

HOME OF
CONSUMER GOODS

creativeworld

4. – 7.2.2023
FRANKFURT / MAIN



WHERE IDEAS TURN INTO SUCCESS.

Creativity is a serious business.

Exhibit and
enjoy success
at Creativeworld
2023!

messe frankfurt

CREATIVITY GENERATES PLEASURE – AND SUCCESS!

WE ARE GIVING YOU AND YOUR PRODUCTS AN EVEN LARGER STAGE.

2023 looks set to be an exciting year: Creativeworld, the world's largest and most important trade fair for the creative DIY sector, will be held at the same time as Ambiente and Christmasworld. This group of fairs will have as its slogan "Home of Consumer Goods".

For you, this means **new target groups and new perspectives!** Here is the meeting place for the consumer goods industry as well as the international hobby, handicrafts and artists' supplies sector.

Present your latest product ideas, techniques and materials in the following product groups: Hobby & Handicrafts, Graphic & Artists' Supplies, Handiwork & Textile Design and Graffiti & Street Art.

Situated at the heart of Europe, you'll find new international business and a direct line to your customers right at the beginning of the year.

In short, this is the place where ideas are translated into success – for exhibitors, buyers and trade visitors!



PRODUCTS, TRENDS AND VISIBILITY

And the perfect setting for you ...

Products for painting, crafting, sewing, gluing, modelling, pottery making and decorating, plus a wide range of materials, paints and tools – and, of course, all the latest trends: Creativeworld offers everything the DIY world needs. And with your stand, you can add that special something and inspire others.

FOUR MAJOR PRODUCT GROUPS:

HOBBY & HANDICRAFTS

Handicraft materials and sets, batik dyes, decorative stones, felt, glass paints, hobby and craft books, sequins, beads, porcelain painting supplies, scissors, face paints, wax crayons, silk paints, ribbons, edging, decorative articles, florists' requisites, gift wrapping materials, mosaic, packing and binding materials, styrofoam articles and tools

HANDIWORK & TEXTILE DESIGN

Sewing machines, wool, yarns, fabrics for embroidering, knitting, sewing and crocheting

GRAPHIC AND ARTISTS' SUPPLIES

Easels, canvases, drawing paper, brushes, paints

GRAFFITI & STREET ART

Airbrush, primers and fixatives, spray cans, acrylic markers, lacquer painting pens, aqua brush pens



NEXT SEASON'S TRENDS – AND YOURS!

Creativeworld is your first port of call when it comes to doing business and setting trends: This is where the **industry's top buyers** come to look for and find the key trends of the coming season – from out-of-the-ordinary styles to the latest hip colours and from new materials to innovative creative techniques. And the best way for them to do so is by checking out your creative products, materials and tools in person! Present your new ideas and offer valuable tips! **Trying out tomorrow's ideas today** is the most successful trend at each edition of Creativeworld – the event that brings you closer to your target groups than anywhere else.



SHOWCASE YOUR OFFER TO THE DIY WORLD!

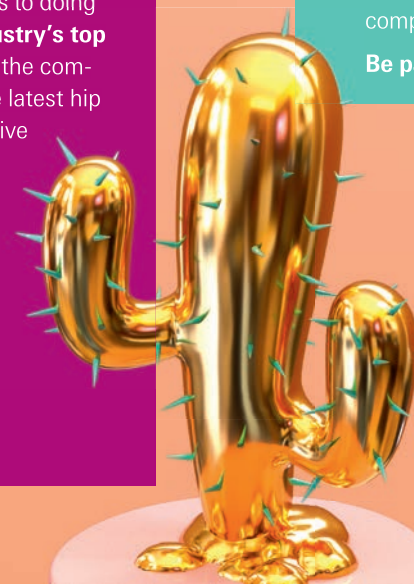
Become actively involved in shaping Creativeworld 2023 and reap the benefits. **Being there means being visible!** Make sure you book your place at the leading creative DIY fair in good time! Creativeworld offers a wider range of opportunities than any other event.

Forge valuable contacts with national and international decision makers. Meet new and existing target groups. Use the numerous opinion leaders from the press and social media. As an exhibitor, you can experience first-hand which trends and innovations are really positively received. Negotiate deals at the fair itself with high-quality buyers from the wholesale, import/export and retail sectors. Take advantage of the unique infrastructure and our comprehensive range of services for exhibitors.

Be part of it!

FURTHER DETAILS:

creativeworld.messefrankfurt.com
Everything you need to know about your trade fair participation – registration, stand rental prices 2023, exhibitor services ...



Home of Consumer Goods. One time. One place.

The world of consumer goods is changing. The industry faces major shared challenges. The market is global. Lifestyles and trends are making their mark internationally. A new format is now needed that connects market players more strongly and drives trade. The solution: **Home of Consumer Goods**. From 2023 the **Ambiente, Christmasworld** and **Creativeworld** trade fairs will concurrently showcase an unrivalled range of consumer goods in Frankfurt at one of the world's largest and most modern exhibition centres. This will introduce new perspectives and unimagined opportunities, with numerous synergies, new product groups and a revamped hall layout.

Home of Consumer Goods – a unique, pioneering concept that makes the networks around the consumer goods market fit for the future. This is the new platform for communication within the market, for exploring requirements and prospects and for sharing knowledge and visions.

Strengths that count.

The new now

Messe Frankfurt is redefining the industry's sphere of action and gives a globally unique market overview – onsite and online:
Home of Consumer Goods.

One time, one place

The successful Ambiente, Christmasworld and Creativeworld fairs will be expanded and their concepts further developed.

High potential

The Global Sourcing area is gaining importance – and is becoming increasingly relevant as the most important platform for this segment outside China.

To the max

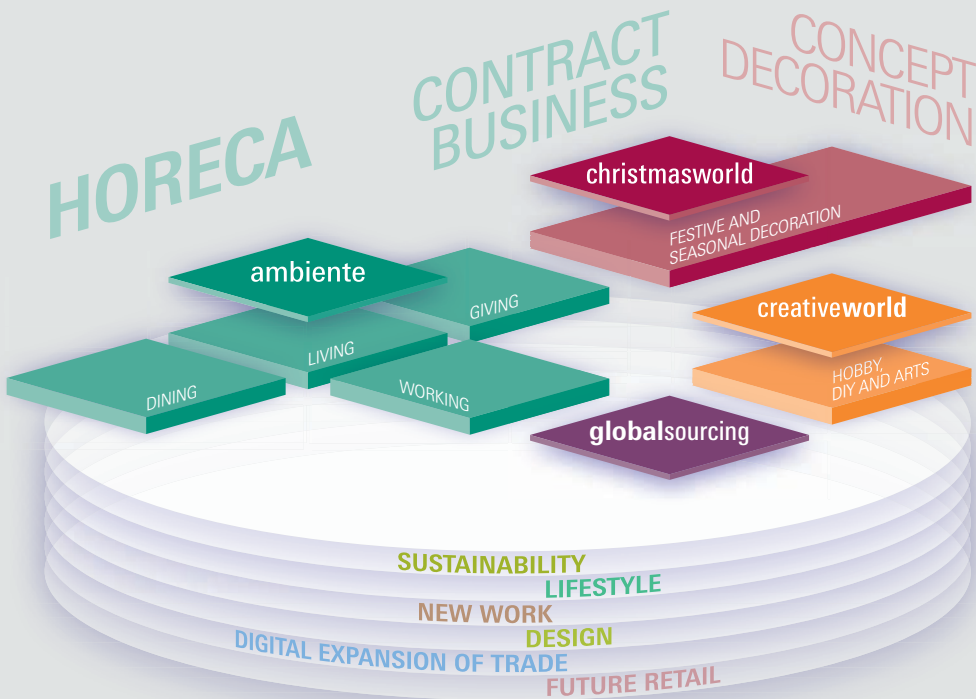
The strengthening of core segments of the consumer goods market and the opening up future fields of activity create the largest global combination of synergies for all players.

Sustainability in all areas

Living the values of sustainability through conserving resources and increasing efficiency across all participants.

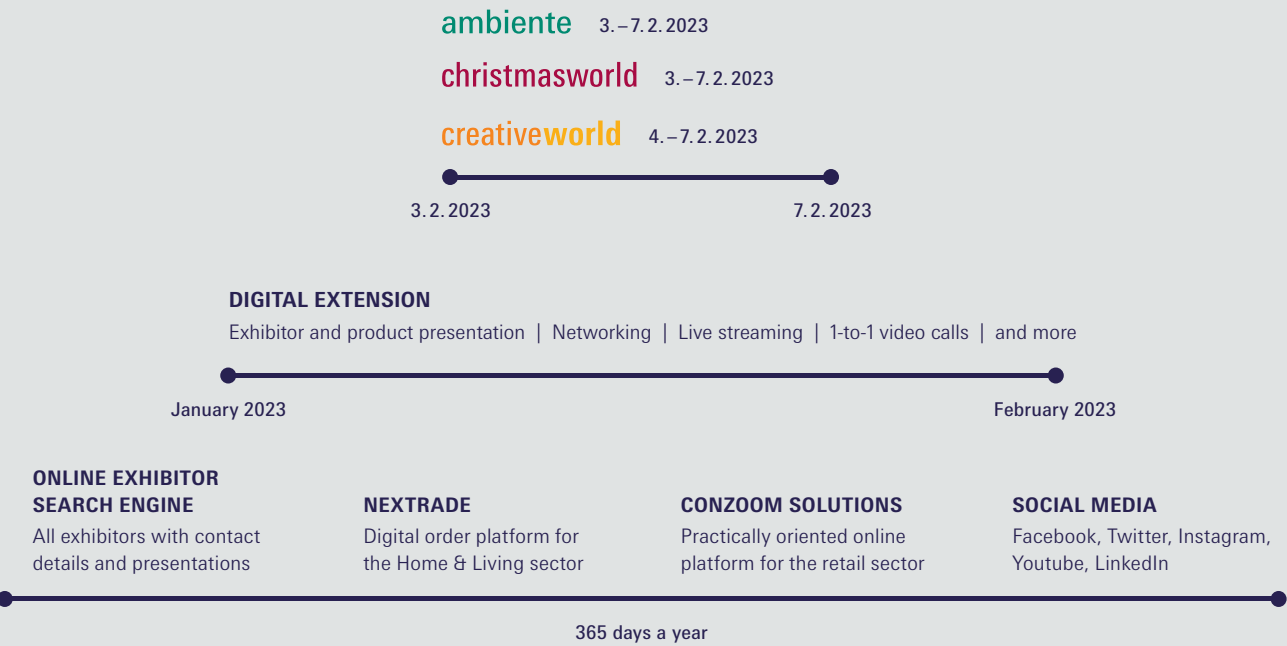
Face to face

The unparalleled concentration at a single venue makes the **Home of Consumer Goods** a key interface for all forms of trading organisations, as well as for HoReCa, Contract Business and Concept Decoration.

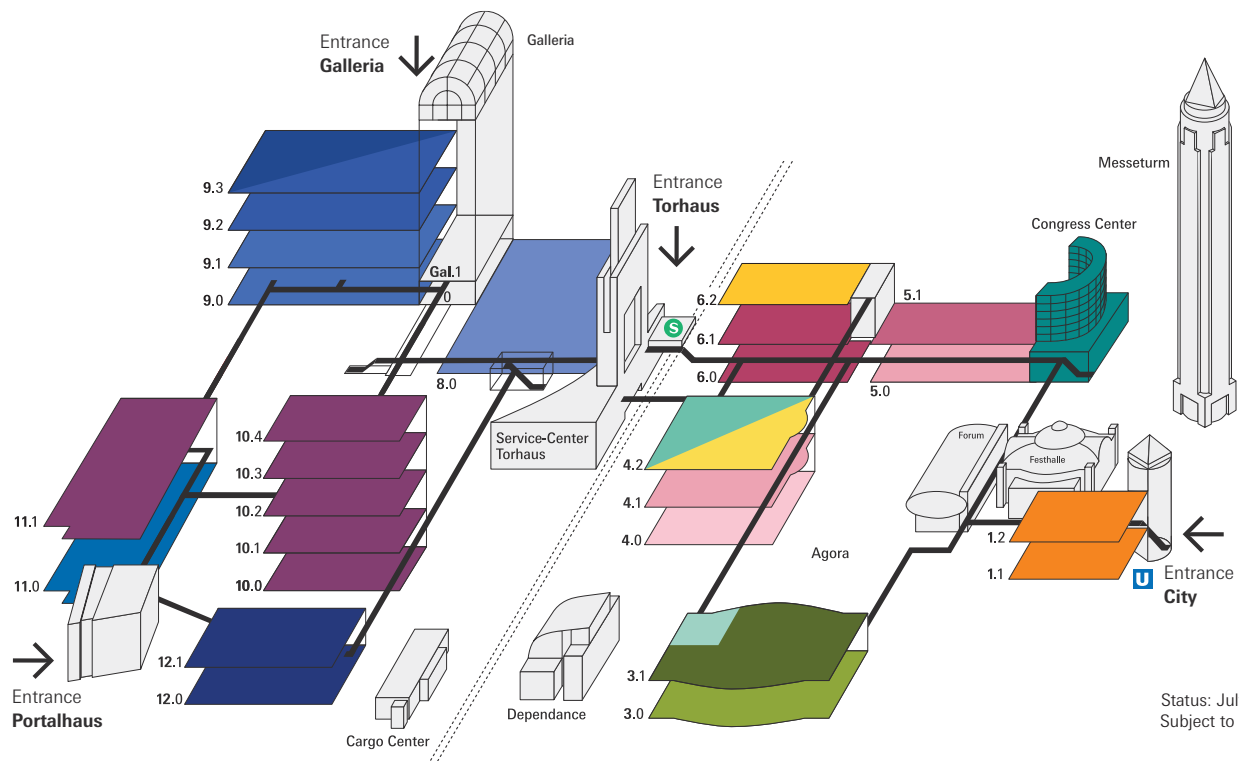


Digital features – 365 days a year.

Exhibitors at all three trade fairs will benefit from a wealth of digital features. You can expand your digital presence and increase your opportunities to make contact and interact. By including a comprehensive company profile in the online exhibitor search engine, you will always be well prepared for effective matchmaking. Win over new customers with virtual meetings, product presentations and lead generation. You can use the convenient Nextrade order platform, and keep up to date with Conzoom Solutions, which provides support every day of the year with tailored tips and information for retailers.



GROUND PLAN



Status: July 2022,
Subject to change

ambiente

Global Sourcing

- Seasonal Decoration** 10.0
- Giving** 10.1
- Working** 10.1
- Dining Table** 10.2
- Living Home Decoration & Outdoor** 10.2
- Home Select** 10.3
- Home Accessories & Crafts** 10.4
- Dining Kitchen & Houseware** 11.1

Dining

- Cook & Cut** 8.0
- Kitchen, Accessories & Baking** 9.0, 9.1
- Clean Home** 9.2, 9.3
- Top Deals** 9.3
- HoReCa** 11.0
- Table** 12.0, 12.1
- Table Select** 12.1

Living

- Interiors & Decoration** 3.0
- Interior Design** 3.1

Giving

- Urban Gifts & Stationery** 4.2
- Gift Ideas & School** 6.2

Working

- Future of Work** 3.1
- Office** 4.2
- Remanexpo Congress Center**

christmasworld

- Visual Merchandising & Light, Christmas & Seasonal Decoration** 4.0
- Christmas & Seasonal Decoration** 4.1, 5.0
- Christmas & Seasonal Decoration, Florists' Requisites & Garden Decoration** 5.1
- Christmas & Seasonal Decoration, Florists' Requisites & Garden Decoration, Candles, Ribbons & Wrapping** 6.0, 6.1

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- Hobby & handicrafts** 1.1, 1.2
- Graphic & artists' supplies** 1.1, 1.2
- Graffiti & Street Art** 1.1, 1.2
- Handiwork & textile design** 1.1, 1.2



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#homeofconsumergoods
#creativeindustry



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