

## ambiente  christmasworld  creativeworld

What is the future of retail? Four experts provide answers at the online event "Future Retail" on 7 July 2022

**Frankfurt am Main, June 2022. Until the three leading consumer-goods fairs Ambiente, Christmasworld and Creativeworld<sup>1</sup> take place from 3/4 to 7 February 2023, industry experts will regularly take a look at current topics in online events. On 7 July 2022, from 4 p.m. to 6 p.m., everything will revolve around "Future Retail" and thus the future topics of metaverse, sustainability and omnichannel. Retailers and manufacturers should definitely make a note of this date and register now free of charge - for fresh business impulses at first hand.**

Moderated by Marilyn Repp from the German Retail Association (HDE), four renowned industry experts will take a close look at opportunities and trends for the retail trade of the future. What is "the new normal"? And for which visions of the future do we need to set the course now, as they will become part of daily business sooner than expected?

Keynote speaker **Stefan Genth**, HDE General Manager, will first address the current situation and developments in the retail sector and steer the focus from the challenges to new perspectives. In his presentation "Retail 2022: Transformation and Repositioning", he will also discuss new consumer behaviour and the tension between city centres and online platforms.

**Stefan Wenzel**, Board Advisor, will then address the exciting and completely new topics of Metaverse & Web3 Hype or future - what's behind it? In the metaverse, augmented and virtual reality technologies merge real and virtual reality. These technologies open up countless possibilities for the digital space and thus also for new business potential in retail. In his lecture, Wenzel gives a compact overview of the topics of metaverse, NFT (non-fungible tokens) and blockchain and helps to classify them for retailers and brands. He demonstrates how this can be implemented efficiently and how customers can be taken on a digital journey of discovery.

Trend expert and journalist **Stefan Nilsson** will shed light on the megatrend of sustainability from a retail perspective. What is sustainable, contributes to saving valuable resources, protects the environment or consists of recycled material is increasingly in demand. In his opinion, sustainability is the most important purchase criterion of the future and now is the time to actively accompany this change. How can small and medium-sized retailers adapt to this? How can they meet these new demands? What concepts and solutions are already on the market? He has the right answers to these questions.

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<sup>1</sup> As before, Creativeworld will start one day later and thus on 4 February.

Just like sustainability, there is no way around omnichannel: omnichannel is "the new normal" - **Judith Büchl**, Google Omnichannel Retail Lead, is convinced of this. She will present the Google Omnichannel Excellence Study 2022 (GOES) and explain what makes a good customer experience - online and stationary -, which retailers are already omnichannel pioneers and what is required for a seamless shopping experience.

The online event will provide retailers with tips on how to meet - or better yet, exceed - the rising expectations of their customers.

### **Agenda:**

4 pm – 4.30 pm	Keynote Retail 2022: Transformation and repositioning: Stefan Genth, Chief Executive Officer Handelsverband Deutschland - HDE - e.V.
4.30 pm – 5 pm	Hype or future? Metaverse & Web3 for trade & brands: Stefan Wenzel, Board Advisor
5 pm – 5.30 pm	Buy better and make it last - megatrend sustainability and its impact on retail: Stefan Nilsson, trendstefan - Trend Expert and Journalist (presentation in English)
5.30 pm – 6 pm	Omnichannel is "the new normal": Insights from the Google Omnichannel Excellence Study 2022: Judith Büchl, Industry Manager, Integrated Retail Google Germany

The presentations will be broadcast on two channels - in German and in English.

Pre-registration is required - once registered, you will automatically receive the dial-in link before the free event and can then take part in the presentations.

### **Click here for free registration:**

[ambiente.messefrankfurt.com/future-retail](http://ambiente.messefrankfurt.com/future-retail),  
[christmasworld.messefrankfurt.com/future-retail](http://christmasworld.messefrankfurt.com/future-retail) or  
[creativeworld.messefrankfurt.com/future-retail](http://creativeworld.messefrankfurt.com/future-retail)

At the consumer-goods fairs in February 2023, the topics of the online events will be taken up and discussed in depth at the Conzoom Solutions Academy as a cross-fair lecture area, in addition to other current topics.

In future, Ambiente, Christmasworld and Creativeworld will be held simultaneously at the Frankfurt Exhibition Centre.

Ambiente/Christmasworld: 3 to 7 February 2023  
Creativeworld: 4 to 7 February 2023

### **Note for journalists:**

Discover inspirations, trends, styles and personalities in the Ambiente Blog and further expert knowledge at Conzoom Solutions.

**Press information & picture material:**

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

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

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

**Going online:**

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**Hashtags:**

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**Information about Ambiente**

New perspectives open up undiscovered opportunities: As the leading international consumer goods trade fair, Ambiente maps the changes in the market with an eye to the future. For five days, it presents a unique mix of ideas and products - and is the platform for global trends. For Table, Kitchen and Housewares, the fair is the unrivalled No. 1 in the Dining segment. In Living, all styles and market segments can be experienced around the home, furnishing and decorating. Giving presents gifts and personal accessories in all facets and will in future offer high-quality stationery as well as articles relating to school supplies. The new Working section fleshes out the working worlds of tomorrow. With its future-oriented HoReCa and Contract Business segments, Ambiente also has a strong focus on the international contract business. The major themes of sustainability, new work, design, lifestyle, digital expansion of trade, and future retail accompany the event, as do a large number of industry events, young talent programs, trend presentations and awards ceremonies. Due to its unrivaled product range in terms of breadth and depth, it is unique worldwide and offers the best connections for making contacts and finding new business partners.

[ambiente.messefrankfurt.com](http://ambiente.messefrankfurt.com)

### **Information about Christmasworld**

Christmasworld focuses on the strongest-selling and most emotional time of the year and exploits the success factor of experience at the point of sale like no other consumer-goods trade fair. This makes it the world's most important ordering event for the international decorations and festive decorations sector. Every year in Frankfurt, it presents the latest products and trends for Christmas and all other festive occasions. In addition, it provides innovative concept ideas for the decoration of large and outdoor areas for wholesalers and retailers, shopping centres and city centres. Christmasworld offers the entire range of decorative and festive articles - from hand-blown Christmas tree baubles, ribbons and packaging to large-scale light displays for shopping centres and city centres.

[christmasworld.messefrankfurt.com](http://christmasworld.messefrankfurt.com)

### **Information about Creativeworld**

Creativeworld is the world's leading trade fair for the international hobby, handicrafts and artists' requisites sector. 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.

[creativeworld.messefrankfurt.com](http://creativeworld.messefrankfurt.com)

### **Home of Consumer Goods - the new one-stop store for the global order season**

Under the motto "Home of Consumer Goods", Ambiente, Christmasworld and Creativeworld will be held simultaneously for the first time at one of the world's most modern trade fair centers from February 3-4 to 7, 2023. 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. Global business with large volumes is intensified. Messe Frankfurt will continue to offer the largest platform for global sourcing outside China. Frankfurt is thus the center of the global order season, strengthening synergy effects and efficiency for all participants, and is thus the one, comprehensive inspiration, order and networking event for a globalized industry. This is where the newest trends are presented and the global metatrends are experienced and made visible.

### **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](http://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](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