

Press release

April 2019

Christmasworld 2020: a promising level of registrations

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It is not long till Easter, and Christmasworld already has a very good number of bookings. More than 600 exhibitors from 44 countries have so far registered for the leading international fair for festive and seasonal decorations. Examples of these include companies such as Blachere Illumination, Boltze, Edelman, Enzo de Gasperi, Gnosjö Konstsmide and G. Wurm.

"At this moment in time, this is a very good level of registrations, which surely builds on the increased exhibitor and visitor numbers in 2019", says Eva Olbrich, Director of Christmasworld, Messe Frankfurt Exhibition GmbH. More than 45,000 trade visitors from 123 countries recently gave rise to a four percent increase in visitor numbers, as compared to the previous year. In terms of exhibitors, an increase of 3.5 percent was also achieved, with 1,085 exhibitors from 44 countries. Moreover, 65 percent of all trade visitors stated that Christmasworld is the most important order fair.



At Easter, trade professionals are already looking towards the Christmas season and joining the exhibitor ranks for Christmasworld 2020. Source: Messe Frankfurt Exhibition GmbH / Pietro Sutera

In the coming months, the Christmasworld team will be focusing on hall planning and designing the complementary programme. The new fair concept, which was successfully introduced in Halls 8, 9, 11 and 12, will be continued and slightly adapted/improved in 2020. The objectives continue to be to provide the greatest possible inspiration and an efficient ordering process.

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“For the top international decision-makers from the wholesale, foreign and retail sectors, Christmasworld 2020 once again aims to become an indispensable business and order platform. The new motto is accordingly "Coming home for business". More than any other Messe Frankfurt consumer-goods fair, it focuses on the success factor "experience at the point of sale". Christmas is the season with the highest turnover and also the most emotional time of the year. Christmasworld, with its range of Christmas and seasonal decorations, is therefore perfectly suited to the theme of staging," adds Olbrich. The accompanying event programme thus provides fresh impetus for the design of the product range, inspiring customers in retail shops to discover and purchase.

Established features on the event programme are the Christmasworld Trends, developed by Stilbüro bora.herke.palmisano, and the special presentation on storytelling at the point of sale by 2deziign, who celebrate their tenth anniversary in 2020. In addition, the Retail Boulevard, with its different kinds of innovative retail pop-up stores, is being further extended. And the Christmasworld Forum will be getting a new profile - not just with its new name, Christmasworld Academy. This much is known already. Further information will follow.

Note for journalists:

Further information and high-resolution photographs can be found at: christmasworld.messefrankfurt.com.

Press releases and images:

christmasworld.messefrankfurt.com/press

On the internet:

www.facebook.com/christmasworld

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. 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. The 2019 event was attended by 1,085 exhibitors from 44 countries and over 45,300 visitors from 123 countries.
christmasworld.messefrankfurt.com

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,500* employees at 30 locations, the company generates annual sales of around €715* 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

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percent) and the State of Hesse (40 percent).

Further information is available at: www.messefrankfurt.com

* provisional figures 2018

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