

Press Release

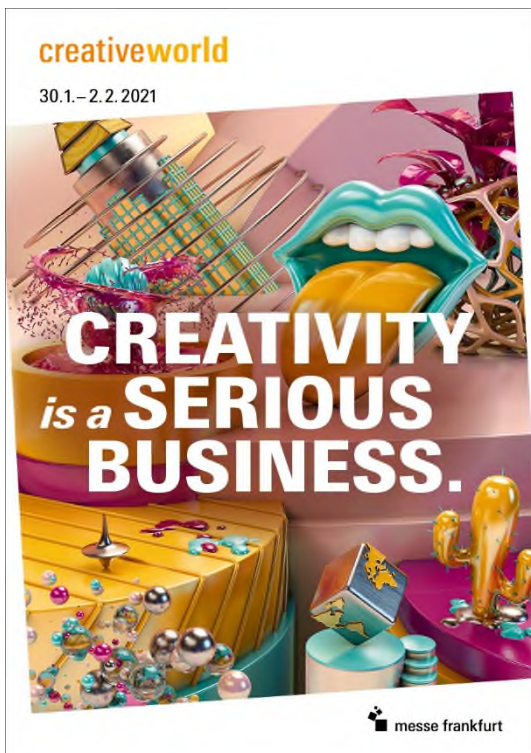
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Optimistic mood: more than 300 registrations for Creativeworld 2021

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Positive signs have come from 320 manufacturers who have registered for Creativeworld 2021. It is precisely in challenging times such as the present that creativity is particularly important. Not only in the organisation of restricted everyday life, but above all because it takes people's minds off things and offers them a positive mode of activity.

Germany and the world find themselves in a situation without previous parallel, and currently we are all affected by the corona crisis. Now is the time to look ahead, to look to subsequent events; for, once our prescribed isolation is over, people will have a great need for personal contacts. This is where Creativeworld, the most important international trade fair for hobby, arts and crafts supplies, from 30 January to 2 February 2021, will offer a great opportunity.



"We were very fortunate with Creativeworld 2020. Since it was one of the few trade fairs to be held in the first half of the year at all, once again we were able to offer the creative community a platform to exchange ideas and experience. We hope we shall have profited from this exchange until our lives have become normal again. In these times it is particularly important for high-street retailers to gain an online presence as well and to continue offering their customers an opportunity to purchase", says Michael Reichhold, Creativeworld Director at Messe Frankfurt

Exhibition GmbH. "We are looking towards 2021 with optimism. For it is all the more important to provide the retail trade with a preview of new products and to look forward jointly with the creative sector, both national and international".

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 Ludwig-Erhard-Anlage 1
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Numerous big names in the industry have already registered for the coming Creativeworld, including: Edding, Folia, FILA Group, Rayher Hobby, Rico Design, Feuerstein GmbH with its own Molotow brand, H. Schmincke, Hotex, Tombow, Creativ Company or Montana Colors, Robert Bosch GmbH with Dremel, Buntpapierfabrik Ludwig Bähr, Carioca, Marabu, Eberhard Faber/ Faber Castell, Kreul, Fabriano, Royal Talens and Clairefontaine.

BMWi area for creative start-ups

Creativeworld will be offering a new area for start-ups which aim to expand their business and their contacts both nationally and internationally. In this way young, innovative businesses in trade, industry or services can apply for the promotion area run by the German Federal Ministry for Economic Affairs and Energy (BMWi). For a successful application firms must have distinguished themselves through new developments or a proven improvement to products, processes or services. Such business should also be less than ten years old at the time of the event, have less than 50 employees, and their annual turnover should be no more than ten million Euros.

You will find all information on every aspect of Creativeworld 2021 at: www.creativeworld.messefrankfurt.com

Next dates:

In the coming year Creativeworld will be held from 30 January – 2 February 2021.

Note for journalists:

You will find further information, plus picture and video material, at: www.creativeworld.messefrankfurt.com/presse

In our **Creativeworld Blog** you can read all year about creative trends, new products and exciting DIY products: www.creativeworld-blog.com

And follow us on **Facebook**: www.facebook.com/creativeworld.frankfurt

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 40 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

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, 29 January to 2
February 2021

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 2,600* employees at 30 locations, the company generates annual sales of around €733* 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

* preliminary figures 2019

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