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## Messe Frankfurt cancella **Tendence** 2021

Anche per quest'anno **Tendence** non avrà luogo a causa delle normative per il contenimento della pandemia Coronavirus e conseguente divieto di svolgere eventi e fiere. Le piattaforme online di **Messe Frankfurt** per il settore beni di consumo, Conzoom Solutions e Nexttrade, offrono ai rivenditori nazionali e internazionali alternative per l'ispirazione, informazioni di tendenza, ordini o progettazione dell'assortimento e supporto per l'autosufficienza necessaria in questi tempi difficili, fino alla prossima primavera. Le restrizioni in corso per contenere la pandemia in Germania e all'estero non consentono lo svolgimento di **Tendence** nelle date previste per la fine di giugno 2021 "Anche se per noi è tutt'altro che facile, abbiamo deciso di annullare **Tendence** per la seconda volta consecutiva. Motivo in più per concentrarci, insieme a espositori e visitatori, sulla prossima primavera e sulla messa in scena delle principali Fiere nel settore beni di consumo, quali **Ambiente**, **Christmasworld** e **Paperworld**. E per luglio, come sempre, stiamo progettando **Nordstil ad Amburgo**", afferma Stephan Kurzwaski, Member of the Board of Management di **Messe Frankfurt** Exhibition. Dopo 100 giorni di blocco continuativo subito da molti rivenditori non alimentari, la German Retail Association (HDE) vede gran parte del settore in difficoltà di sopravvivenza. Secondo un rapporto, 120.000 negozi

rischiano di chiudere l'attività. La prossima Fiera di **Messe Frankfurt** in ambito beni di consumo sarà **Nordstil ad Amburgo** - in programma dal 24 al 26 luglio 2021. Tuttavia, per consentire agli espositori e ai professionisti di mantenere ed espandere le proprie relazioni commerciali oltre le Fiere di settore, già dal 2019 **Messe Frankfurt** offre Nexttrade, lo strumento per ordini e marketing online che apre a nuove opportunità in questo periodo instabile. Attraverso la piattaforma, i rivenditori possono compensare il proprio arretrato di ordinazioni, scoprire nuovi fornitori e ultime tendenze ed effettuare a loro volta ordini a fornitori collegati 24/24 indipendentemente dalle misure normative vigenti e senza costi aggiuntivi. Parallelamente, il portale [www.conzoom.solutions](http://www.conzoom.solutions) raccoglie tutte le informazioni del settore beni di consumo in sei categorie management & publications, marketing & sales, trade fairs & events, point of sale, personnel and trends & implementation, offrendo stimoli, know-how, suggerimenti e supporto per l'implementazione concreta e digitale del settore. Il portale fornisce inoltre suggerimenti pratici e assistenza per far fronte al forte impatto della pandemia da Coronavirus.

[www.tendence.com](http://www.tendence.com)



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Due to the ongoing regulations to contain the Corona pandemic and the resulting ban on events and trade fairs, **Tendence** will not take place in 2021 for the second time in a row. **Messe Frankfurt's** online platforms in the consumer goods sector, Conzoom Solutions and Nexttrade, offer national and international retailers alternatives for inspiration, trend information, ordering or assortment design as well as help for self-help in these challenging times until next spring. The ongoing restrictions to contain the pandemic in Germany as well as abroad do not currently allow **Tendence** to be held on its planned date at the end of June 2021. "We have therefore decided, even though this is anything but easy for us, to cancel **Tendence** now for the second time in a row. All the more reason for us to concentrate, together with our exhibitors and visitors, on the coming spring and the successful staging of the leading trade fairs for the consumer goods industry, such as **Ambiente**, **Christmasworld** and **Paperworld**. And in July, as usual, we are planning **Nordstil** in Hamburg," says Stephan Kurzawski, Member of the Board of Management of **Messe Frankfurt** Exhibition. After 100 days of continuous lockdown for many non-food retailers, the German Retail Association (HDE) sees a large part of the industry in existential difficulties. According to the report, up to 120,000 stores are in danger of going out of business. Against this background, it was decided to create planning

security for all parties involved and to cancel **Tendence**, which was already not held in 2020 due to the pandemic, also in 2021. **Messe Frankfurt's** next consumer goods fair will be **Nordstil** in Hamburg - scheduled for July 24 to 26, 2021. However, to enable exhibitors and trade visitors to continuously maintain and expand their business relationships beyond the industry trade fairs, **Messe Frankfurt** has already been offering retailers Nexttrade since 2019, an ordering and marketing tool that opens up new opportunities in these volatile times. By using the platform, retailers can make up for their backlog of orders. At the same time, they can discover new suppliers and the latest trends there. Dealers can place their orders with the connected suppliers around the clock, digitally and thus also independently of current regulatory measures, without any additional costs. In conjunction with this, the portal [www.conzoom.solutions](http://www.conzoom.solutions) compiles all the industry's information for retailers in the consumer goods industry. In the six categories of management & publications, marketing & sales, trade fairs & events, point of sale, personnel and trends & implementation, it provides active impulses, know-how and suggestions and provides support for concrete implementation on site in the trade and digitally. Currently, the portal also provides retailers with additional practical tips and assistance to cope with the extensive impact of the Corona pandemic.

[www.tendence.com](http://www.tendence.com)