

Press Release

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‘Urban regeneration’: how future shopping habits will impact on urban space and retailing

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On 27 January 2020 the ‘Premium’ Business Programme of Christmasworld will be suggesting future-oriented incentives for retailing and urban marketing – this time featuring keynote speaker Ibrahim Ibrahim, CEO of Portland Design Associates London. He will demonstrate how the changes taking place to the retail industry will also lead to a process of urban renewal and will show the opportunities for all market participants which this offers.

Not "either-or" but "both at once" – such is the recommendation: in future the parallel worlds of digital and high-street retailing must coalesce better. Consumers want to be served round the clock and via all channels. They have long been seeking for more than just the pure product; they are looking for authentic, meaningful and emotionally charged (shopping) experiences. The players from the sectors involved – retailers, towns and cities, local authorities and cultural institutions – must focus in joint activity on the hybrid consumer of the future.

The Premium Business Programme of Christmasworld 2020 will offer exciting insights into this subject: the keynote address by Ibrahim Ibrahim on the Monday of the fair will be entitled "Urban regeneration: The internet will not kill shops, it will liberate them!" Among the topics which he will address will be that of how future shopping habits will impact on urban space: the functions of town and city centre and the demands which the retail trade must satisfy are subject to enormous changes. Towns and cities, trades and industries and other market players must cope with complex tasks if they are to stay attractive and viable. That can only succeed in a constructive collaboration. The Premium Programme will bring the relevant business partners together for this very purpose and will in addition invite to exclusive tours round the leading international trade fair for seasonal and festive decorations. The tours will focus in particular on especially impressive concept decorations and large-scale illuminations. Thus for the Premium guests this will mean: utilising networks, extending knowledge, and meeting business partners.

A warm welcome to the future of retailing and all that goes with it!

"Times are hard for retailers and great for consumers. We know that customers want more and more of everything: more brands, more narratives, more service, more emotionally charged experience and greater convenience", such is the credo of the expert, Ibrahim Ibrahim. Portland, his agency, is one of the leading international branding and

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retail design agencies. It works principally on brand design, brand loyalty and specific consumer habits in the digital and real worlds; urban change is one of Portland's specialities. Clients come from various sectors: mobility (airports, railway stations), town and city marketing, shopping centres and the consumer-goods segment.

In his keynote speech on the Monday of the fair Ibrahim Ibrahim will speak about the atmosphere and quality of time spent in a city centre. These play a vital role among consumers when they come to decide between digital or bricks-and-mortar shopping. His desire for sustainability and his call for optimum urban infrastructure must be answered even better in future: Ibrahim will demonstrate to the guests at the Premium business programme the interplay between (online) retailing and the function of urban spaces.

This time therefore representatives of city marketing, local authorities, retailing and shopping centres are invited jointly to benefit from the business programme on Monday 27 January 2020. The previous year's location will remain unchanged, and thus all participants will meet in the Symmetrie Room in Hall 8 – directly adjacent to the Christmasworld exhibition halls.

"Best Christmas City" competition enters sixth round

The festive conclusion to the joint day will be provided by the prize-giving for the "Best Christmas City" competition. The competition, run by Christmasworld, the German Town and City Marketing Association (*Bundesvereinigung City- und Stadtmarketing e.V.*) and *Public Marketing* magazine, will be held for no less than the sixth time. The search is for atmospheric decoration and retail concepts, uniting retailing, food services and the hotel sector, plus further business and social partners, which will attract locals and tourists into town and city centres during Advent. The start for applications will be 1 November 2019. Then all German towns and cities will have until 6 December 2019 inclusive to submit their concept, with fully illustrative photographs, videos and texts, at www.bestchristmascity.de.

The public can vote online for the people's winner until 9 January 2020. The latter will win a professional "Christmas market check" by the Association for Market and Sales Research (*Gesellschaft für Markt- und Absatzforschung – GMA*). In addition a professional jury will pick the best submissions in three categories: small towns, medium-sized towns, and cities.* The three jury prize-winners will be announced at the prize-giving on 27 January 2020. As a prize Christmasworld exhibitor MK Illumination will supply all towns and cities coming in first to third place with high-quality town and city decorations for the next season.

*Small town = population of less than 20,000; medium-sized town = population of 20,000-100,000; city = population of 100,000 and above.

Enjoying added value

Christmasworld, the leading international trade fair, represents the perfect combination of emotion and business. Through its world of products it stages worlds of experience, which encourage customers to discover and to buy. The Christmasworld Premium Programme offers the

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perfect framework for exchanging information in an exclusive circle of colleagues and business partners. On the one hand guests will be able to find major incentives on such subjects as digitalisation, urbanisation and the future of retailing. On the other hand they will discover the wide variety of concept decorations supplied by international manufacturers: visitors to the fair will experience at first hand impressive, large-scale festival illumination for Christmas and further occasions in the year. These are of major importance for making town and city centres attractive and for marketing shopping centres: through creative lighting installations living space and consumer facilities achieve a more emotional and attractive design.

Register now and ensure real premium benefits!

Premium guests will benefit from convenient service advantages. These include: free entry to Christmasworld on all days of the fair, access to the exclusive Premium Lounge (on the Monday of the fair) in Hall 8.1, Symmetrie Room, with keynote talk by Ibrahim Ibrahim (CEO of the Portland Agency, London), free use of the Tulip Lounge (on all days of the fair), the Best Christmas City prize-giving, networking and tours of the fair, including all-day catering and cloakroom service, VIP parking place on the Fair & Exhibition Centre grounds, or free use of local public transport (RMV).

Registration for the free Premium Programme runs until 19 January 2020 at christmasworld.messefrankfurt.com/premium. Please use Registration Code CWP280.

Note for journalists:

You will find further information and high-resolutions photographs at christmasworld.messefrankfurt.com and at christmasworld.messefrankfurt.com/premium

Press releases and photographs:

christmasworld.messefrankfurt.com/press

Social media:

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
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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

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. 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. 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

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