

Press Release

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Outstanding number of exhibitor registrations for Creativeworld 2019

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300 manufacturers have already registered for the world's leading trade fair for the hobby, art and craft supplies sector. All national and International key players, numerous newcomers and prominent returnees will be represented at Creativeworld in Frankfurt am Main from 26 to 29 January 2019.

With the echo from the positive and atmospheric impressions of Creativeworld 2018 still reverberating, the preparations for the coming event are already in full swing. "We are very pleased with the number of registrations received and are keenly looking forward to Creativeworld 2019. Our planning for the hall layout and the multi-faceted programme of events are also well advanced", says Michael Reichhold, Creativeworld Director, Messe Frankfurt Exhibition GmbH.

Every year, Creativeworld brings together an unrivalled spectrum of trends and incomparable creativity from all over the world. Aware of this, key players from the sector, such as C. Kreul, Clairefontaine, Creativ Company, Efco Kreativ, Folia, Marabu, Rayher Hobby, Rico Design and Staedtler, will be returning to Frankfurt for the 2019 edition of the fair. Britta Olsen, Brands and Communication Director at Staedtler, says, "We will be coming back again next year to present our new DIY products to trade visitors at Creativeworld. Our products can be tried and tested at the fair, in keeping with our motto, 'Release your creativity!'" Klaus Fliegerbauer, CEO of Eberhard Faber Vertrieb GmbH, has also registered his company: "We will be represented at the coming Creativeworld because it attracts buyers from all over the world, which makes it an important platform for us. We anticipate making contact with potential customers for our export business at the same time as presenting our latest products to German retailers." Nils Knapp, CEO of H.Schmincke, is also looking forward to Creativeworld 2019: "The fair gives us the unique opportunity to meet all the world's most important players from our sector at the beginning of the year. This meeting place has been established for many years and has proven its worth many times."

In addition to the attractive blend of well-known brands and young companies, the Creativeworld complementary programme of events offers great value added for visitors thanks to its focus on workshops and trends and the popular Creative Impulse Award. The trade fair is a magnet for the wholesale, retail and specialist trade, as well as home-

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improvement markets and garden centres, the internet and mail-order trade, and commercial consumers, such as art academies, training and care facilities. Moreover, products such as creative and hobby materials in user-friendly complete sets represent an interesting supplementary product line for the toy and book trades, food retailers and drug stores. “Our concept has proven its worth and been accepted by both the trade and industry. Creativeworld is the ideal business, trend and order platform, and the creative market place for the sector”, summarises Michael Reichhold.

Creativeworld.messefrankfurt.com

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creativeworld.messefrankfurt.com/news**

Note for journalists:

The next Creativeworld will be held in Frankfurt am Main from 26 to 29 January 2019.

Further information and high-resolution images can be found at creativeworld.messefrankfurt.com

Creativeworld

Creativeworld is the world's leading trade fair for the international hobby, handicrafts and artists' requisites sector. In 2018, a total of 335 exhibitors from 39 countries made presentations to 9,266 trade visitors. At Creativeworld, exhibitors show their latest products, techniques and materials for decorative crafts, graphic and artists' requisites, handicrafts, textile design 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.

Additional information and images at creativeworld.messefrankfurt.com

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,500 employees at some 30 locations, the company generates annual sales of around €661* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. 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). * preliminary figures for 2017

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de

Creativeworld
Frankfurt International Trade Fair for
Hobby, Arts and Crafts Supplies
Frankfurt am Main, 26 to 29 January 2019