

Press release

November, 2021

Creativeworld 2022: Exhibitors can now apply for Special Interest Sustainability

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Sustainability is becoming increasingly important for creative products and materials. With the introduction of the Special Interest Sustainability, Creativeworld 2022 will focus even more specifically on sustainability-oriented exhibitors and their products so that interested trade buyers can find the relevant suppliers more quickly. Exhibitors can still apply until 26 November 2021. For the first time, an independent jury of international experts will decide who is accepted.



As a trend motif, the bee stands for sustainable thinking and action, which is also becoming increasingly important at Creativeworld.

Picture: Messe Frankfurt

It was already clear at the last Creativeworld that creatives are moving more and more in harmony with nature. Numerous manufacturers have recognised this and are responding to this development with recyclable materials, biodegradable ingredients, reduced packaging, refillable cartridges and certified wood. "Especially after the pandemic experience, the topic of sustainability is omnipresent. Customers attach greater importance to durable products and materials produced in an environmentally friendly way", says Eva Olbrich, Director of Creativeworld, Messe Frankfurt Exhibition GmbH. "Thus, the time is right to highlight these products more prominently via a curated selection and to further promote this future-driving theme. In 2022, we will feature them

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for the first time with the Special Interest Sustainability. Exhibitors should take advantage of this opportunity and apply quickly now".

The sustainability marking on the award-winning stands draws attention specifically to suppliers who are doing remarkable things in the field of sustainability. The sustainability-oriented exhibitors are also marked online with a tag, so trade buyers can easily filter their search by this offer and quickly find the relevant business partners.

New: Curated selection for creative products and materials

Which companies and products are included is up to an independent jury of international experts. This jury is made up of Christina Bocher (DEKRA Assurance Services GmbH), Kees Bronk (CBI, Center for the Promotion of Imports from developing countries), Lutz Dietzold (German Design Council), Max Gilgenmann (expert for textile sustainability criteria), Sabine Meyer (Side by Side, Caritas Wendelstein Werkstätten) and Mimi Sewalski (avocadostore.de).

The jury of experts will examine the applicants and clearly structure the products in six sustainability categories. Each exhibitor can fulfil one or more of these requirements with their products and thus also fit into more than one of these categories. These include environmentally friendly material, resource-saving production, fair & social production, re/upcycling design, handicraft and sustainable innovation.

The deadline for application is 26 November 2021.

As usual, Creativeworld will be held together with the international consumer-goods fairs Christmasworld and Paperworld at the end of January:

Christmasworld: 28 January to 1 February 2022

Paperworld and Creativeworld: 29 January to 1 February 2022

Press information & images:

creativeworld.messefrankfurt.com/presse

On social media:

www.facebook.com/creativeworld.frankfurt

www.instagram.com/creativeworld.frankfurt/

www.linkedin.com/company/creativeworldfrankfurt

https://twitter.com/Creativeworld_

Creativeworld

Creativeworld is the world's leading trade fair for the international hobby, handicrafts and artists' requisites sector. In 2020, a total of 368 exhibitors from 39 countries made presentations to 9,201 trade visitors from 102 countries (FKM-verified figures). 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

Creativeworld
Internationale Frankfurter Messe für
Hobby, Bastel- und Künstlerbedarf
Frankfurt am Main, 29.1.-1.2.2022

Nextrade – the digital marketplace

The 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

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. 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