

## ambiente christmasworld creativeworld

### Strong synergy, high efficiency, maximum inspiration: The new business home of the stationery industry

**Frankfurt am Main, 16.02.2022. From 2023, the three leading consumergoods fairs Ambiente, Christmasworld and Creativeworld<sup>1</sup> will be held simultaneously and thus for the first time at the Frankfurt exhibition centre from 3/4 to 7 February 2023. In order to link relevant market players even more intensively and actively promote business with new customers, the range of paper, office supplies and stationery products will be repositioned within the three leading trade fairs.**

The leading international marketplace for the paper, office supplies and stationery sector is being rethought: in future, the individual product segments of Paperworld will be presented in the leading international trade fairs Ambiente, Christmasworld and Creativeworld in a way that is both target group-specific and theme-specific. "One thing is quite clear: the former exhibitors and visitor target groups of Paperworld will continue to find their business home in Frankfurt in the future and in exciting product segments, freshly put together according to synergies and efficiency, which equally reflect the increasing fusion of the lifeworld home & office. In this way, we are actively addressing the changes in the market, introducing our exhibitors to new, potential buyer groups and thus creating real added value. We give trade visitors numerous new business impulses and inspiration through changed perspectives", explains Philipp Ferger, Vice President Consumer Goods Fairs.

The office product segments (office supplies and equipment, office papers, Remanexpo, Future of Work) will be presented in the new lifeworld **Ambiente Working** - as an ideal complement and strategic, conceptual extension of the world's leading fair for Living, Giving and Dining. "We are moving with the times, because New Work and lifestyle trends are growing together immensely. The boundaries between home & office are fluid. This is leading to a major change in the stationery sector in terms of manufacturers' product portfolios, changed sales channels and target groups that we can serve better in the new context", says Yvonne Engelmann, Director Living, Giving, Working.

The new environment under the motto "Home of Consumer Goods" establishes strong links to contract furnishing with products and furnishing concepts and thus offers the stationery sector completely different, new development opportunities. "Contract furnishing has always been a strategically important component of Ambiente - for example, the Contract Business theme for Living or HoReCa for Dining. This is not only about furnishing commercial properties, such as restaurants, hotels, co-working spaces or offices, but also about furnishing our homes, including home offices. In other words, there is exciting synergy potential - for our exhibitors as well as visitors", Ferger emphasises.

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<sup>1</sup> As before, Creativeworld will start one day later and thus not until 4 February.



In the Giving section, Ambiente occupies Hall 4.0 with Gifts & School and Hall 4.1 with Urban Gifts & Stationery. The new Ambiente Working section will be in Hall 4.2 with Office, Remanexpo and Future of Work. Christmasworld will occupy Halls 5.0, 5.1, 6.0, 6.1 and 6.2. In future, the ribbons and packaging section will be located in Hall 6.1. Creativeworld will be in Halls 1.1 and 1.2 with creative writing, painting and drawing materials.

On a total of 27 hall levels, the successful Ambiente, Christmasworld and Creativeworld formats will thus be expanded with new product groups, their concepts further developed and thus positioned for the future. Together, they represent the world's most comprehensive range of consumer goods. Under the motto "Home of Consumer Goods", Frankfurt will become the central hub for all forms of trade as well as for the growth segments HoReCa, Contract Business and Concept Decoration.

"By combining the events on one date at one venue, we are specifically introducing our exhibitors to new visitor target groups. Visitors have the chance to discover new exhibitors and place orders with them. In this way, we are preparing an optimal playing field for the acquisition of new customers, which is essential in these volatile times," summarises Ferger.

**For more information:** [www.consumergoods-frankfurt.com](http://www.consumergoods-frankfurt.com)

**Press releases & images:**

<http://ambiente.messefrankfurt.com/press>

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

<http://paperworld.messefrankfurt.com/press>

<http://creativeworld.messefrankfurt.com/press>



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### **Home of Consumer Goods - the new one-stop shop for the global ordering season**

Under the motto "Home of Consumer Goods", Ambiente, Christmasworld and Creativeworld will be held simultaneously for the first time at one of the world's most modern trade-fair centres from 3/4 to 7 February 2023. In particular, the new design of the Working product area under the umbrella of Ambiente, the world's leading trade fair for the sector, will create future-oriented impulses. The newly created combination of three successful leading fairs at one venue at one time thus combines their strengths and offers an unprecedented, simultaneously available, future-oriented product range in terms of quality and quantity. Frankfurt is once again the centre of the global ordering season, strengthens synergy effects and efficiency for all participants and is thus the one, comprehensive inspiration, ordering and networking event for a globalised industry. This is where the hottest trends are presented and the global metatrends are experienced and made visible.

### **Nexttrade – 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.nexttrade.market](http://www.nexttrade.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](http://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 2,300\* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140\* million after having been as high as €736 million in 2019 before the pandemic. 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](http://www.messefrankfurt.com)

\* Preliminary figures for 2021