

Press release

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Christmas pre-order on Nextrade

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Nextrade facilitates Christmas pre-ordering: from January 19 to February 12, 2021, Christmasworld buyers from the wholesale, import / export and retail trades can use the B2B digital platform to order from the Christmas stores of selected Nextrade suppliers for the coming season.

As a partner of the industry, Nextrade is enables pre-orders for the 2021 Christmas season: from January 19 to February 12, the B2B marketplace will bring together global Christmasworld buyers with suppliers who will exclusively make their latest Christmas collections available for ordering in their stores - from festive decorations, individual packaging, candles and room scents to Christmas and decorative lighting for the home and garden. An international direct marketing campaign informs buyer groups – DIY stores, garden centers, florists, gift boutiques, decoration companies and shopping centers – in multiple steps about the Christmas pre-order special on Nextrade.



Buyers can expect a comprehensive offer for Christmas pre-orders on Nextrade

"We are aware that Christmas products for the coming season are ordered by volume buyers in the period up to the end of January/mid-February. As a partner of the industry, we therefore want to support the pre-ordering of Christmas decorations and bring suppliers on Nextrade together with our international Christmasworld buyers," says Philipp Ferger, Group Show Director Nordstil and Tendence and managing director of nmedia GmbH.

Among the participating exhibitors on Nextrade are Accentra, AM Design, G. Wurm, Gilde Handwerk Makrander, Goldbach

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
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Geschenkartikel, Kaheku schönes Wohnen and Vosteen. The B2B platform thus enables a comprehensive offer for the ordering of Christmas novelties for the coming season.

Press information and photographic material:

<http://messefrankfurt.com/journalisten>

Nextrade – the digital marketplace

The new 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

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020. 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

* preliminary figures 2020