

Press release

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Networking and content streaming: digital additions to consumer goods fairs 2022

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In 2022, Christmasworld, Paperworld, Creativeworld and Ambiente will be supplemented digitally - with additional digital offers and networking formats. Visitors can be there live as well as network online and follow the fair highlights in content streamings. For international trade buyers who cannot come to Frankfurt due to travel restrictions, this 'digital addition' service enables efficient networking with exhibitors on site in Frankfurt. The digital exchange is already possible one week before and two weeks after the physical events.

Christmasworld, Paperworld, Creativeworld and Ambiente 2022 are primarily a place for personal encounters. In order to bring the industry and trade together in a targeted manner online, irrespective of international travel restrictions, the physical events will be supplemented digitally. This new offer increases the international reach for exhibiting companies and, in addition, promotes new contacts, networking opportunities and the transfer of knowledge via content streaming. "The future is an efficient mix of live and digital, the pandemic period has clearly shown us that. However, the personal encounter at our trade fairs remains irreplaceable. In parallel, we are therefore consistently expanding our additional digital offerings and thus creating added value for our customers", says Philipp Ferger, Vice President Consumer Goods Fairs, Messe Frankfurt. The digital offer remains exclusive for exhibiting companies, which can use extensive possibilities for company presentation. Visitors can participate on site, hybrid or purely digitally.

"On a digital level, we are extending and intensifying the trade fair networking. We are thus creating the basis for a lively digital exchange, especially for our trade buyers from overseas, and are also transporting our trade fair highlights from the supporting programme via live streams," adds Ferger. Selected lectures, workshops and discussion panels will be streamed live and can be experienced digitally. The videos will be made available afterwards on the Conzoom Solutions knowledge platform. At the same time, it is possible to order directly online from over 400 brands at any time via Nextrade.

Digital supplements promote new contacts and enable targeted customer approach

For networking between exhibitors and international trade buyers, various interaction options are available on the digital event platform - for example, in real time via chats or 1-to-1 video calls. New and included

here is the lead management tool: During the event, exhibitors receive a daily overview of the visitors to their digital profile, which they can already enter on the online platform one week before the live event. The digitally retrievable visitor profiles in turn allow for a quick, targeted customer approach. In addition, exhibitors have the opportunity to present their content via different channels and advertising formats.

Exhibitors achieve a higher reach through the additional digital offers - on the one hand through the digital visibility of all exhibitor information, be it products, videos or texts, and on the other hand through the linking and connection to Nextrade and Conzoom Solutions. Since 2019, these online platforms have been providing the consumer goods industry with industry-relevant content 365 days a year and offer digital order and data management. This means that manufacturers and retailers can continue to expand their international reach after the event, keep up to date with the latest industry topics and benefit from the networking functions offered. The direct order function via Nextrade will become even more attractive and interactive. This is because the expansion of the showrooms in 3D ensures more experiential shopping. Thanks to the digital walk-through, shoppers can reach their destination intuitively and with just a few clicks.

Digital platforms open from one week before and two weeks after the fair period

Direct exchange among participants via chat or video is already possible one week before the events. Exhibitors can familiarise themselves with the platform two weeks before each event. The joint digital platform for Christmasworld, Paperworld and Creativeworld will go live on 21 January 2022. It will allow extended digital networking at the fair until 15 February 2022.

On 4 February 2022, the digital platform for Ambiente will be launched and will be available until 1 March. Interested parties can register via the ticket shop from the beginning of November 2021.

The international consumer-goods fairs Christmasworld, Paperworld, Creativeworld and Ambiente will be held again as usual in 2022:

Christmasworld: 28 January to 1 February 2022

Paperworld and Creativeworld: 29 January to 1 February 2022

Ambiente: 11 to 15 February 2022

Press information and photographic material:

christmasworld.messefrankfurt.com/presse

paperworld.messefrankfurt.com/presse

creativeworld.messefrankfurt.com/presse

www.ambiente.messefrankfurt.com/journalisten

Christmasworld

Christmasworld focuses on the busiest and most emotional time of the year, and reflects the 'point of sale' experience unlike any other consumer-goods trade fair. This makes it the world's most important order venue for the international seasonal and festive decoration sector. Held annually in Frankfurt am Main, Christmasworld presents the latest products and trends for Christmas and all other festive occasions. But that's not all: it also supplies innovative concept ideas for decorating big and outdoor areas for the wholesale and retail trades, shopping malls and city centres. Christmasworld is distinguished by the complete spectrum of seasonal and

festive decorations. In 2020, it welcomed 1,063 exhibitors from 47 countries and 42,834 visitors from 128 countries (FKM-verified figures).
Further information: christmasworld.messefrankfurt.com

Paperworld

The international trade fair presents the latest products and trends for paper, office supplies and stationery in Frankfurt am Main. Paperworld offers the world's largest range of products for commercial office supplies (visionary office) and private paper and stationery supplies (stationery trends). This makes it a source of innovative business ideas for wholesalers and retailers, booksellers, internet and mail-order businesses and commercial consumers. In addition, the multifaceted complementary programme offers inspiration around the themes of lifestyle trends and Future of Work / New Work for retailers, architects, planners and facility managers. In 2020, Paperworld welcomed 1,591 exhibitors from 69 countries and 30,723 trade visitors from 141 countries.
Further information: paperworld.messefrankfurt.com

Creativeworld

Creativeworld is the world's leading trade fair for the international hobby, handicrafts and artists' requisites sector. In 2020, a total of 368 exhibitors from 39 countries made presentations to 9,201 trade visitors from 102 countries (FKM-verified figures). At Creativeworld, exhibitors show their latest products, techniques and materials for decorative crafts, graphic and artists' requisites, handicrafts, textile design, graffiti, street art and creative hobbies. And, as a trend and business platform, the trade fair is the first important venue of the business year. Creativeworld is the ideal order platform for the wholesale, retail and specialist trades, DIY markets, garden centres, the internet and mail-order trades. With its multi-faceted complementary programme of events, Creativeworld is a source of new ideas, inspiration and expert knowledge.
Further information: creativeworld.messefrankfurt.com

Ambiente

Ambiente is the leading international trade fair and the world's number one in products associated with dining, cooking, household items, furnishings and ornaments, interior design, gifts, jewellery and fashion accessories. In 2020 Ambiente opened a dedicated hall for the hotel, restaurant and catering industry (HoReCa), thus establishing itself as the leading international front of house platform. As a global contract business hotspot Ambiente has a strong emphasis on the international contract market. It is "The Show" for the entire industry. The breadth and width of its unrivalled product range make Ambiente unique throughout the world. Ambiente 2020 featured 4,582 exhibitors from 92 countries, attracted around 101,000 trade visitors from 158 countries and presented classic and innovative products over a period of five days. Moreover, this most important global consumer goods exhibition offers a wide range of industry events, programmes for newcomers, trend presentations and award ceremonies.
Further information: ambiente.messefrankfurt.com

Nextrade – 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.nextrade.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

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 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. 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