

christmasworld

Christmasworld 2022: „The world's most important ordering event for the international seasonal and festive decorations sector“

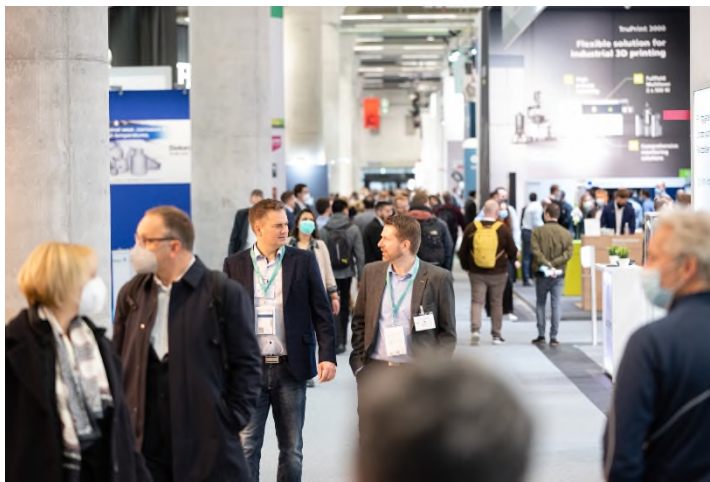
Frankfurt am Main, November 2021. In a few weeks' time, Christmasworld will finally bring the international seasonal and festive decorations sector together again at the Frankfurt Exhibition Centre. With an occupancy of around 81,000 gross square metres, it remains the world's biggest trend and order platform when it comes to the latest products and trends for Christmas and all other festive occasions. More than 500 exhibitors from 38 countries have already made firm bookings for Christmasworld and are preparing to take part in the fair. Messe Frankfurt's global network of subsidiaries and sales partners has also ascertained that export-oriented customers - exhibitors and visitors alike - have an above-average EU-compliant vaccination rate. They want to and can come to Christmasworld in Frankfurt.

The rising Covid 19 figures and current media coverage are causing uncertainty on the part of trade fair participants worldwide. "With just nine weeks to go before Christmasworld opens its doors on 28 January 2022, Messe Frankfurt is pleased to announce that the fair will continue to be the world's biggest trend and order platform for the international seasonal and festive decorations sector", says Philipp Ferger, Vice President Consumer Goods Fairs. "More than 500 exhibitors from 38 countries have confirmed their participation at the present time and are looking forward to meeting their partners in person here in Frankfurt. With around 81,000 gross square metres, the grounds will have an 89 per cent occupancy rate compared to Christmasworld 2020", Ferger continues. On five hall levels, Christmasworld plays off the success factor of experience at the "point of sale" like no other consumer-goods trade fair. Once again, it will show the latest products and trends for Christmas and all other festive occasions and offer the opportunity for personal exchanges and cultivating business contacts. There will also be an exciting fringe programme with valuable impulses for the trade. "We really appreciate that our exhibitors stand by us and want to actively use Christmasworld for their product presentations and networking within the industry - especially now that trade fairs can finally be held again," adds Ferger. A large part of the decline in exhibitors was due to travel restrictions from the People's Republic of China.

From 29 January 2022, one day after the start of Christmasworld, the trade fairs Paperworld and Creativeworld will run in parallel at the Messe Frankfurt exhibition centre, showcasing their product ranges for paper, office supplies, stationery and hobby, craft and artists' requisites. This means that a large part of the exhibition grounds is occupied and visitors get maximum inspiration at one time to restock their assortments for the coming season.

"In addition, the international vaccination rates and the assessments from the most important exhibitor and visitor countries make us very confident. Even if a mandatory certificate of vaccination or recovery from Covid 19 remains in place at the end of January, a strong international participation would be realistic and achievable, because the vaccination rate among our international exhibitors and visitors who want to come to Frankfurt is above average according to the sample of our network of subsidiaries and sales partners," adds Ferger.

The fact that Messe Frankfurt's internationally active customers have an above-average EU-compliant vaccination rate of up to 99 percent was revealed by a survey of exhibitors and visitors of Ambiente, Christmasworld, Creativeworld and Paperworld conducted by Messe Frankfurt's globally active sales network.



An up-to-the-minute look at what's happening at the trade fair in Frankfurt. Welcoming only visitors with vaccination certificate or documents of recovery from Covid 19 during Formnext (16 to 19 November 2021, Copyright: Mesago Messe Frankfurt GmbH / Mathias Kutt

According to the results of this random sample so far, the picture is clear: the majority of exhibitors and visitors from the top ten visitor countries, such as Italy, France, the Netherlands, Great Britain, Austria, Switzerland, Belgium, and the USA, are already fully vaccinated with the vaccines approved in the EU. The same applies to B2B customers from the top 50 visitor countries. This means that not only from Europe, but also from North America, South America, Asia, the Middle East and Africa, the B2B customers have an above-average vaccination rate and can therefore travel to Germany. According to estimates by the subsidiaries and sales partners, a large proportion of the internationally active exhibitors and visitors in many countries have already taken care of the question of vaccination recognition and EU-compliant vaccination at a very early stage, so that they can now apply for flights and visa without any problems.

This is a confident result of the survey conducted by Messe Frankfurt's subsidiaries and sales partners. They have been in active contact with exhibitors and visitors in all major countries for decades, provide information on the vaccines permitted in Germany and offer support with regard to travel, hotels and German entry regulations. "We are very pleased that the intensive contacts of our local representatives all over the world confirm that we can assume a stable, high vaccination rate among our customers. This means that the requirements for flights and visa can be met. We are convinced that safe and

successful trade fairs are not only possible under the given circumstances, but also extremely important for trade to pick up again worldwide," Ferger sums up.

Safety and hygiene concept for safe trade fair visits

Messe Frankfurt's safety and hygiene concept was developed in cooperation with the responsible authorities of the State of Hesse and with the recommendations of the Robert Koch Institute and is regularly adapted to current conditions. The safety of all exhibitors, visitors, partners and employees has top priority.

Measures include 100 per cent fresh air supply in the exhibition halls, generous design of halls and entrances to maintain safety distances, intensive cleaning measures, a hygiene-adapted catering concept and the wearing of mouth and nose protection.

Current information on the safety and hygiene concept as well as on how to get to and enter the Exhibition Centre can be found here:

christmasworld.messefrankfurt.com/hygiene

Ticket shop now open

The ticket shop is now available online. An important change from previous years is that only online tickets can be purchased for the trade fairs. In 2022, there will be no on-site box offices due to the Corona measures in force. In addition, all tickets are not only personalised but also only valid for a specific individual day of visit. The visit date can be selected when purchasing tickets. This ensures that not too many people are on the fairgrounds at the same time.

In addition to the admission ticket, one of the following documents must also be shown in each case for admission to the fairgrounds: Covid 19 vaccination certificate and convalescent certificate. In addition, a photo ID will be checked for data match.

You can find the ticket shop here:

christmasworld.messefrankfurt.com/tickets

The next Christmasworld will take place from 28 January to 1 February 2022.

Information for journalists:

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

Press information and photographic material:

<http://christmasworld.messefrankfurt.com/presse>

Links to websites:

www.facebook.com/christmasworld/

www.instagram.com/christmasworld.frankfurt/

www.linkedin.com/company/christmasworldfrankfurt

<https://twitter.com/ChristmasworldF>

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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).

Nextrade – the digital marketplace

The digital ordering and data management system for suppliers and retailers in the consumer goods industry extends the trade fair and allows orders to be placed at any time of day or night, 365 days a year.

www.nextrade.market

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

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).

For more information, please visit our website at: www.messefrankfurt.com