions is a knowledge platform that offers the consumer goods industry a wide range of studies, trend presentations, workshops and guidelines for the point of sale. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector – bundling a wide range of information for retailers.

[www.conzoom.solutions](http://www.conzoom.solutions)

**Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300\* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140\* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* Preliminary figures for 2021