

Press release

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Christmasworld 2022: Ready for personal exchange

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

Great anticipation for the comeback after an enforced break due to the pandemic. Christmasworld will once again offer the international consumer-goods sector the long-awaited physical live trade-fair experience from 28 January to 1 February 2022.



It's time for business - the motto of Christmasworld 2022 meets the urgent desire of exhibitors and trade buyers to finally exchange ideas live again and conclude business deals. Touching new products, experiencing trends up close and meeting business partners in person - Christmasworld 2022 will make all this possible again in the usual form. The leading international trade fair for seasonal and festive decorations will be held in Halls 8.0, 9.0, 11.0, 12.0 and 12.1 and will offer an attractive international product mix in all product segments - from hand-blown Christmas tree baubles

to large-scale light displays for shopping centres and city centres.

"The anticipation for the trade fair is greater than ever. The positive response from our exhibitors underscores that the meeting format of Christmasworld as a leading international trade fair plays a crucial role right now in getting the new season off to a strong start again," says Eva Olbrich, Director Christmasworld, Messe Frankfurt Exhibition GmbH. "It is extremely important to us to set up a secure and, above all, valuable business platform that makes it possible to physically experience the wide range of products offered by our exhibitors and the Christmasworld trends once again," Olbrich adds. In addition, the physical exchange will be supplemented by digital networking and content streaming offerings.

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

Exhibitors already registered for Christmasworld 2022 include AM-Design, Blachere, BOLTZE, Christmas Inspirations, Cor Mulder, Decostar, Dijk, DPI, Due Esse, Edelman, EDG, Fotodiastasi, Gasper,

Gilde, Goodwill, Heembloemex, Hoff, IDO, Kaemingk, Koopman, Lotti, Räder, RBR Light, Riffelmacher, Shishi, Timstor and Voss. With their assortments, exhibitors reach trade buyers from a wide variety of retail formats. From small gift boutiques to shopping centres, from DIY and home improvement stores to furniture and furnishing stores, from florists to garden centres, and representatives of local authorities and cities as well as the hotel trade or visual merchandising are looking for inspiration at Christmasworld.

Fresh impulses for product range design

The Christmasworld Trends, developed and staged by the bora.herke.palmisano style agency, are a fixed feature of the complementary programme. Three style and colour worlds under the motto "Facing forward" offer the international decorations trade a host of design possibilities to surprise customers time and again with new assortment combinations. The Trend Area in Galleria 1 South is the most important source of inspiration for the colours, materials and designs to come.

Accompanying trend lectures in the Christmasworld Academy opposite provide more knowledge about current trends in fashion and product design, which additionally boosts sales in your own shop.

Further expert lectures are planned for the Christmasworld Academy lecture area. On the one hand, the focus will be on practical tips on how to enhance the shopping experience at the point of sale with festive decorations to encourage customers to make discoveries. On the other hand, the optimal linking of analogue and digital will be a central topic - how can customers already be reached online, how can visibility on the internet be increased, how can different customer needs be served, which digital services are in demand? - Experts will provide answers and assistance.

The Christmas Delights product area shows seasonal delicacies that are in high demand as attractive take-away items for the whole year. These exhibitors will present themselves in Hall 12.0 in an atmospheric Christmas market atmosphere, invite visitors to discover and try out their products and offer fresh ideas that appeal to all the senses.

Additional digital offers intensify networking

A supplementary online platform for Christmasworld increases the international reach for exhibiting companies and trade visitors and also promotes new contacts, networking opportunities and knowledge transfer. Digital exchange via chat or video is possible as early as one week before and two weeks after the event.

Trend lectures and expert contributions are streamed live and can be experienced digitally. This means that the trade fair highlights can also be experienced by visitors from overseas who will not be able to travel to 2022 due to travel restrictions.

The videos will be made available afterwards on the Conzoom Solutions knowledge platform. With the order and data management portal Nextrade, there is another already established digital service of Messe Frankfurt. Nextrade enables digital 24/7 business relationships between

Christmasworld - Seasonal Decoration at its best
International trade fair for seasonal and festive decoration
Frankfurt am Main, 28.1.-1.2.2022

retailers and suppliers. As the first digital B2B marketplace for Home & Living, the platform digitally brings together supply and demand from the entire industry and thus creates great added value for both sides.

Safe trade fair visit thanks to protection and hygiene concept

Messe Frankfurt's hall and infrastructure is not only unique, but also an important component of the protection and hygiene concept. To make the personal encounter at Christmasworld as safe as possible for all participants, Messe Frankfurt makes use of various control mechanisms. These go far beyond the measures taken in the public sector and make the Frankfurt exhibition halls an excellent place to meet, even in times of pandemic. The measures include 100 per cent fresh air supply, generous design of halls and entrances to maintain safety distances, intensive cleaning measures, a hygiene-adapted catering concept and the proven wearing of mouth and nose protection.

Business trips to Germany possible without quarantine

As things stand at present, entry into Germany is possible for business travellers from almost all countries without quarantine. The prerequisite for this is a business reason, which is participation in the trade fair. In addition, visitors require proof of complete vaccination or recovery or a current antigen test.

Information for journalists:

For further information, please visit: christmasworld.messefrankfurt.com

Press information and photographic material:

christmasworld.messefrankfurt.com/press

Links to websites:

www.facebook.com/christmasworld/
www.instagram.com/christmasworld.frankfurt/
www.linkedin.com/company/christmasworldfrankfurt
<https://twitter.com/ChristmasworldF>

Christmasworld: Seasonal Decoration at its best

Christmasworld focuses on the strongest-selling and most emotional time of the year and exploits the success factor of experience at the point of sale like no other consumer-goods trade fair. This makes it the world's most important ordering event for the international decorations and festive decorations sector. Every year in Frankfurt, it presents the latest products and trends for Christmas and all other festive occasions. In addition, it provides innovative concept ideas for the decoration of large and outdoor areas for wholesalers and retailers, shopping centres and city centres. Christmasworld offers the entire range of decorative and festive articles. In 2020, it welcomed 1,063 exhibitors from 47 countries and 42,834 visitors from 128 countries (FKM-verified figures).

The Nextrade digital marketplace

The Nextrade digital order and data management system for suppliers and retailers in the consumer goods sector extends the trade fair and enables orders to be placed at any time of day or night, 365 days a year: www.nextrade.market

Conzoom Solutions - the platform for the trade

The knowledge platform Conzoom Solutions offers the consumer goods trade a wide range of

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Frankfurt am Main, 28.1.-1.2.2022

services such as studies, trend presentations, workshops or instructions for the point of sale. It provides a complete overview of Messe Frankfurt's international portfolio in the consumer goods sector and compiles information for the trade in a bundled form.

www.conzoom.solutions

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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).

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