

Press Release

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## Christmasworld highlights promote successful business season 2020/21

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**Christmasworld will be opening its doors from 24 to 28 January 2020 in Frankfurt am Main. Its slogan this year: 'coming home for business'. At the leading international trade fair for seasonal and festive decoration, some 1,050 exhibitors from 48 countries will be presenting their new products for the most profitable time of the year. On top of that, the extensive complementary programme will be offering all sorts and kinds of valuable inspiration and business ideas for the 'Point of Sale', which is increasingly becoming the 'Point of Emotions'.**



The latest trends in festive decoration enhance the shopping experience several fold.  
Source: Messe Frankfurt Exhibition GmbH / Pietro Sutura

The Retail BLVD will, for instance, be providing new, stimulating ideas for attracting customers, both online and offline. Also new this year: all professional development sessions, specialist lectures and guided tours will take place in the appropriate dedicated area, under the heading of the 'Christmasworld Academy'.

All the highlights in overview:

### **Christmasworld Trends 20/21: family matters (Hall 11.0, C40)**

Enjoying things in the company of others, celebrating and sharing beautiful moments are all antidotes to the digital world and have become more important than ever. This finds expression in the three style and

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colour scenarios 'green ritual', 'silken party' and 'happy get-together'. These open up a host of decorative possibilities for the international decoration and window-dressing trades, so that they can constantly surprise their customers with ever-changing mixes of products and product ranges. The dedicated trend area is the major source of inspiration for the colours, materials and designs of the upcoming season and is devised and curated by Stilbüro bora.herke.palmisano.

To accompany this, the trend lectures and guided tours disseminate further information about the latest currents in fashion and industrial design, all of which is an additional spur to successful sales in retailers' own shops. They will take place daily; from 24 to 27 January 2020, at 11:00 a.m. and 1:00 p.m. and at 12 noon on 28 January 2020.

### **Retail BLVD provides stimulating ideas for the customer journey (Galleria 0)**

Where do customers get inspiration from? What do they want when they go shopping? What possibilities are there for combining online and offline retail? The Retail BLVD has some practical answers. Along the staged shopping street – with its three buildings: 'Social Media Playground', 'Convenience-' and 'Experience-House' – experts from IFH Cologne will provide information on how customer needs can best be served.

Every day, guided tours through the Retail BLVD will be organised – from 24 to 27 January 2020 they will take place at 12:00 noon, 2:00 p.m. and 4:00 p.m., whilst on 28 January 2020 they will take place at 11:00 a.m. and 2:00 p.m. The starting point is in the 'Market Square', Galleria 0, A11. Moreover, the central 'marketplace' is itself an inviting place to exchange knowledge and experience with others. It is also the venue for a number of short talks, delivered twice daily, on the different types of shopper identified in the 2019 IFH study 'Structural change in the retail industry: the consumer's perspective', which was commissioned by Messe Frankfurt. From 24 to 27 January 2020 they will be held at 1:00 p.m. and 3:00 p.m. and on 28 January 2020 at 12:00 noon and 1:00 p.m.

### **Decoration unlimited – 'Dark Ocean' presents a deep blue world of experiences (Galleria 1)**

Stormy seascapes meet an easy beach-club atmosphere: the tenth display from 2dezin shows how the maximum 'wow' effect can be created at the point of sale with festive decorations. The Dutch designers have created a unique world of experiences from an unexpected mix of themes and products. This time, visitors are plunged into a deep blue world full of raw ocean elements, surrounded by some impressive Christmas decoration – and can experience the 2020 pantone colour trend in all its shades and variety.

The display encourages retailers to risk something new. And 2dezin have been appointed by Messe Frankfurt to pass on their 'outside-the-box' thinking to the trade visitors at Christmasworld. In daily guided tours at 11:00 a.m. and 4:00 p.m. they will go into greater detail on how these impressions can be recreated in retailers' own shops. They will be

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providing tips on how to think in terms of concepts and colourways, before considering targeted purchases for the shop window and internal displays.

### **Christmas Delights – Epicurean treats in demand (Hall 12.0)**

Seasonal delicacies are increasingly being seen as attractive gifts to take when visiting friends all year round and offer additional revenue potential for a wide range of retail outlets. Altogether, 18 exhibitors will be presenting themselves and their products in an evocative Christmas-market atmosphere and inviting visitors to discover and try out their products, offering fresh ideas that speak to all the senses.

### **Premium Business Programme banking on ‘urban regeneration’ (Hall 8.1, Symmetrie)**

The ‘Premium’ Business Programme will, on the 27 January 2020, be offering ground-breaking ideas for experts in decorative concepts from the retail and municipal marketing sectors, this time with Keynote Speaker Ibrahim Ibrahim, CEO Portland Design Associates London. In his lecture ‘Urban regeneration: the internet will not kill shops, it will liberate them!’, he will make clear how the rapidly occurring changes in high street retail can also lead to urban regeneration and will suggest opportunities that these changes hold for all market participants.

Admission to the lecture is free of charge and also covers exclusive guided tours to selected suppliers of professional lighting concepts, as well as access to the award ceremony for ‘Best Christmas City’.

Registrations may be submitted until 19 January 2020 at: [christmasworld.messefrankfurt.com/premium](http://christmasworld.messefrankfurt.com/premium).

Please use registration code CWP280.

### **Best Christmas City: Which city will become the public’s new favourite for 2019? Which cities particularly appealed to the jury of experts?**

Altogether, 32 towns and cities are taking part at [www.bestchristmascity.de](http://www.bestchristmascity.de), seeking to become the new Best Christmas City. The public will be able to vote for the winner of the public’s vote up until 9 January 2020. In addition, the winners in three categories, small towns, medium-sized towns and larger cities, will be chosen by an expert jury. The winners of the awards will be revealed on 27 January 2020, as part of the Premium Business Programme. For the 6<sup>th</sup> time running, this online competition organised by Christmasworld, the German City and Urban Marketing Association (*Bundesvereinigung City- und Stadtmarketing Deutschland e.V. - bcscd*) and ‘Public Marketing’ trade magazine will ensure even more customers in the cities and bricks-and-mortar trade during Advent.

### **Valuable synergies: pay for 1 ticket – visit 3 major trade fairs**

The Christmasworld ticket also includes admission to both Paperworld and Creativeworld from 25 to 28 January 2020. The trio of trade fairs offers an opportunity to put together, with the inclusion of some attractive cross-selling products, a selection of goods capable of ensuring variety all year long. At Creativeworld, the specialist trade fair for hobby, handicrafts and artists’ requisites, over 350 manufacturers from all over the world will be showcasing the entire spectrum of materials, tools and

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products for creative use. Paperworld, the international trade fair for stationery, office supplies and writing instruments will be attended by 1,500 exhibitors from 60 countries. It is the only trade fair to cover the two product groups 'Office' and 'Stationery' to an equal extent.

An express shuttle between Halls 9 & 11 and Hall 3, provides a rapid link to Paperworld – and, in particular, to the stationery products, including the latest trends in packaging.

**Note for journalists:**

All details of the Christmasworld Academy are included in the event calendar: [christmasworld.messefrankfurt.com/eventcalendar](http://christmasworld.messefrankfurt.com/eventcalendar)

Further information and high-resolution photographs can be found at: [christmasworld.messefrankfurt.com](http://christmasworld.messefrankfurt.com).

**Press releases & images:**

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

**Social media:**

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

**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**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,600\* employees at 30 locations, the company generates annual sales of around €733\* 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](http://www.messefrankfurt.com)

\* provisional figures 2019

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