

conzoom solutions

New series on Conzoom Solutions: On your marks. Ready. Christmas!

Frankfurt am Main, July 2022. A [new series](#) with expert tips for a profitable Christmas will start in August - both for online business and for the appealing design of shop windows and retail spaces. Trend expert Gabriela Kaiser and e-commerce specialist Peter Höschl guide retailers through the Christmas countdown.



Christmas is approaching! On Conzoom Solutions, trend expert Gabriela Kaiser and e-commerce specialist Peter Höschl give monthly tips for the Christmas countdown, photo: Messe Frankfurt/Rui Camilo

While customers are still celebrating barbecues, preparations for the year-end business are getting underway in both online outlets and brick-and-mortar retail stores. Because, no matter what, Christmas takes place and remains the most emotional and highest-turnover time of the year. This potential must be turned into a success in any case. In view of the current supply bottlenecks, early planning is especially important this year. In addition, the tense news situation is depressing the consumer mood. For retailers, both online and stationary, it is therefore a case of full speed ahead in order to give customers a pleasant, positively charged and as carefree a time as possible and thus lift consumer spending spirits again. At Conzoom Solutions, e-commerce expert **Peter Höschl** and trend expert **Gabriela Kaiser** will be giving regular tips from August to January on what is important to prepare well for the Christmas business, to use decisive key levers and to stage the point of sale in an eye-catching way up to the festive season and beyond.

"Expert tips are more valuable than ever, because Christmas business is crucial for retailers. Our [new Christmas series](#) on Conzoom Solutions is intended to accompany retailers through the coming months and provide helpful tips for a successful end to the year. Always with an eye on appealing POS design and on important topics that are now driving the online business," says Julia Uherek, Vice President Consumer Goods Fairs.

Anyone who would like more detailed information on trend-appropriate product presentation in the trendy colour and theme worlds will find inspiration in the video contributions on [Ambiente](#), [Christmasworld](#) and [Creativeworld](#) Trends 22+. Here, for example, matching exhibitor products are included on the Ambiente Trends 22+ mood boards.

The video contributions on the [online event Future Retail](#) on the currently much-discussed topics of the transformation of retail (with **Stefan Genth**, CEO of HDE e. V.), Metaverse (with Independent Board Advisor **Stefan Wenzel**), sustainability (with trend expert **Stefan Nilsson**) and omnichannel (with **Judith Büchl**, Industry Manager, Integrated Retail for Google) are also freshly online.

In addition, an exciting interview is online - with **Prof. Dr. Gerald Lembke**, business coach, book author, and keynote speaker on communication with Gen Z, the customers of the future.

It's always worth taking a look. On the practice-oriented online platform Conzoom Solutions, retailers regularly find new interviews, podcasts or videos with valuable impulses for a targeted customer approach.

Press releases & images:

www.conzoom.solutions/press



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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 revenue. 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

Nextrade - the order and data platform for the home & living industry

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

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters 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