

Press release

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Consumer goods trade fair trio creates business contacts and product experiences again in 2022

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Messe Frankfurt will continue to stand for personal encounters and the real product experience on site. Christmasworld, Paperworld and Creativeworld will provide the consumer goods sector with the long-awaited physical trade fair experience from 28/29 January to 1 February 2022. Additional digital formats will also ensure international reach, new contacts and networking opportunities during the year.



Anticipation of real encounters and direct feedback on the new collections. Photo: Messe Frankfurt

"Trade fairs have always been an instrument to revive the economy and trade after a crisis. Christmasworld, Paperworld and Creativeworld are making an additional contribution to the recovery after the Corona pandemic", says Julia Uherek, Vice President Consumer Goods Fairs at Messe Frankfurt Exhibition GmbH. Thus, the consumer goods sectors and Messe Frankfurt are optimistic about the coming year. Everyone involved is looking forward to the personal exchange and ordering at the exhibition centre in Frankfurt am Main.

Customer contact and the live experience of the products are also rated as particularly valuable by the exhibitors: "We are already looking forward with anticipation to the most important event for the creative sector at national and international level - Creativeworld 2022!", explains Kirsten Rohde, Vice President Marketing, Purchasing and R&D Marabu

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GmbH & Co. KG. "In the Corona period, where visits were not possible, we have been able to maintain excellent contact with our business partners with digital media and many virtual meetings. But nothing is better than personal contact," Rohde continues.

This is also confirmed by Lars Adler, General Manager of Hoff-Interieur GmbH & Co. KG: "After so many months without international trade fairs, we know that there is definitely no alternative to face-to-face meetings at an international marketplace like Christmasworld." Face-to-face meetings are indispensable, especially for feedback on new products, explains Frank Indenkämpen, General Manager of Novus Dahle GmbH, who is looking forward to taking part in the Office section of Paperworld: "In our view, direct exchange is still important and formative for the experience of people-to-people business relations. The products that we will focus on and present at the fair will generate an immediate and thus directly tangible reaction - we are looking forward to that."

Digital supplementary programme to be further expanded

The three trade fairs for seasonal decorations and festive decorations, products from the paper, office supplies and stationery segments and for hobby, handicrafts and artists' supplies are being further developed after the pandemic experiences and are consistently thinking along the digital path. "The combination of the real trade fair, including personal exchange and the haptic experience of the products, with an additional digital offer provides both exhibitors and visitors with far-reaching new possibilities. For example, lectures or workshops can be viewed online afterwards and exhibitors are given the opportunity to present their products both analogue and digitally", says Julia Uherek. For this purpose, Messe Frankfurt has set up the online platforms Nextrade and Conzoom Solutions, which provide the consumer goods sector with industry-relevant content 365 days a year and offer digital order and data management. Thus, manufacturers and retailers can continue to expand their international reach after the event and benefit from the networking functions.

Experience trends and innovations live

In 2022, the trade-fair trio will place special emphasis on bringing forward-looking ideas to life. The Christmasworld and Paperworld Trends by the style agency bora.herke.palmisano will play a central role and provide an inspiring overview as well as valuable ordering aids for a trend-oriented assortment. In addition, the trends show retailers how to attract customers back to shopping streets with the help of an appealing presentation and trendy shop design.

The role of trend products is also emphasised by Nils Wittler, Managing Partner of bsb-obpacher GmbH and exhibitor at Paperworld: "The city centres, as well as the stationary trade, will be revitalised after the pandemic. People will be more aware of their environment and this offers us the opportunity to excellently stage and present our trends."

It is important that trade fair visitors see on site how effective staging works and how collections can be optimally put together and ordered.

"The emotionality of our products requires personal interaction between customer and supplier. We continue to believe deeply that retail has a long-term justification. A new way of selling via all senses and all channels is becoming increasingly important in retail and makes the

Christmasworld, Paperworld,
Creativeworld

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shopping experience even more exciting for the customer," says Nicola Hoffmann, Head of International Sales, Räder GmbH.

The world and the retail landscape have changed in the last year. What this change looks like, what opportunities it holds and what future solutions there are for the consumer goods industry will be revealed at the trio of trade fairs in January. One thing is already certain, however: the yearning for personal contacts is greater than ever. Christmasworld, Paperworld and Creativeworld offer the first opportunity for a physical exchange between national and international trade partners at one date and in one place.

With Messe Frankfurt's event expertise, major events will also be possible in the new normal with Corona. The safety and health of all participants is always the top priority.

The three international consumer-goods trade fairs Christmasworld, Paperworld and Creativeworld will be held again as usual in 2022:

Christmasworld: 28 January to 1 February 2022

Paperworld and Creativeworld: 29 January to 1 February 2022

Further information on the individual fairs is available at:

www.christmasworld.messefrankfurt.com

www.paperworld.messefrankfurt.com

www.creativeworld.messefrankfurt.com

Press information & images:

christmasworld.messefrankfurt.com/press

paperworld.messefrankfurt.com/press

creativeworld.messefrankfurt.com/press

Christmasworld: Seasonal Decoration at its best

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

Paperworld - The visionary office. The stationery trends.

Next fair: 30 January – 2 February 2021 in Frankfurt am Main

The leading international trade fair presents the latest products and trends in the paper, office supplies, and stationery sector every year in Frankfurt am Main. Paperworld offers the world's widest range of products in commercial office supplies (visionary office) and the private stationery sector (stationery trends). This makes Paperworld the highlight of the year for the industry, and a source of innovative business ideas for wholesalers and retailers, booksellers, the Internet and mail order sector, and commercial consumers. In addition, the wide-ranging event and congress programme provides inspiration and knowledge transfer for retailers,

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architects, planners, facility managers, as well as heads of educational and seminar. In 2020, it welcomed 1,581 exhibitors from 69 countries and 29,266 trade visitors from 141 countries (FKM-verified figures).

More information at paperworld.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 369 exhibitors from 44 countries made presentations to 9,201 trade visitors. 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

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, following sales of €738 million in 2019. 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

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