

Press Release

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## Safely back to Creativeworld and Christmasworld with individual stand construction concepts

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**In 2022, Christmasworld and Creativeworld will finally be held again in Frankfurt am Main from 28/29 January to 1 February as a real trade fair experience with personal encounters and a varied range of products. For the perfect start to the new business year, the trade fairs for seasonal decorations and festive decorations as well as for hobby, craft and artists' supplies have all-inclusive packages on offer.**

The Christmasworld and Creativeworld team has developed different concepts and packages for exhibitors. "The Corona pandemic and the associated economic cuts present the industry with the challenge of conserving resources on the one hand and planning for the future on the other. We would like to provide support here and offer various packages for exhibitors that are cost-effective, implement the hygiene regulations in force and offer small companies planning security", says Eva Olbrich, director of Christmasworld and Creativeworld, Messe Frankfurt Exhibition GmbH.

### **All-inclusive package for easy entry**

The all-inclusive package includes a 12 or 18 sqm stand with complete equipment including a media package. "This all-inclusive package is ideal because we take care of the stand construction and equipment. The manufacturer will find a fully equipped stand where he can decorate his products attractively. The preparation for the trade fair appearance is therefore uncomplicated, the effort low and the costs calculable," adds Olbrich. In addition, the complete package price is refunded if the trade fairs cannot take place in Frankfurt in 2022.

### **Individual stand construction concepts made to measure**

Messe Frankfurt also offers individual stand construction concepts that offer many advantages. For one thing, Corona-compliant construction is guaranteed with all hygiene and spacing measures, costs remain transparent and the reimbursement of services not rendered entails less financial risk if Christmasworld and Creativeworld cannot take place on site. In addition, transport costs are kept to a minimum, as only the products need to be brought along.

### **All packages are available in the overview on:**

[creativeworld.messefrankfurt.com/planning-preparation](https://creativeworld.messefrankfurt.com/planning-preparation)

[christmasworld.messefrankfurt.com/planning-preparation](https://christmasworld.messefrankfurt.com/planning-preparation)

There you will also find the respective contact persons and more detailed

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Ludwig-Erhard-Anlage 1  
60327 Frankfurt am Main



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background information.

**Further information on the individual fairs is available at:**

[www.christmasworld.messefrankfurt.com](http://www.christmasworld.messefrankfurt.com)

[www.creativeworld.messefrankfurt.com](http://www.creativeworld.messefrankfurt.com)

**Press information & images:**

[christmasworld.messefrankfurt.com/press](http://christmasworld.messefrankfurt.com/press)

[creativeworld.messefrankfurt.com/press](http://creativeworld.messefrankfurt.com/press)

**On social media:**

[www.facebook.com/creativeworld.frankfurt](http://www.facebook.com/creativeworld.frankfurt)

[www.instagram.com/creativeworld.frankfurt/](http://www.instagram.com/creativeworld.frankfurt/)

[www.linkedin.com/company/creativeworldfrankfurt](http://www.linkedin.com/company/creativeworldfrankfurt)

[https://twitter.com/Creativeworld\\_](https://twitter.com/Creativeworld_)

[www.facebook.com/christmasworld/](http://www.facebook.com/christmasworld/)

[www.instagram.com/christmasworld.frankfurt/](http://www.instagram.com/christmasworld.frankfurt/)

[www.linkedin.com/company/christmasworldfrankfurt](http://www.linkedin.com/company/christmasworldfrankfurt)

<https://twitter.com/ChristmasworldF>

**Christmasworld**

Christmasworld focuses on the busiest and most emotional time of the year, and reflects the 'point of sale' experience unlike any other consumer-goods trade fair. This makes it the world's most important order venue for the international seasonal and festive decoration sector. Held annually in Frankfurt am Main, Christmasworld presents the latest products and trends for Christmas and all other festive occasions. But that's not all: it also supplies innovative concept ideas for decorating big and outdoor areas for the wholesale and retail trades, shopping malls and city centres. Christmasworld is distinguished by the complete spectrum of seasonal and festive decorations. In 2020, it welcomed 1,063 exhibitors from 47 countries and 42,834 visitors from 128 countries (FKM-verified figures).

Further information: [christmasworld.messefrankfurt.com](http://christmasworld.messefrankfurt.com)

**Creativeworld**

Creativeworld is the world's leading trade fair for the international hobby, handicrafts and artists' requisites sector. In 2020, a total of 368 exhibitors from 39 countries made presentations to 9,201 trade visitors from 102 countries (FKM-verified figures).. At Creativeworld, exhibitors show their latest products, techniques and materials for decorative crafts, graphic and artists' requisites, handicrafts, textile design, graffiti, street art and creative hobbies. And, as a trend and business platform, the trade fair is the first important venue of the business year. Creativeworld is the ideal order platform for the wholesale, retail and specialist trades, DIY markets, garden centres, the internet and mail-order trades. With its multi-faceted complementary programme of events, Creativeworld is a source of new ideas, inspiration and expert knowledge

**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](http://www.nextrade.market)

Christmasworld  
28. January - 1. February 2022

Creativeworld  
29. January - 1. February 2022

**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 2,450 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](http://www.messefrankfurt.com)

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