

Press Release

29 June 2019

Conzoom Solutions – The platform for retailers

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From high street retailers to online shops and multichannel providers – everyone in the retail sector has to deal with the challenges of the fast-changing consumer goods market. To be successful, retailers need to find innovative ways to build connections between the real and virtual worlds. Conzoom Solutions offers stimulating ideas and suggestions for presenting your business more effectively – and answers urgent questions affecting the retail sector.

Everyone in the consumer goods industry is facing major challenges. To help stakeholders in the sector, Messe Frankfurt will be providing a new content platform from 29 June 2019. This will be dedicated to its diverse range of products and services for retailers and international event portfolio in the consumer goods market – making them accessible at a glance.



Logo of Conzoom Solutions – The platform for retailers, www.conzoom.solutions

Access the entire Messe Frankfurt portfolio for the consumer goods sector in Germany and around the world in seconds. “Conzoom Solutions is a cross-trade fair platform created by Messe Frankfurt which covers the entire consumer goods sector – both in terms of content and our portfolio of national and international trade fairs. We are offering German and European retailers in the consumer goods sector a pathway to secure a knowledge advantage, benefit from best practices and

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actively invite customers to linger and buy,” says Stephan Kurzawski, Board of Management of Messe Frankfurt Exhibition GmbH.

“Consumers are seeking information and purchasing goods in new ways. More than ever, retailers are being challenged to inspire their customers, think creatively, rethink old ideas and develop new strategies,” emphasises Nicolette Naumann, Vice President Ambiente. “That’s why Conzoom Solutions is the right step in the right direction for our customers and the whole industry.”

“The new industry platform Conzoom Solutions offers retailers exclusive and practical assistance for dealing with the challenges of today’s market – including a wide range of studies, trend presentations, workshops and guidelines for the point of sale,” says Julia Uherek, Group Show Director Christmasworld, Paperworld and Creativeworld. The knowledge platform is clear, concise and easy to use. Messe Frankfurt’s first iteration of an online portal for developing and presenting new, sector-specific concepts for the retail sector was Tendence.Impulse launched in 2017. Its content and approaches have been integrated into the new platform.

The website www.conzoom.solutions brings together all the information affecting the consumer goods sector. In four sections – Fairs, Knowledge, Learning and Point of Sale – it provides active, stimulating ideas, know-how and suggestions that support specific implementation in retail. The “Fairs” section features presentations of Messe Frankfurt’s world-wide consumer goods fairs. “Knowledge” offers visitors a wealth of up-to-date information, studies, statistics and management reports for consumer goods retailing. “Learning” provides exclusive access to lectures and workshops from consumer goods fairs with expert interviews and seminars. “Point of Sale” features active and stimulating ideas, suggestions, guidelines, presentations and complete packages to transform your point of sale into a special experience. You can take a look at the website from 29 June 2019 under www.conzoom.solutions.

Note for journalists:

Further information, together with photographic and video material can be found at:

www.creativeworld.messefrankfurt.com/press

The Creativeworld blog will keep you up to speed with the DIY and MIY scene throughout the year: www.creativeworld-blog.com

You can also follow us on Facebook.

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

Creativeworld
Frankfurt International Trade Fair for Hobby,
Arts and Crafts Supplies
Frankfurt am Main, 25 to 28 January 2020

Creativeworld

Creativeworld is the world's leading trade fair for the international hobby, handicrafts and artists' requisites sector. In 2019, a total of 362 exhibitors from 44 countries made presentations to 9,152 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

* before final FKM verification

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. 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. 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