

Press Release

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Premium business programme: urban development must be smart

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In times of digital transformation, the human factor is of ever greater significance. Retailers and urban planners must come together to develop smart solutions for a city's inhabitants and guests. The aim should be to awaken digital interest, and to process it emotionally. The Premium business programme on the subject of 'Urban Regeneration for Cities and the Retail Trade' at Christmasworld 2020 provided a setting for information, inspiration and discussions.



Top concept-decoration decision makers from cities and the trade were delighted with the Premium business programme with its high-grade keynote lectures, inspiring guided tours and awards ceremony for the Best Christmas City 2019. Photo: Messe Frankfurt Exhibition GmbH, Pietro Sutera

“Go back to school regularly, please”, said Sanjay Sauldie in his keynote lecture for the Premium business programme at Christmasworld 2020. “The only way to win in the digital world is through lifetime learning.” Sauldie is a marketing consultant, internationally renowned speaker and Director of the European Internet Marketing Institute (EIMIA). He studies the impact of digital transformation on urbanisation and has developed a strategic blend of digital options that puts the focus of all activities on both inhabitants and visitors of a city. The main conclusion of the Urban Marketing and Trade Day at Christmasworld was that one should be creative and fearless in this apparent field of conflict between the digital and bricks-and-mortar worlds. In practical terms, cities and municipalities must offer variety, accessibility, activity, atmosphere and entertainment

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at the same time as always ensuring the integration of all digital options. Illumination concepts or seasonal decorations can give an emotional charge to the private and commercial areas of a city, a pedestrian zone or a shopping centre.

Perspectives, trends, inspiration

“The keynote lecture and the entire programme of today’s theme day generated some great impulses for my work”, said Dennis Fischer, Head of City Marketing Karlsruhe. “We must organise appealing events for visitors to the city whereby attractive illuminations are essential, not just at Christmas.” The guided tour of the leading international trade fair for seasonal and festive decorations is also part of the Premium business programme – with custom-made ideas and products for emotional lighting and decoration worlds, which ensure more visitors to downtown areas and shops.

Successful urban development must include the quality of life

Jürgen Block, Director of the German City and Urban Marketing Association (*Bundesvereinigung City- und Stadtmarketing e.V.*) considers that urban planners should concentrate on releasing cities from their purely functional role and come up with holistic solutions. Sanjay Sauldie also put forward this argument and called for collaborative urban development teams that discount expertise and responsibility silos and work together on smart ideas for their cities. By ‘silo’, Sauldie means strict hierarchies in organisations, public authorities and companies. “We must give all employees the chance to contribute because really good ideas frequently come from quiet people”, said Sauldie. Children can also be a good source of inspiration and enlightenment. “We can learn a huge amount, especially from digital natives”, said the expert. The inspiring morning of the Premium programme ended with a heartfelt invitation by the speaker to support different mindsets and abilities in the team. “Include ‘crazy’ lateral entrants to the team and let them accompany you to the new world”, said Sauldie.

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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

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Internationale Frankfurt Fair for Seasonal and Festive Decoration
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everyday business life in the sector.

Conzoom Solutions – the platform for retailers

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* preliminary figures 2019

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