

Press Release

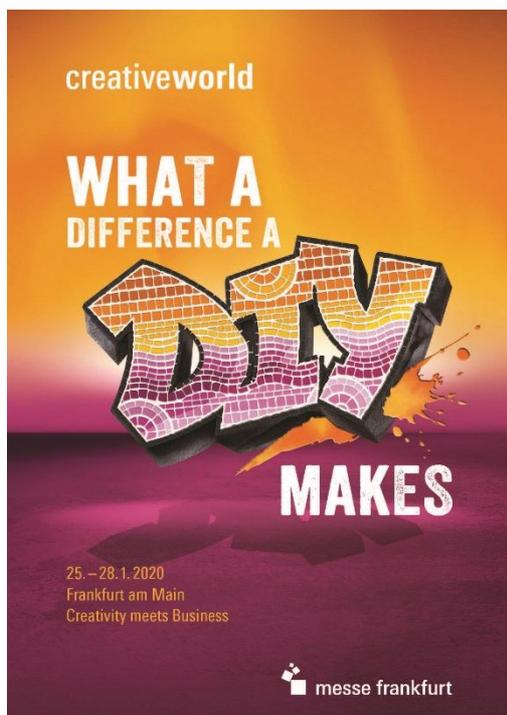
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## More than 110 registrations for Creativeworld 2020

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**A large number of registrations: only one month after the start of the application period, more than 110 manufacturers have registered for the world's most important trade fair for hobbies, arts & crafts and artists' requisites. Large numbers of German and international key players will be coming back to Creativeworld from 25 to 28 January 2020.**

For the first time, exhibitors have been able to register directly after the end of the fair for the next event. The lively response is testament to exhibitors' satisfaction with Creativeworld 2019, which stood at 82 percent, according to market research. This is reflected in the high number of registrations for 2020. "We are more than happy with the current level of registrations. After an extremely successful event, we're hitting the ground running with the planning for Creativeworld 2020", says Michael Reichhold, Creativeworld Director, Messe Frankfurt Exhibition GmbH.



Creativeworld's wide range of trends and its creativity are unparalleled: there is no other event in the world that is so colourful and international. So in 2019, it attracted more than 9,000 trade visitors from more than 100 countries to Frankfurt am Main. And this is much appreciated by the major players in the industry. These include Folia, Rayher Hobby, Rico Design, Feuerstein GmbH with their own Molotow brand, H. Schmincke, Hotex, Tombow, Creativ Company and Montana Colors, who have already registered for the event in 2020. Nils Knappe, Managing Director at H. Schmincke has this to say

about Creativeworld: "I don't know of anything that compares as a platform for our industry. 80 to 90 percent of the European manufacturers in our sector are represented in Frankfurt. There's nowhere other than Creativeworld where we can gain such a compact

Messe Frankfurt Exhibition GmbH  
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overview of the market." Stephan Rayher, Managing Director, Rayher, attests to Creativeworld's international role: "Creativeworld is extremely important for us, and it will continue to be so. It's the largest international platform. That means that all those who work in this segment come to Frankfurt, both on supplier and customer sides." Creativeworld is, therefore, the 'must-attend' event for the creative sector. Up until 15 March, those who take a swift decision to participate can benefit from the early bird discount.

In addition to the attractive mix of well-known industry brands and young companies, the complementary programme, with its focus on workshops and trends, and the well-established Creative Impulse Award create added value for the trade audience. The fair is an important attraction for wholesalers, retailers and specialist stores. This is also true for DIY-stores and garden centres, internet and mail order companies, and commercial end consumers, such as art colleges, educational establishments and care facilities. What is more, product ranges, such as creative and craft materials in user-friendly complete kits, make an interesting supplementary product range for toy and book shops, food retailers and chemists. As Michael Reichhold sums up: "Our concept is tried and tested, and it's equally well received by retailers and the industry: Creativeworld is the ideal business, trend and order platform and the sector's creative market place".

### **New: Creativeworld blog**

As we know, the time after the fair is also the time before the next one. With the new Creativeworld blog, [www.creativeworld-blog.com](http://www.creativeworld-blog.com), trade visitors and manufacturers can keep up to date with information on Creativeworld: with news about products and trends in the fields of hobbies, arts & crafts, graphic artists' supplies, artists' requisites, handiwork, textile design and decorative crafts.

The next Creativeworld will take place from 25 to 28 January 2020.

You can find further information, images and video material at:  
[www.creativeworld.messefrankfurt.com/press](http://www.creativeworld.messefrankfurt.com/press)  
[www.creativeworld.messefrankfurt.com](http://www.creativeworld.messefrankfurt.com)

With the Creativeworld blog you can keep up to date all year long with the latest developments in the DIY sector: [www.creativeworld-blog.com](http://www.creativeworld-blog.com)  
You can also follow us on Facebook.

### **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

Creativeworld  
Frankfurt international trade fair for  
hobbies, arts & crafts and artists'  
requisites  
Frankfurt am Main, 25 – 28 January 2020

**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 30 locations, the company generates annual sales of around €715\* 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).

Further information is available at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* provisional figures 2018