

Press

April 2017

Christmasworld - Seasonal Decoration at its best
Internationale Frankfurter Messe for Seasonal and Festive Decorations
Frankfurt am Main, 26 to 30 January 2018

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Highly promising kick-off for Christmasworld 2018

Registrations already received from 345 exhibitors in the first few weeks

The early bird ... early-booking discount runs until 13 April 2017

Only 269 days until Christmas! In early spring, it pays to think about Christmas and to book an exhibition stand at the next Christmasworld in Frankfurt am Main from 26 to 30 January 2018. The preparations for the leading international trade fair for seasonal and festive decorations have begun well: "We received over 340 exhibitor registrations in the first few weeks", announced Eva Olbrich, Christmasworld Director, Messe Frankfurt Exhibition GmbH. They include, for example, Gilde Handwerk Macrander, Hoff Interieur, Kaheku, Gnosjö Konstsmide, Exotica Cor Mulder, Shishi, Werner Voss and Wiedemann. Companies that can take a quick decision to exhibit at Christmasworld can still profit from the early-booking discount until 13 April 2017.

Further information: christmasworld.messefrankfurt.com



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Think about Christmas shopping in the spring and profit from the Christmasworld early-booking discount!



Christmasworld: Seasonal Decoration at its best

Christmasworld is the world's most important order venue for the international decoration and festive articles sector. Held annually in Frankfurt, it presents the latest products and trends for all festivities of the year and provides innovative concept ideas for decorating large-scale and outdoor areas for the wholesale and retail trades, shopping centres, DIY markets and the green sector. The last event was attended by 1,061 exhibitors from 42 countries and over 43,200 visitors from 110 countries (including Floradecora). Christmasworld is characterised by the complete spectrum of festive decorations while a wide-ranging complementary programme with Trend Show, special exhibitions, events and expert lectures is a valuable and informative source of supplementary inspiration for everyday business life in the sector. Next event: 26 to 30 January 2018.

In addition, the new 'Floradecora' from 26 to 29 January 2018 offers immediately available fresh flowers, plants and flower arrangements for seasonal decoration as an additional line – at an ideal time at the beginning of the year, right at the heart of the strongest sales market for flowers in Europe. The innovative trade-fair concept spotlights fresh goods, enables visitors to make a direct comparison and leads to an intuitive product selection. At the first edition of Floradecora in 2017, 67 exhibitors reached over 10,700 trade buyers from the three concurrent trade fairs, Christmasworld, Paperworld and Creativeworld.

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With some 2,400 employees at 30 locations, the company generates annual sales of over €640 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

Further information on the company can be found at: www.messefrankfurt.com

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