

Press Release

23 March 2020

Positive signal: over 670 registrations for Christmasworld 2021

Katrin Westermeyr
Tel. +49 69 75 75-6893
katrin.westermeyr@messefrankfurt.com
www.messefrankfurt.com
www.christmasworld.messefrankfurt.com

Despite coronavirus and the emergency situation world-wide, by now more than 670 exhibitors have decided to attend Christmasworld in Frankfurt am Main from 29 January to 2 February 2021. This means that 90 percent of the exhibition space is already filled.

This underlines the fact that the consumer-goods sector is looking optimistically towards the time following the corona crisis. In this mood the encounter format of a trade fair is playing a decisive role in re-launching from a position of strength into the new season of 2021. "Our exhibitors and visitors can benefit from personal interchange at Christmasworld 2020, until our lives have reached normality again. Until then it is a matter of survival for our high-street retailers that they should serve their customers online as well", says Eva Olbrich, Christmasworld Director at Messe Frankfurt Exhibition GmbH.



Exhibitors already registered for Christmasworld 2021 include Blachere Illumination (France), Boltze Gruppe GmbH (Germany), Decostar B.V. (Netherlands), Due Esse Christmas srl (Italy), EDG Enzo De Gasperi (Italy), Gilde Handwerk Macrander GmbH & Co. KG (Germany), Gnosjö Konstsmide GmbH (Germany), Hoff-Interieur GmbH & Co. KG (Germany), Inge´s Christmas Decor GmbH (Germany), Ilmex by Ximenez Group (Spain), Koopman International B.V. (Netherlands), Shishi AS (Estonia) und Gebr. Steinhart Wachswarenfabrik GmbH & Co.

KG (Germany).

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main

Looking forward together

"We are glad to see this major response – particularly in the current situation, which is impacting so negatively on both business and society world-wide. The whole team at the fair will be doing everything they can

to offer our customers at the end of January 2021 a valuable and reliable business platform once again", adds Olbrich.

Now we must work together to find new, creative paths out of the extremely critical economic situation, for marketplaces and consumption are increasingly shifting online. In the search for business contacts, for instance, assistance will be found in the online exhibitor-search facility at christmasworld.messefrankfurt.com.

And just another ray of light: when social life revolves around the narrowest circle of family and friends, sociability gains a new value. And we are justified in hoping that our Christmas goods will get into the shops, a little late perhaps, but in good time. However uncertain all plans must be, Christmas will still take place.

You will find all information on every aspect of Christmasworld 2021, including prices and terms and conditions, at: www.christmasworld.messefrankfurt.com

Christmasworld 2021 will take place from 29 January – 2 February.

Note for journalists:

Further information can be found at: christmasworld.messefrankfurt.com

Press releases & images:

christmasworld.messefrankfurt.com/press

Social media:

www.facebook.com/christmasworld

Christmasworld: Seasonal Decoration at its best

Christmasworld focuses on the busiest and most emotional time of the year, and reflects the 'point of sale' experience unlike any other consumer-goods trade fair. This makes it the world's most important order venue for the international seasonal and festive decoration sector. Held annually in Frankfurt am Main, Christmasworld presents the latest products and trends for Christmas and all other festive occasions. But that's not all: it also supplies innovative concept ideas for decorating big and outdoor areas for the wholesale and retail trades, shopping malls and city centres. Christmasworld is distinguished by the complete spectrum of seasonal and festive decorations. Additionally, the complementary programme of events with the Trend Show, as well as special exhibitions, expert lectures and workshops, is a valuable source of inspiration for the retail trade. In 2020, Christmasworld attracted 1,091 exhibitors from 50 countries and 43,945 visitors from 128 nations.

Further information: 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

Christmasworld - Seasonal Decoration at its best
Frankfurt International Trade Fair for Seasonal and Festive Decorations
Frankfurt am Main, 29 January to 2 February 2021

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

* preliminary figures 2019

Christmasworld - Seasonal Decoration at
its best
Frankfurt International Trade Fair for
Seasonal and Festive Decorations
Frankfurt am Main, 29 January to 2
February 2021