

Press Release

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Christmasworld 2020: coming home for business

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Astonishing and inspiring! Christmasworld supplies the international decoration trade with new products and eye-catchers for the busiest and most emotional time of the year. Like no other trade fair for the consumer-goods sector, Christmasworld focuses on the point-of-sale experience as a factor for success. Once again, it will be the indispensable business and order platform for the trade from 24 to 28 January 2020. Around 1,000 exhibitors are expected to take part in the world's leading trade fair for seasonal and festive decorations.



The latest trends in festive decoration intensify and boost the shopping experience.
Source: Messe Frankfurt Exhibition GmbH / Pietro Sutera.

Social change and digital transformation are leading to modified consumer behaviour and new business models. Today's 'hybrid customer' wants to take advantage of both the offline and online worlds. In demand are convenience and service offers, such as click & collect, as well as a stronger experiential factor, which make shopping and spending time at the point-of-sale more attractive. With the on-going process of urbanisation, this is becoming more important than ever before. Christmasworld shows how to produce a 'wow' experience. Decisive in the case of festive decorations is a first-rate product choice and combination that reflects the current zeitgeist. Also important are lighting effects and visual merchandising, which intensify and boost the shopping experience in the bricks-and-mortar trade and city centres.

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“Seeing, testing, smelling, feeling and tasting are the unbeatable advantages of shopping offline. Moreover, the exchange of information within the ‘community’ – something of ever greater importance for the younger generation – cannot be reproduced online. In future, sales will be generated via the shopping experience and no longer via the product alone. To be part of a brand or lifestyle is a new shopping incentive and, for this, Christmasworld offers inspiration unlike any other consumer-goods fair. Christmasworld combines emotion and business with presentation magic to generate business success”, says Eva Olbrich, Christmasworld Director, Messe Frankfurt Exhibition GmbH.

With their product range – from hand-blown Christmas-tree baubles to large-scale illuminations for shopping malls and city centres – exhibitors can reach trade buyers from retail channels of all kinds – from small gift boutiques to shopping centres, from DIY and MIY markets to furniture and furnishing stores, from florists’ to garden centres, and even representatives of local authorities, as well as hotel operators and visual-marketing specialists – all of whom seek inspiration at Christmasworld.

Inspiring highlights & news

In addition to the products shown by the exhibitors, the complementary programme of events offers a host of fresh ideas for assortment compilation, which attracts customers to browse and buy.

Prepared by the designers of Stilbüro bora.herke.palmisano, the Christmasworld Trends for 2020/21 will be shown under the motto ‘family matters’ and spotlight the desire for an urbane yet mindful lifestyle coupled with greater sustainability. The trend area in Hall 11 is the most important source of inspiration for tomorrow’s colours, materials and designs.

‘Decoration unlimited – Dark Ocean’, the new special show by 2Dezign, stands for powerful storytelling and an astonishing ‘wow’ experience at the PoS. Next year, the special show celebrates its 10th anniversary in Galleria 1 and will invite visitors to immerse themselves in a fascinating world full of rough oceanic elements surrounded by impressive Christmas decorations.

Additionally, the ‘Retail BLVD’ in Galleria 0 will be expanded with innovative pop-up stores for different retail channels. There, visitors can learn the best ways to reach customers, e.g., using experience, service or convenience oriented approaches.

Retailers wanting to spice up their assortments with fresh flowers and decorative plants should go to the ‘Floradecora’ product segment in Hall 8.0. In future, the ‘Christmas Delights’ product segment will be the centerpiece of Hall 12 and enrich it with seasonal treats. These fast-selling and spontaneous-purchase articles offer additional sales potential for the trade. Also new: expert lectures and guided tours will now be held in the appropriate special areas under the title ‘Christmasworld Academy’.

The ‘Premium’ business programme on 27 January 2020 will be a source of future-oriented impulses for concept-decoration experts from

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the retail and urban-marketing fields. This time, the keynote speaker will be Ibrahim Ibrahim, CEO Portland Design Associates, London, who will show that urban renewal can also be one of the side effects of rapid change in the retail trade and explain the opportunities that this opens up for all market participants. Admittance is free of charge and includes exclusive guided tours to selected suppliers of professional concept lighting and the presentation of the 'Best Christmas City' Award. For the 6th time running, this online competition organised by Christmasworld, the German City and Urban Marketing Association (*Bundesvereinigung für City- und Stadtmarketing e.V.*) and 'Public Marketing' trade magazine will ensure even more customers in the cities and bricks-and-mortar trade during Advent. Voting begins at www.bestchristmascity.de on 1 November 2019.

Incomparable product mix: the new Christmasworld concept

Launched in 2019, the new Christmasworld concept in Halls 8, 9, 11 and 12 is being continued and refined for 2020. The objectives remain unchanged: to facilitate the greatest possible inspiration and efficient ordering, which is aided by the opportunity to make a circular tour of the fair on the '0' and 'Via' levels.

- In Hall 8.0, the 'Christmas & Seasonal Decorations' product segment is now supplemented by 'Florists' Requisites & Garden Decorations', 'Ribbons & Wrapping' and 'Candles & Fragrances'. The exhibitors include, for example, Kaemingk B.V., Edelman B.V., Boltze Gruppe GmbH, Heembloemex Deco B.V., Sandra Rich GmbH and Eurosand GmbH.
New: as the centerpiece, the Floradecora product segment with fresh flowers and ornamental plants makes the best connections between fresh flowers and seasonal decorations.
- In Galleria 0, the 'Retail BLVD' is the centerpiece with pop-up stores and new ideas for attracting customers.
- Galleria 1 is the ideal location for the 'Decoration unlimited – Dark Ocean' centerpiece. The special presentation by 2deign is lavishly and joyously decorated and a great source of inspiration for story telling at the PoS.
- Hall 9.0 presents 'Visual Merchandising & Light' and 'Christmas & Seasonal Decoration' with exhibitors such as Blachere Illumination S.A.S., Fotodiastasi, Inge's Christmas Decor GmbH, Globall Concept SA, Gnosjö, Konstsmide GmbH and Riffelmacher & Weinberger Christbaumschmuck-Fabrik GmbH & Co. KG.
The Premium Business Programme will be located in the nearby 'Room Symmetrie' in Hall 8.1.
- Hall 11.0 combines 'Christmas & Seasonal Decoration' with 'Florists' Requisites & Garden Decoration' and, together with the Christmasworld Trends 2020/21 as centerpiece, remains a powerful source of inspiration.
The exhibitors include, for example, Exotica Cor Mulder GmbH, Enzo de Gaspari, Gasper GmbH, IHR Ideal Home Range GmbH,

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Shishi AS, Fink GmbH & Co. KG, Lightmakers B.V. Light & Living and Räder GmbH.

- In Hall 12.0, visitors will find the ‘Christmas & Seasonal Decoration’ and the popular Ethnic Art from the Ore Mountains. The exhibitors there include, for example, Koopman International B.V., GILDE HANDWERK Macrander GmbH & Co. KG, Hoff-Interieur GmbH & Co. KG, Due Esse Christmas srl, Christmas Inspirations BV and G. Wurm GmbH + Co. KG. New: the Christmas Delights product segment with seasonal confectionery and culinary gifts is the centerpiece of Hall 12.0.
- With ‘Christmasworld International Sourcing’, Hall 12.1 is the place to go for individual presentations and national pavilions with exhibitors from Egypt, China, Hong Kong, India, Japan, the Philippines, Sri Lanka, South Korea, Taiwan, Thailand, the Ukraine and Vietnam. They cover all product segments, from florists’ requisites, via seasonal decorations and Christmas products, to lighting.

Note for journalists:

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

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

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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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